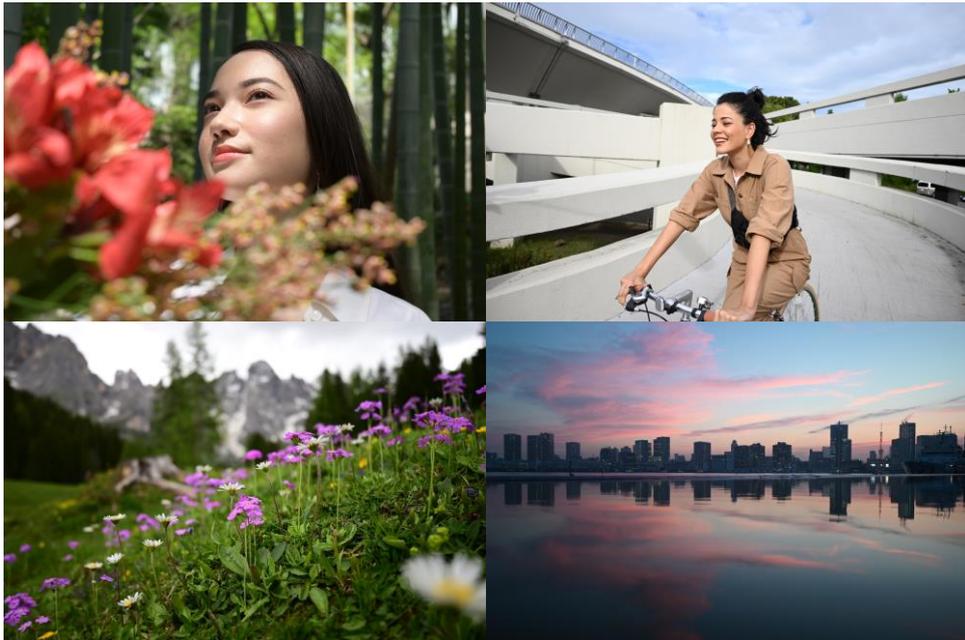


Complement your creative pursuits with the NIKKOR Z 24-50mm f/4-6.3

Introducing the most compact and lightweight full-frame format lens for the Z series

Johannesburg, SOUTH AFRICA – Nikon South Africa announces the NIKKOR Z 24-50mm f/4-6.3, a creative complement for the newly-launched Nikon Z5 and an addition to the extensive NIKKOR Z range. Combining high performance and a lightweight design, the new full-frame format standard zoom lens is for creators who desire an optimal and compact lens without compromise on image quality and functionality. It is the perfect lens for those seeking one that is highly portable and want to use it in a variety of situations that allows you to achieve high quality, social media ready images and videos.



“In order to help creators realise their vision to its fullest potential, we’ve designed this kit lens to perform with high image quality and clarity with minimal colour fringing. The NIKKOR Z 24-50mm f/4-6.3 defies that perception by refusing to compromise its balanced build between quality and ergonomics, presenting itself as a sturdy companion with the new Nikon Z5 for the creators’ vision. Compact, convenient, easy to use but most importantly – it delivers to meet your creative potential.

NIKKOR Z 24-50mm f/4-6.3 PRIMARY FEATURES



Excellence, No Matter Where You Are

Seeking inspiration in the mountains or on the streets? The NIKKOR Z 24-50mm f/4-6.3 is the perfect companion on the go. Its compact body is the shortest and lightest among full-frame format zoom lens for mirrorless cameras¹, weighing at approximately 195g and featuring a button-less retractable mechanism being the slimmest at only 51mm². Bring the NIKKOR Z 24-50mm f/4-6.3 wherever you go, with its body being meticulously designed with dust- and drip-resistant performance³, preventing dust and water droplets from entering the lens.

