



*At the heart of the image™*

COOLPIX S10



COOLPIX.**STYLE**

brilliance made beautiful

brilliance  
made beautiful



A beautiful body  
and a powerful  
point of view.

**S10**

**6.0**  
Effective  
Megapixels

**10X**  
Optical  
Zoom-Nikkor  
Glass Lens

**2.5"**  
Incredible, Bright  
LCD Screen

**VR**  
Vibration  
Reduction

# Amazing 10x Zoom

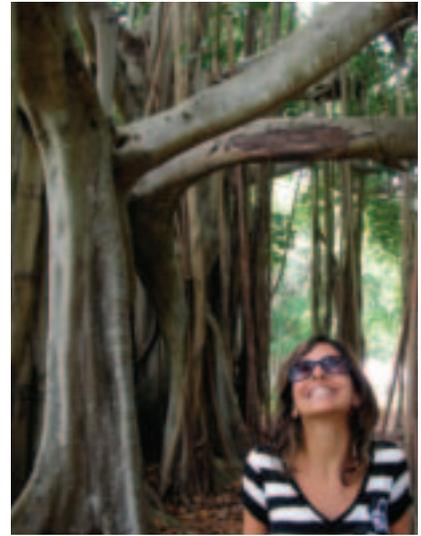
The Power of Ten



38mm



100mm



380mm

Explore a whole new world of zoom performance. Combining a world-famous 38-380mm (35mm equivalent) Zoom-Nikkor lens with innovative swivel design, the **COOLPIX S10** lets you zoom out for architecture, zoom in for tight portraits and zoom all the way out for panoramic landscapes – all from creative angles.

## Vibration Reduction

Sure and steady!

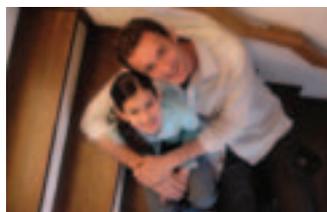


without vibration reduction



with vibration reduction

Selection of VR lets the **COOLPIX S10** detect camera movement, make precise automatic adjustments and produce stunning results with reduced blur. So whether you're panning, shooting in low light, or taking a handheld macro shot, you get a sharper, clearer picture. VR also extends to movie shooting and helps support faster framing on the large 2.5-inch LCD.



## ISO 800

Keep shooting even in lower light.

The **COOLPIX S10** also boasts increased sensitivity up to ISO 800. You can enjoy faster shutter speeds that keep subjects sharp and take better low-light photos without extending exposure.

# Nikon In-Camera Innovations

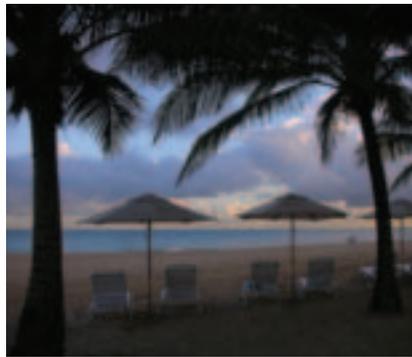
Makes taking beautiful pictures easy!



**In-Camera Red-Eye Fix™** Automatically detects and fixes most typical occurrences of red-eye.



**Face-Priority AF** Automatically finds and focuses on people's faces to ensure superb portraits with clear, crisp focus.



**D-Lighting** Compensates for underexposed images or insufficient flash by automatically adding light and detail to selected shots where needed – without affecting properly exposed areas.



**Auto Image Rotation**  
Detects pictures that have been taken with the camera held vertically and automatically rotates the image for in-camera LCD playback.



## One-Touch Portrait Button

Offers instant access to Face-Priority AF and In-Camera Red-Eye Fix™ for optimized image capture and lets you transform exposure with Nikon's D-Lighting advantage.



## Multi Selector Display

Four direction mode selector is displayed in the LCD corresponding to the actual mode selector.

## In-Camera Cropping

allows you to crop out the part of the image you don't want and keep the part you like.

## Saturation Mode

allows you to control the color saturation.

## Blur Warning

alerts you to a blurry image.

## Noise Reduction Mode

minimizes digital artifacts in long exposures.

## Voice Memo Function

records up to 20 seconds of sound that can then be attached to an image.

## Best Shot Selector

enables the camera to take a series of photos and automatically select the one with the sharpest focus.

## Date and Time Imprinting

is available to document the exact time and date that your photo is taken.

