

# THE CAMERA THAT HAS IT ALL

With a high-end 45.7MP sensor, 9fps ultra-fast shutter speeds and 4K UHD video, the Nikon D850 is a total stills and video solution



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It wasn't long ago when a camera that excelled at speed and resolution existed only on the drawing board. The Nikon D850 manages this one-two punch with ease, meeting the needs of the most demanding action shooters as well as commercial photographers.

There is a significant step-up in performance compared with its predecessor, the D810, even in areas where that popular and well-loved camera shone, such as image quality and light sensitivity.

Offering nearly 10MP more resolution than the D810, the D850's newly developed 45.7MP sensor produces files that are large enough to be printed on billboards. Images are incredibly sharp, with a phenomenal level of detail.

The sensor is illuminated from the back, which increases the amount of light it can capture and boosts the camera's low light performance. The newly developed Expeed 5 processor reduces noise, further enhancing the camera's ISO sensitivity and raising it to ISO 25600, which can be pushed up to ISO 102400 equivalent on the Hi2 setting.

Also outstanding, and a world first, is the D850's native ISO setting of ISO 64, which can even be lowered to ISO 32 equivalent on the Lo1 setting. Even at the extreme ends of this wide ISO range, the camera delivers terrific image quality with a staggering dynamic range and impeccable colour.

Along with extraordinary image quality, the camera is also incredibly fast in terms of performance. With two more frames per second than the D810, the D850 boasts 7fps or 9fps (the latter with the Nikon MB-D18 battery grip powered on EN-EL18b or EN-EL18a batteries) with a battery grip for up to 51 consecutive shots (with a 64GB XQD memory card and EN-EL15a/EN-EL15 battery).

Inheriting the D5's sophisticated AF system with 153 focusing points, the D850's autofocus can easily

keep up with the speed of camera movement and track fast-moving objects against a busy background.

The D850 can also shoot 4K ultra high-definition video in FX format up to 30p. No sensor cropping leads to footage of stunning quality, which can take full advantage of wide-angle NIKKOR lenses.

An articulated screen with live view, 120fps slow motion (with the DX sensor crop) and an in-camera time-lapse function, make this a truly versatile, high-performing video camera.

Combining a super high-res sensor with speed and 4K UHD video opens up new possibilities for photographers. This camera allows fleeting moments to be captured at ultra high resolution, handheld and without studio lighting and conditions – from sporting events to outdoors scenes – with an image and video quality suitable for both top-end advertising campaigns and large-scale fine art prints.

These characteristics fit in well with the trend towards more natural and seemingly spontaneous imagery seen in advertising and other areas of photography. There is no doubt that this camera can help deliver these sorts of pictures, with the authority that comes from incontestable quality: the mark of a true professional. With the D850, there's no question of compromise.



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The D850 offers such incredible versatility, it's like working with three cameras in one. Whether you need flexibility in terms of megapixel count, file size, speed or ISO, this camera excels. And that makes it a smart investment for photographers working in the competitive world of still photography, as well as movies. Now you can head out with just one camera body and still deliver big. There's less chance of missed opportunities and you can do real justice to the preparation that goes into each shot. By pairing this kind of ultra-high-resolution imaging power with the flexibility to shoot in any environment and adjust to any workflow, Nikon has raised the game yet again. D850 users have the power to push their photography forward, and that's something worth celebrating.

## D850: EVERYTHING YOU NEED TO KNOW

- Fantastic image quality and spot-on colour balance are guaranteed, thanks to the backside illumination FX-format CMOS sensor. The D850 is the first Nikon DSLR to use this type of sensor

- Fast and reliable 153-point AF system – the same highly praised set-up pioneered in the Nikon D5 – allows you to pinpoint focus on small areas. It delivers over 130% of the frame coverage of the D810 and is especially impressive on night shoots

- Three sensor crop modes offer flexibility when it comes to file size and can expand the range focal lengths in your camera bag. The 4K video mode can be enabled with no sensor crop: ideal when shooting moving image in low light conditions

- The Expeed 5 image processor handles a huge amount of data at great speed. This means that frame rates remain consistently high at all times, and it also leads to a significant reduction in artefacts and noise

- The ISO range is among the widest available: from ISO 64 to 25600 (which is extendable to ISO 32 equivalent with Lo1 and 102400 equivalent with Hi2). That makes the D850 incredibly versatile

- Bursts of 51 consecutive shots at 7.9fps of 14-bit lossless compressed RAW and up to 170 frames in 12-bit RAW (if you're using an XQD card and either an EN-EL15a or EN-EL15 battery) means the camera will keep going when it matters

- Tilting, touch-operable LCD monitor opens smoothly, even when the camera is mounted on a tripod. The high-resolution (2359k-dot) screen allows precise detail to be checked in-camera, simply by pinching out to enlarge



- Focus stacking function lets you shoot sequences of up to 300 frames with a gradual shift in focus. In post-production, you can turn files into images where every detail is pin-sharp



- The large and bright viewfinder makes composing images easy and comfortable

- The silent mode uses an electronic shutter, avoiding any camera shake from the mirror. It's perfect for long exposures, wildlife and time-lapse photography

- The camera's fast wireless connectivity allows you to send files quickly and securely to a computer or FTP server. Also available wirelessly: remote control via optional Camera Control Pro 2 software



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DIXIE DIXON  
dixiedixon.com

### D850 HANDS-ON: 'SO EASY TO GO FROM STILLS TO VIDEO'

Director and fashion photographer Dixie Dixon works with global brands such as Disney and Virgin. She is admired for her fresh, creative approach

Having the right gear is extremely important and the D850 has all the spec I put on my wishlist a year ago. That list was my 'dream team' and I have been very impressed by seeing it for real.

The image quality is insane: I call it shooting in 'beast mode'. The D850's 4K, full-frame and high-resolution video is great for commercials because of the incredible amount of detail and sharpness it captures. The colour is also absolutely spot on, crucial for filming fashion as the skin tones have to be true.

With the D850, my crew finds it easy to go from shooting stills to shooting video, and this comes in especially handy when they're capturing behind-the-scenes films of my productions. It's a lightweight camera that's easy to use and great with available light.

Manual focus peaking on the touchscreen is also very helpful in video, to get accurate focus when you're shooting with shallow depth of field.

I shoot a lot of slow motion video, to capture models moving and gowns flowing, so I love that the D850 shoots at 120fps. And the 8K time-lapse is spectacular, not least when I use it to capture the crew at work, which really makes it come to life. I have to say: it's my absolute favourite camera ever. ■

#### Dixie Dixon's first D850 fashion shoot was at the White Sparrow Barn, a wedding venue in Quinlan, Texas

below D850, AF-S NIKKOR 58mm f/1.4G, ISO 200, 1/250 sec @f/3.2

below right D850, AF-S NIKKOR 58mm f/1.4G, ISO 250, 1/320 sec @f/3.2

