

Digital Cameras Can Make Photo Sharing Easier

(NAPSA)—The latest advances in digital cameras are bringing the benefits of photo-sharing technology into the spotlight.

According to a recent survey by International Data Corporation (IDC), 43 percent of U.S. digital camera owners believe that wireless technology has become an important feature to consider when choosing a new digital camera. The incorporation of wireless technology in compact cameras provides an additional opportunity to share their special memories.

As new digital cameras storm the market, there is one new camera that not only sends images via e-mail directly from the camera, but also supports a new secure photo-sharing and storage service called my Pictown.

Nikon's wireless digital camera, the COOLPIX S51c, allows users to share their photos and movie clips with family and friends effortlessly with the click of a button. Users can send pictures via e-mail anywhere there is an open-access Wi-Fi hotspot. In addition, the S51c boasts an 8.1-megapixel resolution perfect for generating high-quality prints, a 3x Zoom-NIKKOR glass lens designed to capture every detail in a photo, and a bright 3.0-inch LCD display that allows users to compose and share images with great ease.

"Not only does the S51c boast advanced imaging abilities and features, it also enhances the photo-sharing experience for users," said Bill Giordano, general manager marketing, COOLPIX for Nikon Inc. "With the S51c and my Pictown service, users can easily share and securely store their images faster and more efficiently than ever before."

With the COOLPIX S51c, consumers have several options for



A new digital camera was designed to enhance the photo-sharing experience without sacrificing security.

sharing their photos with family and friends, including the ability to e-mail their favorite photos directly from the camera. Using the my Pictown service, they can also publish pictures to the photo-community Web site, Flickr, link photos to blogs with the press of a button and store 2 gigabytes of their images and movies on a safe and secure server for free with the option to purchase more storage space. This service is not only great for consumers on the go who don't have the time to sit at a computer but also useful for travelers who are filling up their memory cards.

Each Nikon COOLPIX S51c comes with a six-month complimentary T-Mobile Hotspot Wi-Fi service for digital cameras, allowing the user to send images and videos to my Pictown from over 8,200 T-Mobile HotSpots nationwide.

Furthermore, the S51c's 3.0-inch LCD monitor can be used as a platform for Pictmotion. Perfect for sharing images at social gatherings, Pictmotion allows users to create custom slideshows with their images and music right inside the camera for a truly personalized viewing experience.

To learn more, you can visit www.nikonusa.com.