Nikon's original digital image-processing concept

"EXPEED"

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Tokyo — Nikon Corporation is pleased to announce the development of its original EXPEED digital image-processing concept, which will be employed in the design of all future Nikon digital SLR and COOLPIX cameras.

As Nikon's new digital image-processing concept — featuring the core ideas of our image creation and processing — EXPEED incorporates the optimized knowhow and technologies we have accumulated throughout our long history and in the course of our transition from film to digital cameras (starting with the D1). It's a system that embodies Nikon's intense passion for digital images.

Unlike image-processing engines or systems, EXPEED does not deal with specific parts or features. Rather, it refers to Nikon's original comprehensive *concept* of digital image processing. And as a system to realize it, it will be applied to all future Nikon digital cameras, including both SLRs and COOLPIX compact models.

Using EXPEED as a foundation, image-processing engines/systems are optimized for each particular model, specific user characteristics and a range of applications — so that EXPEED plays a major role in Nikon's digital image-processing technology, and is applied to every operation conducted by the image-processing engine.

The result is a broad spectrum of high-performance features. With the new Nikon D3 digital SLR, for example, 14-bit A/D conversion and 16-bit image processing enable rich and varied gradation, and high-definition, high-quality images, utilizing the wide dynamic range of the Nikon FX-format CMOS image sensor. Also realized are advanced features such as "improved high-speed performance (consecutive shooting speed, memory card writing speed)", "ISO 6400 sensitivity with noise reduction at high sensitivity (enables you to fix ISO 25600 equivalent at Custom Setting)", "image display on the high-resolution 3.0-inch,

TFT LCD monitor", "support for HDTV and CF card double slot" and "focal plane contrast AF in Liveview mode".