

NIKON TURNS 100

Celebrating a centenary of Nikon success stories

1917
Exactly 100 years ago, the company that would become Nikon Corporation is founded from three optical companies, developing rangefinders, telescopes, binoculars and, later, lenses.

1948
The first Nikon branded camera, the *Nikon I* rangefinder, is announced.

1950
LIFE photographer David Douglas Duncan discovers Nikkor lenses on a visit to Japan and uses them during the Korean war. The images are so sharp that many of his colleagues follow suit.¹

1959
The Nikon F single-lens reflex camera is considered the first professional 35mm SLR camera and compels many photographers to switch from medium-format to 35mm. It also introduces the F-mount for lenses, still in use.

1960
Alberto Korda, Che Guevara's friend and Nikon photographer documents the Cuban revolution, during which he takes this iconic image – one of the most-printed images in the world.²

1962
The notorious advertising photographer Bert Stern takes this image of Marilyn Monroe during a portrait session.⁴

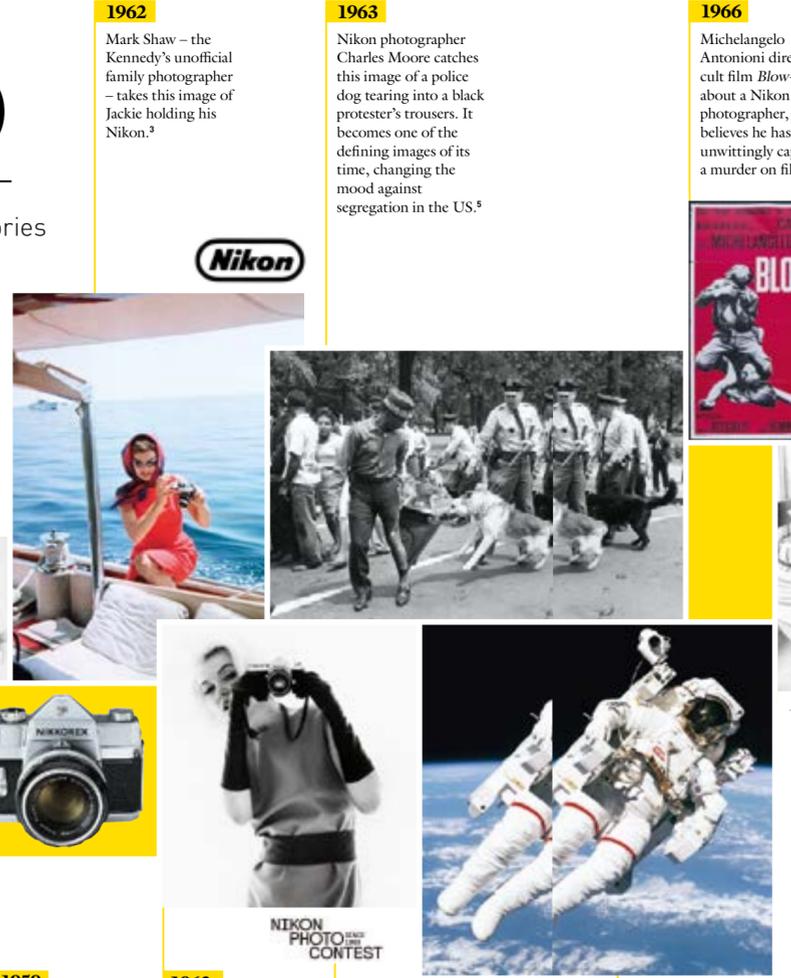
1962
The Nikon Photography Contest International is launched.

1963
Mark Shaw – the Kennedy's unofficial family photographer – takes this image of Jackie holding his Nikon.³

1966
Nikon photographer Charles Moore catches this image of a police dog tearing into a black protester's trousers. It becomes one of the defining images of its time, changing the mood against segregation in the US.⁵

1969
The Nikon Photography Contest International is launched.

1970
Nasa approaches Nikon to produce a 100 per cent reliable camera. The resulting Nikon F Photomic FTN accompanies the Apollo Crew on three missions. Nikons are still used by NASA and on the ISS.⁶



1962

1963

1966

1974

1980

1988

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1994

1999

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2012

2014

2016

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Michelangelo Antonioni directs the cult film *Blow-Up* about a Nikon fashion photographer, who believes he has unwittingly captured a murder on film.⁷

Photographer Linda McCartney takes her Nikon on holiday with the rest of the family.⁸

Launch of the F3, which goes on to become another of Nikon's legendary F-Series cameras.

