

# Incredibly Easy!

**D3100** 18-55 VR Kit  
Kit Includes 18-55mm VR Zoom-NIKKOR® Lens

Was \$649<sup>95\*\*</sup>  
**NOW!**  
**\$549<sup>95\*\*</sup>**

14.2 MEGAPIXELS UP TO 3 FRAMES PER SECOND 3" LCD MONITOR GUIDE MODE EASE OF USE

AFTER  
**\$100**  
Instant Savings\*



At the heart of the image™

## EXTRA INSTANT SAVINGS!



Was \$649<sup>95\*\*</sup>  
**NOW!**  
**\$549<sup>95\*\*</sup>**  
AFTER  
**\$100**  
Instant Savings\*



Was \$249<sup>95\*\*</sup>  
**NOW!**  
**\$149<sup>95\*\*</sup>**  
AFTER  
**\$100**  
Instant Savings\*



Was \$899<sup>90\*\*</sup>  
**NOW!**  
**\$699<sup>90\*\*</sup>**  
AFTER  
**\$200**  
Instant Savings\*

D3100 KIT INCLUDES 18-55MM DX VR ZOOM-NIKKOR LENS.

BUY AN ADDITIONAL TELEPHOTO 55-200MM DX VR ZOOM-NIKKOR LENS AND SAVE \$100 INSTANTLY.



14 Sunset Drive • Waterbury Center, VT 05677  
(Located Off Route 100, Across from the Cold Hollow Cider Mill)

Everyday Low Prices & In-Store Specials  
802-244-0883  
www.gmcamera.com

Have used equipment? Put it to good use!  
Sell or trade-in your equipment today.

Nikon Authorized Dealer

nikonusa.com



At the heart of the image™

# Mother's Day

# INSTANT SAVINGS!\*



White Gift Pack Includes  
1 NIKKOR VR 10mm-30mm  
Zoom Lens, Red Leather  
Camera Case & 8GB Memory Card

Gift Pack Includes  
Camera Case &  
4GB Memory Card



**New!**  
COOLPIX® S4300 Gift Pack



16 MEGAPIXELS 6X WIDE OPTICAL ZOOM 3" HI-RES TOUCH LCD DISPLAY

Was \$219<sup>95\*\*</sup>  
**NOW!**  
**\$129<sup>95\*\*</sup>**

AFTER  
**\$90**  
Instant Savings\*

nikonusa.com

## Nikon 1™ J1 White Gift Pack

Was \$749<sup>95\*\*</sup>  
**NOW!**  
**\$549<sup>95\*\*</sup>**  
AFTER  
**\$200**  
Instant Savings\*



802-244-0883  
www.gmcamera.com

\* For details regarding Nikon's Instant Savings Offers described in this flyer, please visit: [nikonusa.com/mothersdaykitoffers](http://nikonusa.com/mothersdaykitoffers). Instant Savings offers on the COOLPIX S4300 Gift Pack, Nikon 1 J1 White Gift Pack, COOLPIX L26, COOLPIX L810, COOLPIX P310, COOLPIX S6300 and COOLPIX S9300 are effective from 5/6/12 (or earlier) through 5/12/12. Instant Savings offers on the COOLPIX S30 and COOLPIX S3300 are effective from 5/6/12 through 5/19/12. Instant Savings offers on all other products are effective from 5/6/12 (or earlier) through 5/26/12.  
\*\* All prices are suggested retail price. Actual selling price is determined by each dealer at time of sale. All prices and specifications are subject to change without notice.  
† For limitations regarding waterproof, freezeproof and shockproof attributes, go to <http://nikonusa.com/AW100info>.  
†† For limitations regarding waterproof and shockproof attributes, go to <http://nikonusa.com/S30info>.

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### Color-Coordinated Accessories

- Leather Camera Case
- Leather Neck Strap
- Leather Hand Strap
- Leather Body Case

Accessories each sold separately.

