

Attention Nikon® N80™ Dealers! This is it!



Your Nikon N80 Sales Promotion Kit!

See inside...for more materials to rev up sales and profits this holiday season and beyond!

Make your holidays more profitable with the new Nikon® N80™ Promotion Kit!

Engineered to Exhilarate! Engineered to Sell!

Nikon®

Dear Nikon Dealer,

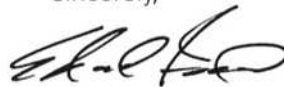
Beginning today, Nikon gets you ready for the Holiday 2000 selling season with the Nikon N80 Promotion Kit. A handy, colorful package of promotional, advertising and other materials designed to help you sell and profit with the award-winning Nikon N80 Autofocus SLR.

To get you started, five of the Kit's components are enclosed: an N80 sales guide; a beautiful, full-size in-store display poster; a fronter price card and backer card to put in your Nikon N80 SLR camera display stand; and ten 1½" lapel pins.

The poster shows breathtaking images shot with the N80 by renowned Nikon photographer Bob Krist. It's sure to generate customer interest and give your entire sales staff ample opportunity to point out and demonstrate the remarkable capabilities and features of the new N80. So get ready to sell with your Nikon N80 Promotion Kit!

N80. Engineered to exhilarate...engineered to sell for the Holiday 2000 shopping season and beyond! Happy holidays!

Sincerely,



Ed Fasano
General Manager
Consumer SLR Systems

P.S. For more information and additional materials,
please call your Nikon Sales Representative.



Your Nikon® N80™ Promotion Kit contains the following:

- 10 1½" BUTTONS** to encourage questions and pique interest
- 1 COLOR POSTER** featuring images shot with the Nikon N80 by renowned photographer Bob Krist
- 1 FRONTER CARD** for your N80 display stand
- 1 BACKER CARD** for your N80 display stand
- 1 N80 SALES GUIDE** to explain and illustrate features, controls, specifications and more

The following fully customizable sales aids are also available through your Nikon Sales Representative or Source Communications:

- POSTCARD** — two color, 8" x 6"
- STATEMENT STUFFER** — prints one color on any color stock to fit in a standard #10 envelope
- BLACK AND WHITE AD** — can be printed in color by special request; size: 2 col. (4.25") x 10"
- N80 COUNTER CARD** — available per request, four color, mounted on foam core

Looking for more
in your photography?

Move up to the
Nikon N80.



Nikon
N80™



Engineered to Exhilarate!

Whether it's thrilling action or breathtaking landscapes, the N80's fast Autofocus with Focus Tracking with Lock-On™ assures incredible sharpness. Choose from three precise metering systems, including Nikon's unique 3D Matrix Metering and 18 programmable Custom Functions. Plus, the exclusive viewfinder with On-Demand Grid Lines and built-in Speedlight make your N80 the complete photographic tool. Try it. You'll like what you see.

\$000

DEALER LOGO/NAME
ADDRESS CITY STATE ZIP
PHONE

Nikon
WE MAKE THE MOMENTS
GREATEST FACTURE!

All Nikon products include Nikon Inc. USA one-year limited warranty.

BLACK-AND-WHITE AD (reduced to fit page) Actual size 10" x 4.25"

Looking for more in your
photography?

Nikon
N80™



Visit XYZ Camera to try the Nikon N80.

Looking for more
in your photography?

Engineered to
Exhilarate! **N80™**

Move up to the Nikon N80.

- Fast Autofocus with Automatic Focus Tracking
- Precise 10-segment 3D Matrix, Center-Weighted and Spot Metering Systems
- Built-in Speedlight with 3D TTL Multi-Sensor Automatic Balanced Fill Flash
- 18 Custom Functions featuring On-Demand Composition-Assist Grid Lines

\$000



DEALER NAME
ADDRESS
CITY STATE ZIP
PHONE

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WE MAKE THE MOMENTS
GREATEST FACTURE!

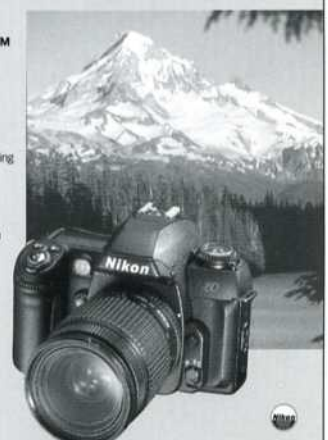
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- Fast Autofocus with Automatic Focus Tracking
- Precise 10-segment 3D Matrix, Center-Weighted and Spot metering systems
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ABOVE:
N80 COUNTER CARD
(reduced to fit page)
Actual size 8.5" x 11", four color

ABOVE:
N80 POSTCARD
(reduced to fit page)
Actual size 8" x 6", two color

RIGHT:
STATEMENT STUFFER
(reduced to fit page) Actual
size 8" x 3.126", one color



Thrilling action
landscapes, the N80's fast
Focus Tracking with Lock-On™
3D matrix metering. Choose from three
metering systems, including Nikon's unique
3D Matrix Metering and 18 programmable Custom
Functions. Plus, the exclusive viewfinder with
On-Demand Grid Lines and built-in Speedlight
make your N80 the complete photographic tool.
Try it. You'll like what you see.

Engineered to Exhilarate!
Autofocus with Automatic Focus Tracking
3D Matrix, Center-Weighted
and Spot Metering Systems
Built-in Speedlight with 3D TTL Multi-Sensor
Automatic Balanced Fill Flash
18 Custom Functions featuring On-Demand
Composition-Assist Grid Lines
Depth of Field Preview Control

\$000
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To order customized Nikon® N80™ Promotion Kit materials,
please contact your Nikon Sales Representative or the
Nikon Account Coordinator at Source Communications:
1-800-783-4383 or fax 201-343-5710.

Nikon®