Superior Performance for Any Situation

This new lens is built to not only uphold the high image quality of NIKKOR Z but continue to exceed expectations with its outstanding rendering performance, thanks to the Z mount system's large mount size of 55mm and short flange focal distance of 16mm. Approach your scene boldly with each subject being constant at any focal length, with the easy-to-use NIKKOR Z 24-50mm f/4-6.3 and its constant minimum focus distance of 0.35m.

Colour accuracy is important when it comes to creative expression. Be it taking photos of a bustling night market or a scenic sunset, the lens kit allows for great colour control as it utilizes two extra-low dispersion (ED) glass elements that effectively compensate chromatic aberration and reduce colour bleeding. When paired with the new Nikon Z 5, expect superior optical performance as the combination brings out the best of both camera and lens, with their respective high optical performance and portability, delivering great images and videos even in lowlight situations.

Capture Inspiring Moments with Smooth Control

Whether it is a moment of zen in the park or a busker belting a tune on the street, you will need to quietly navigate and smoothly operate your lens to make sure you get those moments without interruption. Thanks to its autofocus (AF) mechanism which uses a stepping motor (STM) and an electromagnetic diaphragm mechanism, the lens prevents the recording of the lens drive and operation sounds in video recordings.

Respond to fleeting moments with ultimate convenience and efficiency. The lens offers smooth operability with its control ring that allows you to efficiently assign preferred functions for quick access, which also helps ensure that you have quiet and smooth control as it prevents operational sounds from using the command dial and buttons.

Bring out your creative vision without worry or restrictions. Imagine taking pictures of your favourite action-figures only to find blurring in areas you did not expect. However, with the NIKKOR Z 24-50mm f/4-6.3, the focus-breathing reduction feature will help to greatly reduce shifting the angle of view when adjusting your focus for a good shot, making it easier to take photos or videos of various environments. In addition, its stable aperture control helps creators cruise through different lighting exposures for high movie quality recordings.

¹ Based on Nikon research on full-frame format zoom lenses for interchangeable-lens mirrorless cameras available as of July 21, 2020.

² Distance from camera lens mount flange when lens is retracted.

³ The lens is not guaranteed to be dust- and drip-resistant in all situations or under all conditions.