### Nikon 1 J1 WHITE GIFT PACK

White Gift Pack Includes  
1 NIKKOR VR 10mm–30mm  
Zoom Lens, Red Leather Camera  
Case & 8GB Memory Card

WAS \$749.95\*\*  
NOW  
**\$549.95\*\***  
AFTER \$200 Instant Savings\*



### EXTRA INSTANT SAVINGS!

WAS \$749.95\*\*  
NOW  
**\$549.95\*\***  
AFTER \$200 Instant Savings\*  
Nikon 1 J1 White Gift Pack

+

WAS \$249.95\*\*  
NOW  
**\$149.95\*\***  
AFTER \$100 Instant Savings\*  
Buy an additional 1 NIKKOR VR 30mm–110mm Zoom Lens and Save \$100 Instantly

=

WAS \$999.90\*\*  
NOW  
**\$699.90\*\***  
AFTER \$300 Instant Savings\*

### Nikon 1 J1 PINK KIT

2-LENS KIT With  
1 NIKKOR VR 10mm–30mm &  
1 NIKKOR VR 30mm–110mm Zoom Lenses

WAS \$929.95\*\*  
NOW  
**\$729.95\*\***  
AFTER \$200 Instant Savings\*



Plus Coordinating  
Leather Hand Strap,  
Lens Hoods &  
Wrapping Cloth



# Nikon 1 J1™

With 1 NIKKOR VR  
10mm–30mm Zoom Lens  
WHITE | RED | BLACK | SILVER

WAS \$649.95\*\*  
NOW  
**\$549.95\*\***

AFTER  
**\$100**  
Instant Savings\*



### Color-Coordinated Interchangeable Lenses

**\$100 Instant Savings\***

Save an additional \$100 when purchased with any Nikon 1 J1 or V1 Camera

AVAILABLE IN WHITE OR BLACK

1 NIKKOR  
10mm Lens  
WAS \$249.95\*\*  
NOW  
**\$149.95\*\***  
AFTER \$100 Instant Savings\*

1 NIKKOR  
VR 30mm–110mm  
Zoom Lens  
WAS \$249.95\*\*  
NOW  
**\$149.95\*\***  
AFTER \$100 Instant Savings\*

All Nikon 1 models and colors subject to availability.

# Nikon 1 V1™

With 1 NIKKOR VR  
10mm–30mm Zoom Lens  
BLACK | WHITE

WAS \$899.95\*\*  
NOW  
**\$799.95\*\***  
AFTER \$100 Instant Savings\*

Speedlight SB-N5 \$149.95\*\*

1 NIKKOR VR  
10mm–100mm Power-drive  
Zoom Lens \$749.95\*\*

Featuring Electronic Viewfinder



# Fast, Easy-to-use, Small & Stylish...

You'll want to take this camera everywhere!



FEROCIOUSLY  
FAST  
AUTOFOCUS

No more shutter-lag frustration!  
Capture fast-moving subjects in sharp,  
crystal-clear focus, press the shutter  
release button for incredibly fast response.  
Get the pictures you used to miss.



MOTION  
SNAPSHOT

Make your pictures come to life by  
combining a short movie clip and a full  
resolution still image with just the push  
of a button. An easy and unforgettable  
way of preserving your memories!

SEE A DEMONSTRATION  
[nikonusa.com/1](http://nikonusa.com/1)



SIMULTANEOUSLY  
RECORD FULL  
HD 1080p MOVIES  
& CAPTURE  
STILL IMAGES

Record them both at the same time!

[nikonusa.com/1](http://nikonusa.com/1)



# COOLPIX Zoom!



### Nikon COOLPIX Kit Includes:

- Two-year Nikon Extended Service Coverage certificate
- Stylish carrying case



### New! L26

16.1 MEGAPIXELS 5x WIDE OPTICAL ZOOM 3" LCD DISPLAY

Was \$119.95\*\*  
**NOW! \$99.95\*\***  
AFTER \$20 Instant Savings\*



### New! S3300 Kit

16 MEGAPIXELS 6x WIDE OPTICAL ZOOM 2.7" LCD DISPLAY

Was \$189.95\*\*  
**NOW! \$119.95\*\***  
AFTER \$70 Instant Savings\*



### New! S6300 Kit

16 MEGAPIXELS 10x WIDE OPTICAL ZOOM 2.7" LCD DISPLAY

WITH HIGH PERFORMANCE CMOS SENSOR  
Was \$249.95\*\*  
**NOW! \$179.95\*\***  
AFTER \$70 Instant Savings\*