# Innovative Automatic Features

Simply Brilliant



Close Up



Landscape



Beach/Snow



Fireworks Show



The **COOLPIX S10** features 16 specially programmed modes to automatically handle focus, exposure, white balance and other adjustments that help you take great pictures easily. Face-Priority AF, an option found in the Portrait Mode, automatically finds a face and focuses on it for you. Plus 4 of the 16 scene modes come with Scene Assist which offers a selection options to help you compose your pictures with the assistance of framing guides displayed in the monitor.

## Pictmotion™

Reshape the way you share.



Pictmotion™ allows you to select your favorite images and movies, decide on a style, and pick one of five pre-installed music files or add your own\*. Pictmotion™ automatically combines your elements in a polished production, with transitions and style synced to your music.

\* Via PictureProject™ software (included) for Windows only

## PictureProject™ Software

PictureProject™ adds value to the entire photographic experience. Supplied with each and every **COOLPIX** camera, this unique, user-friendly software simplifies picture editing and makes it easy to organize and share images with family and friends.



# Incredible, Bright 2.5" LCD

Makes shooting and sharing images easier.

The **COOLPIX S10** is equipped with an incredible 2.5" LCD great for viewing images anywhere, anytime. The 115,000 dot LCD monitor with LED backlight makes composing and playing back images easy!



## In-Camera Color Options & QuickTime™ Movie with Sound



Standard



Vivid Color



Black and White



Sepia



Cool



Shoot a QuickTime™ Movie with sound at up to 30 frames per second.

Five color shooting options.

## Long Battery Life and Direct Printing



Via Supplied USB Cable

Via Supplied Audio-Video Cable



Print directly to a printer, show on TV or upload to the web. You can send images directly to print without a PC, when using PictBridge and USB Direct Print compatible computers. Just touch the TRANSFER button once to upload images to your computer using the supplied PictureProject™ software. Or hook directly to your TV and show your images on a grand scale!

The new Nikon **COOLPIX S10** has been designed so you can shoot longer and more often by increasing battery life and adding more internal memory. 16 MB of internal memory lets you shoot even more without an SD card (sold separately). On one charge of the included rechargeable lithium-ion battery EN-EL5 you can shoot up to 300 shots.

# COOLPIX S10



Actual size  
S10 4.4" w x 2.9" h x 1.6" d



Zoom Button



## Great Accessories



Case



EN-EL5 Battery



EH-62 AC Adapter

## Fantastic Features

We thought of everything!

**COOLPIX S10 6.0 Megapixels** for beautiful prints up to 16 x 20 inches.

**High Quality 10x Optical Zoom-Nikkor Lens** for incredibly sharp, clear images.

**Incredible, Bright 2.5 Inch LCD** for easy viewing and playback of pictures.

**Vibration Reduction** for steady shooting.

**High Sensitivity** up to ISO 800

**Pictmotion™** in-camera entertainment

**Auto Image Rotation** will automatically rotate vertical images in the camera.

**Light Weight** of approximately 7.8 oz. (without battery and SD card).

**Nikon In-Camera Red-Eye Fix™** automatically fixes most instances of red-eye.

**Nikon D-Lighting** automatically brightens the dark areas in the picture when in playback mode.

**Face-Priority AF** automatically finds a face and focuses on it for crisp, sharp portraits.

**16 Scene Modes**, 4 with Scene Assist, to guide you in taking better pictures, easily and automatically.

**Longer Battery Life** shoot approximately 300 images on a single charge of the included lithium-ion (Nikon EN-EL5) rechargeable battery.

**Adjustable Graphic User Interface** allows you to change the interface to view either the icon view or the traditional menu item view.

