

Art Department



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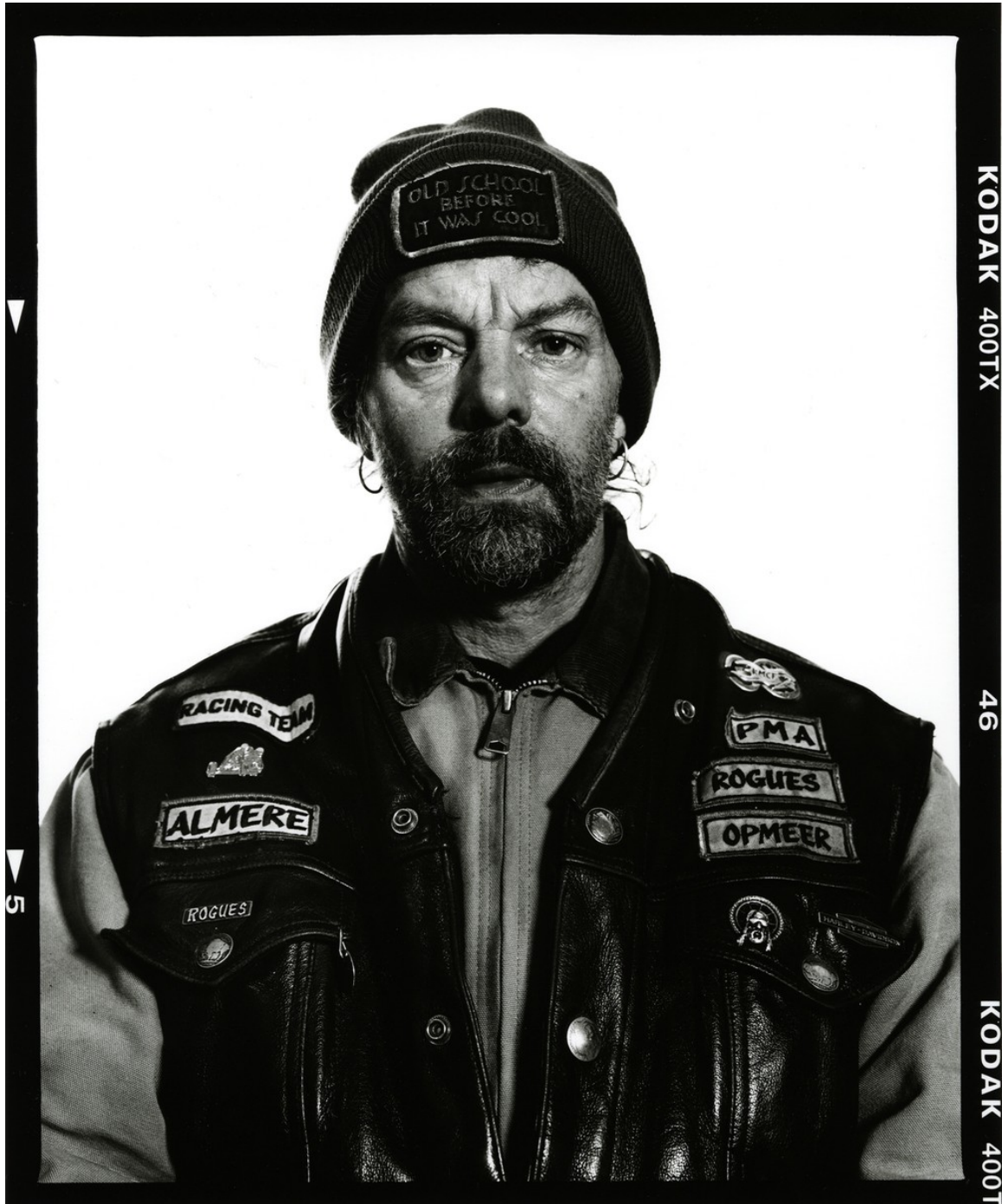
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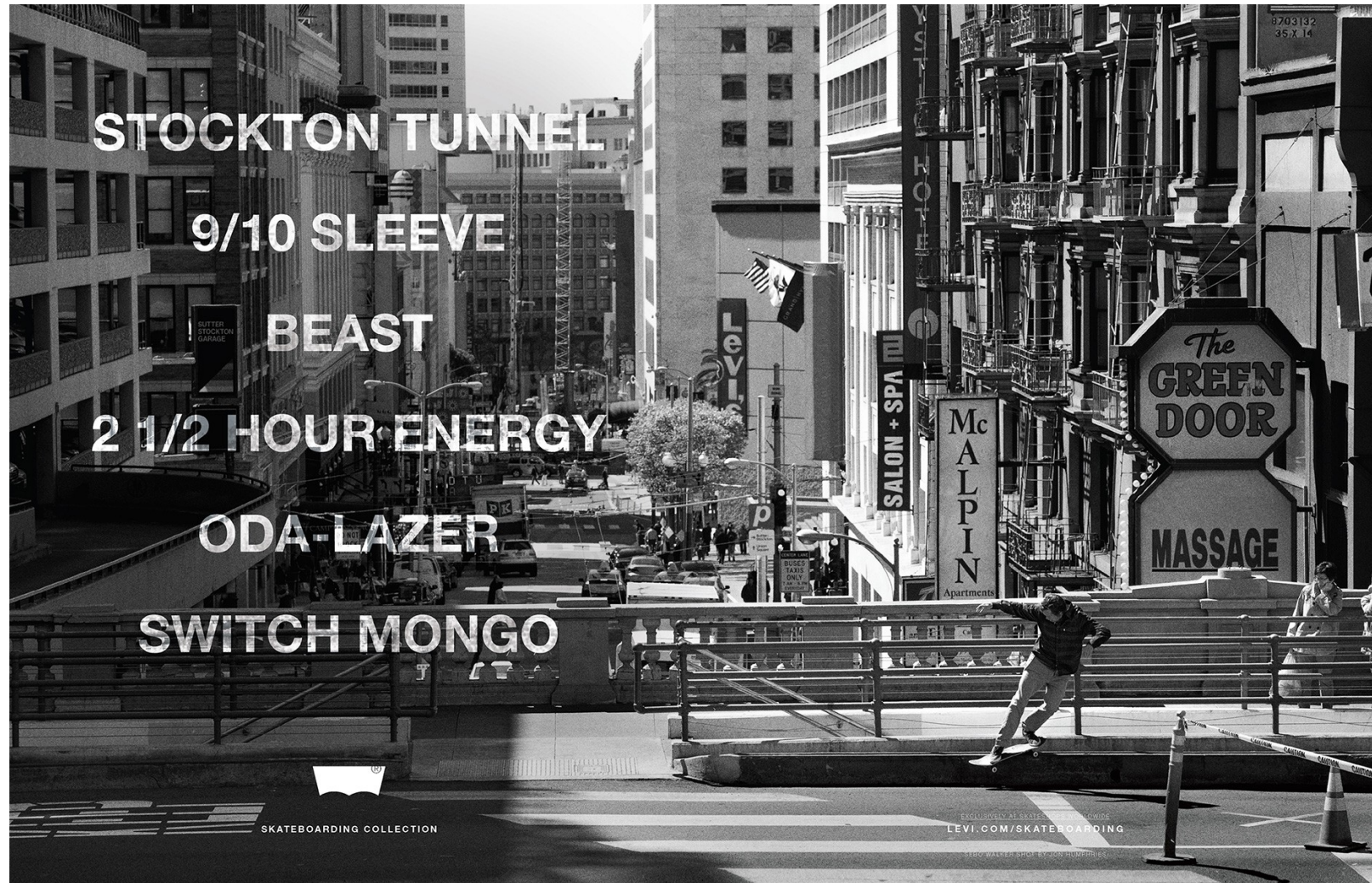
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An advertisement for the Nikon Coolpix AW100 camera. The background is a dynamic photograph of a kayaker in a blue jacket and orange kayak navigating white-water rapids. The kayaker's paddle is visible, and water splashes around the kayak. In the bottom left corner, there is a yellow square with the Nikon logo. In the bottom right corner, the Nikon Coolpix AW100 camera is shown. The camera is orange and black, with a flip-out LCD screen displaying the same kayaking scene. The camera has a GPS sensor on top and various buttons and controls on the side. The text "Nikon COOLPIX AW100" is visible on the camera's body.

