



At the heart of the image

DIGITAL CAMERA
COOLPIX
S7c

VR

7.1 Megapixels

3x Zoom

3.0-inch LCD

Vibration Reduction

ISO 1600

www.nikoncoolpix.info

Cross a line in design

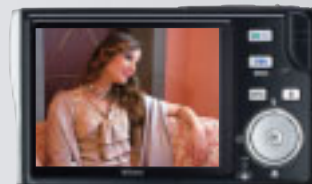
Move far beyond compact convention, with the COOLPIX S7c. A revolutionary new camera with distinct design, it combines 7.1 megapixels with a precision lens for outstanding clarity and detail, while ingenious Vibration Reduction and uncommon light sensitivity extend sharp, successful shooting into falling light. Satisfying shots are made easier through unique Nikon image innovations, and the advantage of built-in Wi-Fi adds even further freedom. There's also a range of image-sharing features that multiply the potential for enjoyment, from the exceptionally large LCD, to the entertainment of Pictmotion, to new COOLPIX CONNECT that enables images to be sent all over the world. Push back the boundaries of fun, convenience and enjoyment, with the COOLPIX S7c.

COOLPIX S7c

- High 7.1 megapixel resolution
- 3x Zoom-Nikkor ED lens
- Large, bright 3.0-inch LCD
- Vibration Reduction for steady shooting
- High light sensitivity up to ISO 1600
- Pictmotion in-camera entertainment
- Built-in Wi-Fi & new COOLPIX CONNECT



Matte Black





Take a new look at the light

Vibration Reduction

Why take camera shake, when you can shoot sharper, clearer and without blur. Nikon's ingenious Vibration Reduction can detect and correct for camera movement to give you rock-steady results time after time.



Without Vibration Reduction



With Vibration Reduction

ISO 1600 Capability

High light sensitivity up to ISO 1600 opens up a whole new world of photo opportunity. Allowing you to tackle scenes and situations far beyond the capabilities of conventional compacts, it offers you new power to capture fast-moving objects with outstanding clarity and gives you great exposure in significantly lower light.



ISO 800

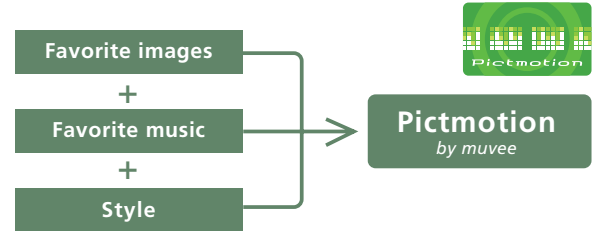
Reshape the way you share



Pictmotion

Photography is much more fun when shared. And sharing is so much better with Pictmotion. Offering imaginative entertainment way beyond common slideshow functions, this exciting in-camera capability lets you put together an audiovisual show for enjoyment anywhere. Just select your images and movies, pick a style, then add one of the five pre-installed soundtracks or load new ones* to match the mood. Your COOLPIX then produces the show automatically, setting pace and transitions in harmony with music and style for viewing on the large, crystal-clear monitor.

* Via PictureProject for Windows only.



Rotary multi selector



With the Rotary multi selector, operation flows as smooth as the lines of the wave-surface design. An on-screen icon tracks your scrolling and pressing, making it a cinch to select the features you want, the moment you need them. And enabling image scrolling at up to 10 shots per second, the Rotary multi selector even adds to the pleasure of playback.

A bigger, wider picture

An exceptionally large 230,000-dot LCD with anti-reflection coating makes it easy to enjoy smooth, sharp movies, great-looking stills and exciting Pictmotion shows – even when viewing in bright outdoor light. Not only does it measure an ample 3.0-inches across, but it also offers an unusually wide viewing angle of 170 degrees – making it easy for everyone to enjoy together.



170°



Pull images out of the air



Wireless Transfer

Do away with troublesome cables and revel in new wireless freedom. With a Wi-Fi antenna built into its stylish body, the COOLPIX S7c lets you send pictures through thin air, straight to your computer or directly to a PictBridge-compatible printer.

Note: Wireless support (IEEE 802.11b/g).
Wireless printing requires optional Wireless Printer Adapter PD-10.



COOLPIX CONNECT*

Imagine being able to take a picture, then show it to friends across the world in mere seconds! Well with COOLPIX CONNECT, you really can. An all-new service only available with the COOLPIX S7c, it lets you take a photo, select from your in-camera email address list and send the picture straight from the camera for viewing on a PC anywhere!

* Sends email containing a link, inviting recipients to view and download images.



PictureProject

Now equipped with a range of special Wi-Fi functions, Nikon's exclusive software adds even further flexibility to your photographic enjoyment. Surprisingly easy to operate, it enables easy picture editing and simplifies organization and sharing. And because there's also a range of available plug-ins, you can expand capabilities whenever you wish.



Make more of the moment,
more of the time

» A touch of genius

With the One-touch portrait button, it's easier than ever before to get great-looking results. Your shortcut to three unique Nikon image innovations, it offers instant access to Face-priority AF and In-Camera Red-Eye Fix for optimized image capture and lets you transform exposure after the fact with Nikon's powerful D-Lighting advantage.



D-Lighting

Improve underexposed images or shots taken with too much backlight. Nikon's unique D-Lighting function automatically creates a copy with added detail wherever necessary and well-exposed areas left precisely as they are.