### New! S9300 Kit

16 MEGAPIXELS 18x WIDE OPTICAL ZOOM 3" HI-RES LCD DISPLAY GPS & E-COMPASS FUNCTIONS

WITH HIGH PERFORMANCE CMOS SENSOR  
Was \$399.95\*\*  
**NOW! \$299.95\*\***  
AFTER \$100 Instant Savings\*



### New! L810 Kit

16.1 MEGAPIXELS 26x WIDE OPTICAL ZOOM 3" HI-RES LCD DISPLAY

Was \$329.95\*\*  
**NOW! \$249.95\*\***  
AFTER \$80 Instant Savings\*



### New! P510 Kit

16.1 MEGAPIXELS 42x WIDE OPTICAL ZOOM 3" VARI-ANGLE VGA DISPLAY GPS TAGGING FUNCTIONS

WITH HIGH PERFORMANCE CMOS SENSOR  
Was \$479.95\*\*  
**NOW! \$399.95\*\***  
AFTER \$80 Instant Savings\*



# LOW-LIGHT

Shoot beautiful Low-Light Images even without a flash!



Exceptional Low-Light Performance  
With High Performance **CMOS SENSOR**



### S8200 Kit

16.1 MEGAPIXELS 14x WIDE OPTICAL ZOOM 3" HI-RES LCD DISPLAY

WITH HIGH PERFORMANCE CMOS SENSOR

Was \$379.95\*\*  
**NOW! \$249.95\*\***  
AFTER \$130 Instant Savings\*



CLEAR COLOR DISPLAY

### New! P310 Kit

16.1 MEGAPIXELS 4.2x WIDE OPTICAL ZOOM 3" HI-RES LCD DISPLAY

WITH HIGH PERFORMANCE CMOS SENSOR

Was \$379.95\*\*  
**NOW! \$299.95\*\***  
AFTER \$80 Instant Savings\*



CLEAR COLOR DISPLAY

All COOLPIX models and colors subject to availability.

# WATERPROOF



### AW100 Kit

16 MEGAPIXELS 5x WIDE OPTICAL ZOOM 3" HI-RES LCD DISPLAY GPS, E-COMPASS & MAPPING FUNCTIONS

WITH HIGH PERFORMANCE CMOS SENSOR

Was \$399.95\*\*  
**NOW! \$299.95\*\***  
AFTER \$100 Instant Savings\*



### WATERPROOF, SHOCKPROOF, FREEZEPROOF.™



### New! S30

10.1 MEGAPIXELS 3x WIDE OPTICAL ZOOM 2.7" LCD DISPLAY

Was \$119.95\*\*  
**NOW! \$109.95\*\***  
AFTER \$10 Instant Savings\*



Creativity From Any Point Of View.



CREATIVITY FROM ANY ANGLE

**D5100** 18-55 VR Kit  
Kit Includes 18-55mm VR Zoom-NIKKOR® Lens

16.2 MEGAPIXELS UP TO 4 FRAMES PER SECOND 3" VARI-ANGLE LCD MONITOR SPECIAL EFFECTS MODE



- In-camera Special Effects Mode operates with still images or D-Movies
- Stunning full 1080p HD Video with full-time autofocus
- Fast 11-point autofocus system
- Shoot from bright light to low light: ISO range 100-6400, expandable to ISO 25,600 equivalent
- EXPEED 2™ image processing
- 16 Automatic Exposure Scene Modes

Was \$849<sup>95\*\*</sup>  
**NOW!**  
**\$699<sup>95\*\*</sup>**  
AFTER  
**\$150**  
Instant Savings\*

Nikon  
**1080p HD VIDEO**  
WITH FULL-TIME AUTOFOCUS

**Nikon School**  
Sign Up Today!  
Take beautiful pictures  
[nikonschool.com/class](http://nikonschool.com/class)



UNLEASH YOUR POTENTIAL

**D90** 18-105 VR Kit  
Kit Includes 18-105mm VR Zoom-NIKKOR® Lens

12.3 MEGAPIXELS UP TO 4.5 FRAMES PER SECOND 3" SUPER SHARP LCD MONITOR

- HD Video — Striking 24fps HD video with sound
- Low-noise ISO sensitivity from 200 to 3200
- Built-in image sensor cleaning
- 11-point autofocus system with Face Priority
- One-button Live View
- Nikon 3D Color Matrix Metering II with Scene Recognition System