**BEAUTIFUL PROOF
THAT YOU'VE
BEEN THERE AND
DONE THAT.**

Introducing the waterproof, freezeproof, shockproof Nikon COOLPIX® AW100.
THE NIKON THAT'S TAKING IMAGE QUALITY WHERE IT'S NEVER BEEN.
With the built-in GPS, you can track your adventure like never before, and
with its advanced sensor you can capture every moment of it in stunning
16mp and Full 1080P HD movie – even in low light. See what it can do at
www.nikonusa.com/rugged

Nikon

Nikon

COOLPIX AW100

GPS

SHOCKPROOF 16MP 1080P HD

WATERPROOF 16MP 1080P HD

FREEZEPROOF 16MP 1080P HD

GPS

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*For limitations regarding waterproof, freezeproof and shockproof attributes, go to www.nikonusa.com/aw100info. Nikon and COOLPIX are registered trademarks of Nikon Corporation. ©2011 Nikon Inc.

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An advertisement for the Nikon Coolpix AW100 camera. The background is a first-person perspective of a mountain biker riding on a wooden trail through a forest. The biker's legs, wearing brown shoes and socks, are visible in the foreground. In the top left corner is the Nikon logo. The main headline reads "RELIVE THE GLORY IN ALL ITS GLORY." in large, bold, white and yellow letters. Below this, a block of text describes the camera's features: "Introducing the waterproof, freezeproof, shockproof Nikon COOLPIX® AW100. THE NIKON THAT'S TAKING IMAGE QUALITY WHERE IT'S NEVER BEEN. With the built-in GPS, you can track your adventure like never before, and with its advanced sensor you can capture every moment of it in stunning 16mp and Full 1080P HD movie – even in low light. See what it can do at www.nikonusa.com/rugged". In the bottom right corner, the Nikon Coolpix AW100 camera is shown, which is orange and black, with its LCD screen open, displaying the same biker scene. The camera has "GPS" and "COOLPIX AW100" printed on it.

Nikon

**RELIVE THE GLORY
IN ALL ITS GLORY.**

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Nikon
COOLPIX AW100
SHOCKPROOF 16MP/1330 SHOOTPROOF 1.5m-10m FREEZEPROOF 1.5m-10m GPS

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