

D5000™ SMART. SHARP. SIMPLY BRILLIANT.

Nikon is thrilled to again build on what is the industry's most comprehensive assortment of D-SLRs. The all-new D5000 12.3-megapixel DX-format digital SLR makes D90-level performance more affordable and with its new Vari-angle monitor, more versatile! And with its 720p HD Movie Mode, the D5000's creative potential is boundless.

The D5000 represents a new D-SLR category to satisfy D-SLR customers who won't settle for anything less than outstanding image quality—and are drawn to the *ease-of-use* that Nikon is famous for. The D5000 is poised to generate new sales opportunities from new Nikon D-SLR customers.

Nikon Digital SLR Image Quality

High resolution, low-noise image quality is inherited from the D90's 12.3-megapixel DX-format CMOS sensor. From there, NIKKOR optics and a host of Nikon technologies are brought together to deliver an experience that has made Nikon D-SLRs first in customer satisfaction*, two years running.



D-Movie Mode Features 720p HD Quality

The D5000's creative potential explodes with the capability to record smooth, 24 fps motion JPEG sound movie clips. Leveraging a 12.3-megapixel DX-format CMOS sensor, legendary NIKKOR optical quality and the one-button Live View function, the D-Movie Mode expands creative possibilities in 720p HD.

Comprehensive Feature Set

Leading the D5000's rich feature set is the versatility of a new 2.7-inch Vari-angle LCD monitor that offers up new shooting perspectives. The screen can even be reversed when not in use, providing the utmost in LCD protection.

Fast and accurate 11-point autofocus is teamed with continuous shooting at up to 4 frames per second. 19 automatic Scene Modes are aided by Nikon's 420-pixel 3D Color Matrix II Metering system, linked to **EXPEED** image processing and Nikon's exclusive Scene Recognition System for exceptional exposure accuracy.

The D5000 offers a unique combination of simplicity and performance to excite and satisfy today's D-SLR customers.