Sigourney Weaver wields a Nikon as Dian Fossey in the classic film *Gorillas in the Mist*.⁹

Nikon photographer Tom Mangelsen shoots the picture *Catch of the Day*, which takes the world by storm.¹¹

Nikon and Fuji collaborate on the E2 digital camera, one of the first digital cameras Nikon developed with Fujifilm.

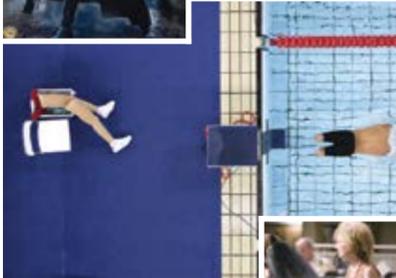
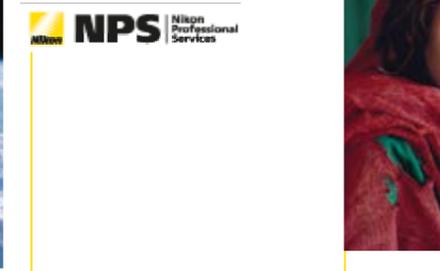
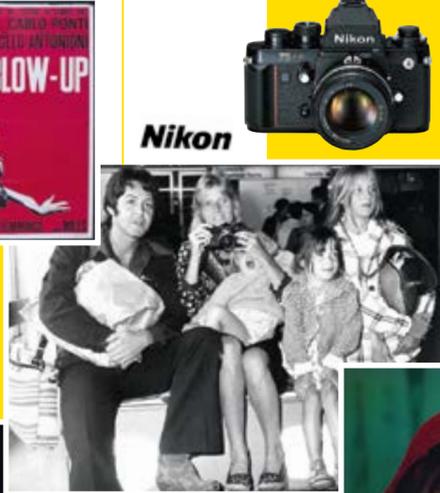
Nikon photographer Jasin Boland shoots the posters and PR material for the hit film *The Matrix* as well as numerous other Hollywood action blockbusters.¹³

The 2.7-megapixel D1 makes its debut. Nikon's first professional-calibre digital SLR camera knocks Kodak off its perch and is adopted by press and sports photographers.

The combination of the Nikon D800's high resolution and fast shutter speeds, allow photographers to find new expressions, like Carli Davidson in her dog photography.

The state-of-the-art camera duo, the D5 and D500, are launched. The cameras offer innovative features and get rave reviews.

Influencers and Nikon photographers like Mikko Lagerstedt take to Instagram to build a huge following and their business.¹⁸



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Steve McCurry uses his FM2 to capture the image *Afghan Girl*. It appeared on the cover of *National Geographic* and has been called the world's most famous photograph.⁹

1988
The QV-1000C Still Video Camera enters the market. It converts images into an analogue recording, which can be sent with a special transmission unit.

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Nikon photographer Tom Mangelsen shoots the picture *Catch of the Day*, which takes the world by storm.¹¹

1989
Jeff Widener captures the iconic image *Tank Man* in Tiananmen Square, Beijing during the student protests. The night before he was hit by a rock, but luckily his Nikon softened the blow.¹²

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Bob Martin's shot of the Spanish swimmer Avi Torres captures the spirit of the Paralympics and wins multiple prizes.¹⁴

2006
Nikon has often been used in films as a prop, including in *Superman Returns*.¹⁵

2007
Nikon launches the D3 and a year later the D700. The new FX format CMOS sensor is so light sensitive that often no artificial lighting is required in relatively low light.

2012
At the London Olympics Usain Bolt turns the tables on the press photographers with a Nikon D4.¹⁶

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Nikon Pro magazine features Jaroslav Wiczorkiewicz's *Milky PinUps*, which have been carefully set up, photographed and then stitched together.¹⁶

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Nikon Professional Services (NPS) is launched and grows into a highly esteemed, global network, offering dedicated support for professional photographers.

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2017
Nikon celebrates 100 years of serving the world's photographers.

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