**\$1199<sup>95\*\*</sup>**  
Nikon 1080p HD VIDEO WITH FULL-TIME AUTOFOCUS



BREATHTAKING MOVIES

**D7000** 18-105 VR Kit  
Kit Includes 18-105mm VR Zoom-NIKKOR® Lens

16.2 MEGAPIXELS UP TO 6 FRAMES PER SECOND 3" SUPER SHARP LCD MONITOR

- Breathtaking full 1080p HD Video with full-time autofocus and sound
- Dynamic ISO range from 100 to 6400 expandable to 25600 equivalent
- 2,016-Pixel RGB (3D Color Matrix) exposure sensor
- Customizable 39-point autofocus system
- EXPEED 2 image processing
- Compact but durable with magnesium-alloy top and rear covers, superior weather and dust seals

**\$1499<sup>95\*\*</sup>**  
Nikon 1080p HD VIDEO WITH FULL-TIME AUTOFOCUS



**NEW**  
PHOTOS WILL ASTONISH, VIDEO WILL DAZZLE

**D800** Limited Quantities Available!  
Body Only

36.3 MEGAPIXELS UP TO 4 FRAMES PER SECOND 3.2" SUPER SHARP LCD MONITOR

- Extreme resolution 36.3-megapixel FX-format (35.9 x 24.0mm) CMOS sensor
- Full 1080p HD broadcast-quality video
- View simultaneous Live View output on external monitors and record uncompressed video
- Record HD Video in FX or DX Crop Mode at 16:9
- Nikon 3D Color Matrix Metering III with Advanced Scene Recognition System
- EXPEED 3 image processing

**\$2999<sup>95\*\*</sup>**  
Nikon 1080p HD VIDEO WITH FULL-TIME AUTOFOCUS

65 million NIKKOR  
Over 65 million NIKKOR® lenses produced!

Endless Possibilities. Get More From Your D-SLR.  
**NIKKOR® Lenses**



**40mm DX Micro-NIKKOR Lens**  
This standard DX-format close-up lens captures stunning details including details practically impossible to detect with the human eye at 1X magnification.

**\$279<sup>95\*\*</sup>**



**35mm DX Zoom-NIKKOR Lens**  
Fast, lightweight f/1.8 prime DX-format NIKKOR lens perfect for low-light conditions, travel, environmental portrait and general photography.

**\$199<sup>95\*\*</sup>**



**18-200mm DX VR II Zoom-NIKKOR Lens**  
Features 11x zoom versatility, ED glass superiority and VR II image stabilization for incredible performance.

**\$849<sup>95\*\*</sup>**



**70-300mm VR Zoom-NIKKOR Lens**  
High-performance telephoto zoom lens with VR II for enhanced stability.

**\$589<sup>95\*\*</sup>**

PURCHASE ANY D3100, D5100, D90 OR D7000 TOGETHER WITH ANY OF THE FOLLOWING LENSES AND RECEIVE:



**\$100 INSTANT SAVINGS\***  
**55-200mm DX VR Zoom-NIKKOR Lens**  
Features Nikon's VR image stabilization, which minimizes the effects of camera shake. Perfect for portraits and action.

Was \$249<sup>95\*\*</sup>  
**NOW!**  
**\$149<sup>95\*\*</sup>**  
AFTER \$100 Instant Savings\*



**\$150 INSTANT SAVINGS\***  
**55-300mm DX VR Zoom-NIKKOR Lens**  
Enjoy super-telephoto shooting anytime and anywhere with this light and compact zoom lens with a 300mm telephoto reach; isolate the main subject at athletic events, indoor activities or on vacation.

Was \$399<sup>95\*\*</sup>  
**NOW!**  
**\$249<sup>95\*\*</sup>**  
AFTER \$150 Instant Savings\*