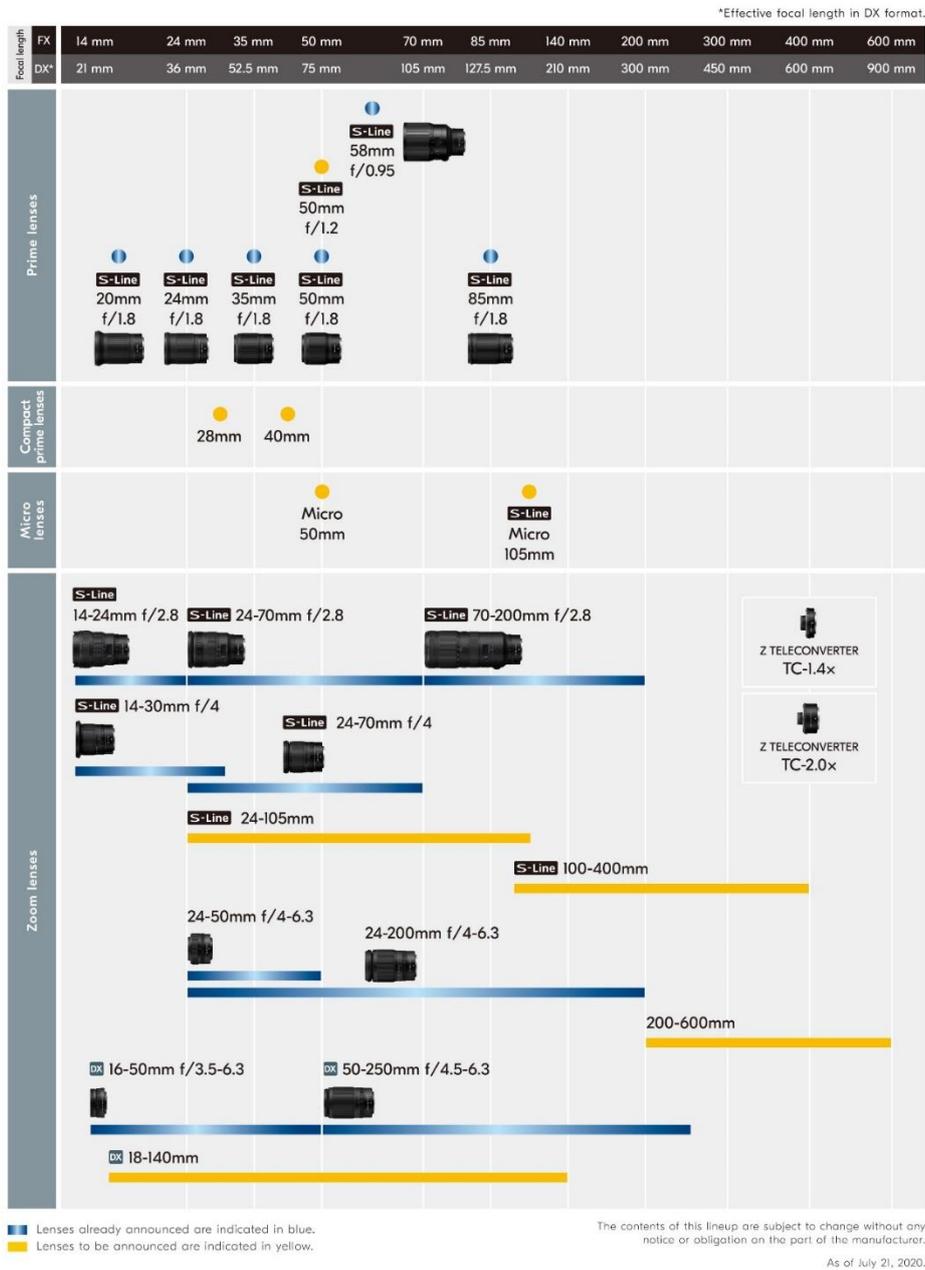
NIKKOR Z lens line-up expansion

Nikon continues to further pursue possibilities that the Z mount system offers as it actively works to enrich the NIKKOR Z lens line-up with a multitude of high-performance lenses that enrich the creator's creative ambitions. Introducing the NIKKOR Z lens line-up expansion to 2021⁴, with the NIKKOR Z 14-24mm f/2.8 S that is scheduled to be released this year.



NIKKOR Z 14-24mm f/2.8 S

⁴ Updated: As of July 21, 2020. This lineup is subject to change without prior notice.



Availability

For more information on the new NIKKOR Z 24-50mm f/4-6.3, and other Nikon products, please visit www.nikon.co.za.

About the NIKKOR brand

NIKKOR is Nikon's brand of photographic lenses. The NIKKOR name arose from adding "r", a common practice in the naming of photographic lenses at the time the name was established, to "Nikko", the

Romanized abbreviation for Nippon Kogaku K.K., the original name used when the company was established. In November 2018, Nikon announced its milestone achievement of 110 million in total production of NIKKOR lenses for Nikon interchangeable lens cameras.

About My NIKKOR

Every photographer has a story to tell. Enter a world shaped by the creative vision and expression of Nikon photographers. Visit MY NIKKOR (mynikkor.com) to be inspired by their passion and adventures and let NIKKOR connect you with the culture of photography.

About Nikon

Nikon is the world leader in digital imaging, precision optics and photo imaging technology and is globally recognised for setting new standards in product design and performance for its award-winning consumer and professional photographic equipment. Nikon Singapore Pte Ltd distributes consumer and professional digital SLR cameras, NIKKOR optics, Speedlights and system accessories; Nikon COOLPIX compact digital cameras; Nikon sports optics as well as the latest mirrorless cameras in over 50 countries. For more information, visit www.nikon.co.za.

Connect with Nikon and other photographers on Facebook at the below links.



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