With D-Lighting

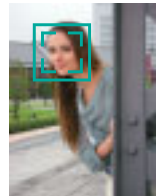


Without D-Lighting

Face-priority AF

Take satisfyingly sharp portraits, no matter where the subject is in the shot. Face-priority AF* automatically finds, then focuses on people's faces, enabling you to achieve crisp, clear results time after time.

* Face recognition capability may be limited in some shooting conditions.



In-Camera Red-Eye Fix

Avoid the annoying red-eye effect sometimes caused by flash. In-Camera Red-Eye Fix automatically detects red eyes in the picture, then cleverly compensates for them in-camera for more flattering, more natural results.



Note: Images shown above are for representation purposes only.

COOL-STATION MV-15

With the supplied COOL-STATION MV-15, you can recharge your batteries without even removing them from the camera. This super-convenient cradle also features a USB port for swift computer connection and can be easily hooked up to a TV for viewing on an even grander scale.



Dock Insert PV-11

The supplied Dock Insert PV-11 adds immediate direct print performance. Just slip your COOLPIX into this handy accessory to produce photos from ImageLink-compatible printers without using a computer.

Nikon Digital Camera COOLPIX S7c Specifications

Effective pixels:	7.1 million
CCD:	1/2.5-inch type (approx. 7.41 million total pixels)
Image modes:	High (3072*), Normal (3072), Normal (2592), Normal (2048), PC (1024), TV (640)
Lens:	3x Zoom-Nikkor ED; 5.8-17.4mm (35mm [135] format equivalent to approx. 35-105mm); f/2.8-5.0; 12 elements in 10 groups; Digital zoom: up to 4x 30cm (1 ft.) to infinity (∞), 4cm (1.6 in.) to infinity (∞) in Macro mode
Focus range (approx.):	
LCD monitor:	3.0-inch type, 230,000-dot TFT LCD monitor with brightness adjustment (170-degree wide viewing angle)
Storage media:	SD memory card and internal memory (approx. 14MB)
Shooting modes:	Auto, 2 modes for vibration reduction (Anti-Shake, High-Sensitivity), 4 modes with Scene assist (Portrait, Landscape, Sports, Night Portrait), 11 Scene modes (Party/Indoor, Beach/Snow, Sunset, Dusk/Dawn, Night Landscape, Close Up, Museum, Fireworks Show, Copy, Back Light, Panorama assist), Voice Recording, BSS (Best Shot Selector), AE-BSS, Color Options, Date Imprint, Self-timer (3, 10 sec.)
Movie:	With sound: TV movie (640) at 30fps, Small size (320) at 30fps/15fps, Smaller size (160) at 15fps, Pictmotion (320) at 15fps; Without sound: Time-lapse movie at 30fps, Stop-motion movie at 15fps, Electronic VR (Vibration Reduction) available
Vibration Reduction (VR):	Electronic VR
ISO sensitivity:	50, 100, 200, 400, 800, 1600, Auto (ISO 50-800 equivalent)
Pictmotion:	5 styles selectable to playback movies or up to 30 still images, 5 music files pre-installed, max. 5 music files loadable*
Capture modes:	1) Single, 2) Continuous (approx. 1.4fps), 3) Multi-shot 16 (approx. 1.6fps, only available at image size 5M), 4) Interval timer shooting
Number of frames (w/ internal memory):	7M: High (3072*) approx. 4, Normal (3072) approx. 8, 5M: Normal (2592) approx. 11, 3M: Normal (2048) approx. 17
Built-in flash:	Range: approx. 0.3-7.5m / 1 ft. - 24 ft. 7 in. (W), approx. 0.3-4.0m / 1 ft. - 13 ft. 1 in. (T); Flash modes: Auto, Auto with Red-eye Reduction (In-Camera Red-Eye Fix), Flash Cancel, Anytime Flash and Slow sync.
Interface:	IEEE 802.11b/g, USB, Audio Video output (via COOL-STATION MV-15)
Wireless capability:	IEEE 802.11b/g, wireless range up to 20m (depending on environment)
Supported languages:	Total of 20 languages: German/English/Spanish/French/Italian/Dutch/Russian/Swedish/Japanese/Simplified Chinese/Traditional Chinese/Korean/Thai/Portuguese/Polish/Indonesian/Finnish/Danish/Norwegian/Czech selectable in menu display
Power requirements:	Rechargeable Li-ion Battery EN-EL8 (supplied), AC Adapter EH-64 (supplied)
Battery life (approx.):	200 shots with EN-EL8 (based on CIPA standard)
Dimensions (WxHxD):	Approx. 100.5 x 60 x 21mm (4.0 x 2.4 x 0.8 in.) excluding projections
Weight (approx.):	140g (4.9 oz.) without battery and SD memory card
Supplied accessories**:	Rechargeable Li-ion Battery EN-EL8, AC Adapter EH-64, COOL-STATION MV-15, USB Cable UC-E10, Audio Video Cable EG-E5000, Strap, Dock Insert PV-11, PictureProject CD-ROM
Optional accessories:	Battery Charger MH-62, Wireless Printer Adapter PD-10

* Via PictureProject for Windows only; each file up to 3 minutes long.
** Supplied accessories may differ by country or area.

PictureProject System Requirements

OS	Macintosh: Mac® OS X version 10.3.9 or later Windows: Windows® XP Home Edition/Professional, Windows® 2000 Professional pre-installed models
Note	CD-ROM drive required for installation. Only built-in USB ports are supported

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