

Innovation to the Rescue: Nikon Coolpix S1000pj Camera with Built-In Projector

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Nikon Coolpix S1000pj. Credit: Nikon

Nikon has taken the bull by the horns in order to drag consumer products out of a sink-hole for the holidays. Nikon is in the process of introducing the first combined digital camera and built-in projector. The slump-breaker, NikonCoolpix S1000pj will hit European markets now and make its way to North America in September--"God willing and the creek don't rise."

The Coolpix S1000pj boasts a 12.1 MP high-resolution capacity with a

5x Nikkor zoom lens, oodles of scene and pic-fix settings, a 2.7-inch LCD display, wireless remote and a lickety-click away is the 10 lumens projector that will display 5 to 40-inch images of your captured gems with sound. The throw distance is 10-inches to 6-1/2 feet.

According to the official Nikon site, the very cool Coolpix S1000pj has an ISO sensitivity range of 80 to 6400 with an auto setting. The image resolutions include a 4000 x 3000 High setting with a range of settings for PCs, TVs, wide-screen displays and normal displays. Nikon did not skimp on the accessories.

Included in the rumored less than \$500 ticket price is a stand, wireless remote, rechargeable Li-On battery EN-EL12 (220-shots or 1-hour projector mode), a battery charger, USB cable, audio/video cable, wrist strap and CD-ROM software suite. A SD/SDHC slot is included, but the memory card and AC adapter is optional.

Nikon has paid attention to consumer demand for "convergence", as described by UK Guardian blogger Bobbie Johnson. Consumers want untethered products to walk, talk, compute, and be entertained. Convergence is the means to stretch the limits of one product to do it all. The nerdy days of walking around with flap-jackets packed with multiple devices and cables and wires hanging from ear-to-ear are so yesterday. TheCoolpix S1000pj signals the next step in consumer products.

Nikon also paid attention to the salient point that size does matter. The new model measures 4-inches by 2.5-inches with a depth of 0.9-inches. TheCoolpix S1000pj weighs only 5.5-ounces, the battery and SD/SDHC card not included. It is light-weight, highly portable and literally turns on a dime to project images on a screen or wall. Another big feature is the anti-glare 2.7-inch TFT LCD display for viewing shots and selecting settings, resolutions and a host of nifty features.

If this announcement seems a bit excited, you are correct. I am counting off the days until I can order this "you must be dreaming" [digital camera /projector](#).

More information: imaging.nikon.com/products/imaging/s1000pj/index.htm

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