

Please follow the instructions below when using these images.

## ■ VALID PERIOD OF USE

Three years from the announcement date ([Tentative schedule: From July 29, 2016 until July 28, 2019.](#))

[Note: The valid period of use is permitted to be extended indefinitely as an exception, in the case that the content of this data is uploaded on social media, where it can be viewed as an archive after July 28, 2019.](#)

## ■ PERMITTED APPLICATIONS

①Advertisements	②Sales promotional activities	③Press articles	④Social media	⑤Digital media outside your company
NG*	OK	OK	OK	OK

### <Definition of each media>

Media	Definition
①Advertisements	Those requiring media cost [TV, newspapers, magazines (including paid publicity), websites, billboards]
②Sales promotional activities	Those for which costs of only production and printing are required (brochures, posters, POPs at storefronts, events, in-company websites, e-mail magazines, e-mail blast, apps for smart device, promotional videos, etc.)
③Press articles	Articles announced on the responsibility of each press company
④Social media	Nikon-authorized social media (websites including Facebook, Twitter, Flickr, mixi, YouTube) that enables the writing of comments and uploading of articles
⑤Digital media outside your company	Nikon-authorized dealer sites like amazon.com, e-mail magazines, apps for smart device, social media

### \* For advertisements

[If you are interested in using this material for advertisements, please email the appointed advertising agency, as shown below, directly \(add Nikon staff in CC\).](#)

- Even when you buy the right of use in advertisements, please follow limitations of usable file size as indicated in this Readme.
- If you want to use files at a larger size than that indicated in this Readme, it is necessary to obtain the approval of Nikon staff prior to use.

## ■ LIMITATIONS OF USABLE FILE SIZE

File size is decided considering artistic points of view and image quality (focus status, lens aberrations, noise, etc.).

- Each file has a limitation of usable size according to applications.
- The last part of the name of each file (A3, A4, A5) indicates the maximum size usable. For example, "D3400\_00\_1480\_A3.JPG" indicates that the maximum usable size is A3. Also, when uploading this image to websites, be sure to reduce the size (1,280 pixels or less on the longest edge).
- [Files whose original data can be uploaded to websites are not included in this SIDD. When uploading files to websites, be sure to reduce the size as indicated below.](#)

Last part of the name	For printed materials	For websites
A3	Up to A3 size (297 × 420mm)	Original data cannot be uploaded to websites. When uploading these images, be sure to reduce the size (1,280 pixels or less on the longest edge).
A4	Up to A4 size (210 × 297mm)	Original data cannot be uploaded to websites. When uploading these images, be sure to reduce the size (800 pixels or less on the longest edge).
A5	Up to A5 size (148 × 210mm)	Original data cannot be uploaded to websites. When uploading these images, be sure to reduce the size (640 pixels or less on the longest edge).

When resizing these images, be sure not to deteriorate image quality particularly at the edges, or cause more jaggies. No adjustment to color, contrast and other parameters related to the image quality is allowed.

## ■ USAGE GUIDELINES

When using these images, be sure to display the credit of the photographer.

Photographer	Credit	Location
Gabriela Herman	© Gabriela Herman	San Francisco, USA

## ■ NOTES ON USE

This SIDD has been produced with intensive consideration to ensure that the contents are not contrary to public order and standards of decency, does not invade people's privacy, and does not infringe trademark rights. However, we admit that all SIDD data cannot accord with every religion, principle or ideology in the world. When selecting image data to be used, take into careful consideration its usage and impact locally according to regional situations.

[Appointed Agency]

K&L Inc.

Account Planning Dept.

Contact persons: Takehiro Oda (toda@klt.co.jp)

[Person in charge at Nikon]

Creative Development, Imaging Business Unit

Kumi Asano (Kumi.Asano@nikon.com)