

# Two New Digital SLRs

## NIKON D50 & D70s

Nikon's lowest-priced ever DSLR will be stiff competition for the other major DSLR brand.

**M**any photographers now buy the less expensive semi-pro DSLRs. Although such cameras do not have the build quality or range of features to be found on the top-of-the-line models, the image quality is almost equally as good.

Even those professionals who splash out on the pro models often like to have a back-up just in case. It's here that it makes sense to have one of the cheaper models in the bag. They take the same range of interchangeable lenses but cost a fraction of the price.

The new D50 is intended as an entry level DSLR for consumers looking to upgrade from a digital compact.

It's an affordable and easy to use camera with Digital Vari-Program modes.

One of these is 'Child' mode, a pre-programmed mode, optimised for family

photography with smooth but vibrant skin tones, to give young children a healthier colouring. ISO is set automatically and the hue and saturation are also tweaked.

The good news for cost-conscious professionals is that full manual exposure control is also available.

The D50 has a new 6.1 megapixel Nikon DX Format CCD image sensor and an advanced image processing engine, optimised to deliver consistent results, even under difficult shooting conditions.

The D50 is ready to shoot in a fifth of a second and the shutter release delay time is minimised for near-instant response.

Continuous shooting at 2.5 fps can be maintained for bursts of up to 137 shots. Images are processed on the fly and saved to SD memory card. A USB

2.0 interface is provided for connection to a computer.

Shutter speeds range from 30 seconds to 1/4000 second, with flash sync up to 1/500 second.

ISO can be set manually from 200 to 1600, or left to be set automatically by the camera.

The 5-area autofocus system inherits the low light detection found in the D70 camera. An AF-assist light helps when shooting in low light.

White balance can be image-derived automatic or one of six specific manual settings. There is even a white balance bracketing facility, as well as a preset option for using a neutral grey or white object as a reference in mixed lighting.

The D50 accepts all your AF Nikkor and DX Nikkor lenses.

The D50 has a 2.0-inch colour LCD screen with Nikon's usual clear menus. The camera uses a high-capacity, rechargeable lithium-ion battery which is claimed to last up to 2,000 images on a single charge.

The D50 will be available in June at a price of £468.08 (£549.99 inc. VAT) or as a kit with AF-S DX Zoom-Nikkor 18-55mm f/3.5-5.6G lens for £553.18 (£649.99 inc. VAT).

The other new DSLR from Nikon is a refined and updated version of the D70, the D70s, which is already available.

The D70s has a body only price of £595.74 (£699.99 inc. VAT) or with 18-70mm f/3.5-4.5G AF-S DX lens for £765.96 (£899.99 inc. VAT). The word from the High Street is that there is still demand for the D70, with its keen pricing and mail-in rebate making it an attractive buy. And a firmware update gives it many of the D70s' features.



Simon Coleman, General Manager of Nikon UK's Imaging Division, has a lot to be happy about with his new D50 DSLR.