**In-Camera Help button** instantly displays an explanation for all the functions within all menus.

**Take Great Close-Up Pictures** with the ability to focus as close as 1.6 inches from your subject.

**Movie Mode** with sound available at 30 frames per second.

**16MB Internal Memory** allows you to begin taking pictures immediately.

**Print Directly to a Printer** by connecting directly to a PictBridge-compatible printer.

# COOLPIX S10

## Digital Camera Specifications

<b>Type</b>	Compact digital camera	<b>Interface</b>	USB
<b>Product Name</b>	COOLPIX S10	<b>Supported languages</b>	German/English/Spanish/French/Italian/Dutch/Swedish/Japanese/Simplified Chinese/Traditional Chinese/Korean/Russian selectable in menu display
<b>Effective pixels</b>	6.0 million	<b>Power requirements</b>	EN-EL5 Lithium-ion rechargeable battery (included), MH-61 battery charger (included), AC Adapter EH-62A (optional)
<b>CCD</b>	1/2.5-inch type (6.2 million total pixels)	<b>Battery life (approx.)</b>	Approx. 300 shots with EN-EL5 Lithium-ion rechargeable battery (based on CIPA standard <sup>†</sup> )
<b>Image modes</b>	6M <sup>*</sup> High (2816 x 2112)/High, 6M Normal (2816)/Normal, 3M Normal (2048 x 1536)/Normal, PC Screen (1024 x 768)/Normal, TV Screen (640 x 480)/Normal	<b>Dimensions (w x h x d)</b>	Approx. 112.5 x 74.5 x 40.5mm (4.4 x 2.9 x 1.6 in.)
<b>Lens</b>	10x Zoom-Nikkor; 6.3-63mm (35mm [135] format equivalent to 38-380mm); f/3.5; 12 elements in 9 groups; Digital zoom: up to 4x (35mm [135] format equivalent to approx. 1520mm)	<b>Weight</b>	Approx. 220g (7.8 oz.) (without batteries and memory card)
<b>Vibration Reduction</b>	Image Sensor Shift	<b>Supplied accessories<sup>†</sup></b>	Strap, USB Cable UC-E6, Audio Video Cable EG-CP14, Rechargeable EN-EL5 Lithium-ion Battery, Battery Charger MH-61, Lens cap, PictureProject <sup>™</sup> CD-ROM
<b>Focus range</b>	30cm (12 in.) to infinity (∞), approx. 4cm (1.6 in.) to infinity (∞) in Macro mode	<b>Optional accessories</b>	AC Adapter EH-62A
<b>LCD monitor</b>	2.5-inch type, 230,000-dot TFT LCD monitor with brightness adjustment	<sup>*</sup> Via PictureProject <sup>™</sup> (Windows only) <sup>†</sup> Supplied accessories may differ by country or area. <sup>^</sup> Industry standard for measuring life of camera batteries. Measured at 25°C (77°F); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal.	
<b>Storage media</b>	Internal memory: approx. 16MB, SD memory card compatible not included	<b>PictureProject<sup>™</sup> System Requirements</b>	<b>OS</b> Macintosh: Mac <sup>®</sup> OS X version 10.1.5 or later (version 10.2.8 or later required for Burn Disc option) / Windows: Windows <sup>®</sup> XP Home Edition/Professional, Windows <sup>®</sup> 2000 Professional, Windows <sup>®</sup> Me, Windows <sup>®</sup> 98SE pre-installed models  <i>Microsoft<sup>®</sup> and Windows<sup>®</sup> are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Macintosh<sup>®</sup> and QuickTime<sup>®</sup> are either registered trademarks or trademarks of Apple Computer Inc. in the United States and/or other countries. The FotoNation logo is a trademark. The SD logo is a trademark. PictBridge is a trademark. D-Lighting technology is provided by Apical Limited. Face-Priority AF technology is provided by Identix<sup>®</sup>. Products and brand names are trademarks or registered trademarks of their respective companies.</i>
<b>Shooting modes</b>	Auto, Scene Assist (Portrait, Landscape, Sports, Night Portrait), Scene (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, Blur Warning, Date Imprint, Self-timer (10 sec.)		
<b>Movie</b>	With sound: TV movie (640) at 30fps, Small size (320) at 30fps, Smaller size (160) at 15fps, Pictmotion <sup>™</sup> (320) at 15fps; Without sound: Time-lapse movie at 15fps		
<b>Pictmotion<sup>™</sup></b>	5 styles selectable to playback movies or up to 30 still images, 5 music files pre-installed, max. 3 music files loadable <sup>^</sup>		
<b>Capture modes</b>	1) Single, 2) Continuous (approx. 1.6fps), 3) Multi-shot 16 (16 frames 1/16 in size) (only available at image size at 2816/Normal), 4) Interval Timer shooting		
<b>Number of frames (w/ Internal memory)</b>	6M <sup>*</sup> High approx. 5, 6M Normal approx. 10, 3M Normal approx 20, PC Screen approx 68, TV Screen approx 128		
<b>Built-in flash</b>	Range: 0.4-3.0m/ 1 ft. 4 in. – 10 ft.; Flash modes: Auto, Auto with Red-eye Reduction (In-Camera Red-Eye Fix <sup>™</sup> ), Anytime Flash, Flash Cancel and Slow sync.		



**Everything you need to get started!**  
 MH-61 Battery Charger, Strap, USB Cable UC-E6, Audio Video Cable EG-CP-14, Rechargeable Li-ion Battery EN-EL5, PictureProject<sup>™</sup> CD-ROM



**Nikon Inc.**  
 1300 Walt Whitman Road Melville NY 11747 [nikondigital.com](http://nikondigital.com) • 1-800-Nikon-UX

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