

Nikon D3x Performance Data and Analysis Now Available on dxomark.com

*With a DxOMark Sensor score of 88 points,
the Nikon D3x takes the lead among the 54 cameras currently evaluated on the site*

Paris, France – January 15, 2009 – DxO Labs announces today the addition of detailed RAW-based image quality data and DxOMark Sensor rankings for the Nikon D3x Digital Single-Lens Reflex (SLR) camera body on its popular www.dxomark.com website.

According to DxO Labs, the Nikon D3x, the latest professional camera model in the “above 20 Megapixels” category, features high-end performance results across most dxomark.com image quality metrics. The D3x takes the lead on the DxOMark Sensor scale with a 6-point gain above all other camera bodies currently evaluated on the dxomark.com website. With such performance, the Nikon D3x is the first camera which actually achieves more than 12-bit depth of effective image information and thus is able to take full advantage of its 14-bit Analog/Digital (A/D) converter. Complete image quality data is immediately accessible by visiting www.dxomark.com.

[Note: DxO Labs has expanded the dxomark.com Q&A section in order to address more questions and comments from a rapidly-increasing audience.]

About dxomark.com

Sponsored by DxO Labs, a company focusing on image processing technologies, www.dxomark.com is a free online resource that delivers key objective sensor performance metrics measured directly on the RAW image for a variety of cameras. As a result, dxomark.com makes it possible for the first time to assess the intrinsic quality of a camera before the impact of any RAW conversion and independent of its optics. The site also features a simple scale, DxOMark Sensor, for analyzing and comparing RAW image quality. The DxOMark Sensor scale is mapped to real-world photographic scenarios such as portrait, landscape, and action photography, ensuring that the scale is relevant to photographers.

dxomark.com's goal is to serve the imaging community, particularly the photo press. Photography journalists and experts can now complement their analyses and reviews with an objective evaluation of intrinsic camera performance, regardless of optics or processing considerations.

For more information, visit www.dxomark.com.



About DxO Labs

DxO Labs offers products and solutions ensuring excellence in digital imaging. The company develops and licenses patented intellectual property serving the entire digital imaging chain:

- For consumer electronics OEM/ODM (such as digital camera and camera phone vendors): embedded software and silicon architectures for real time still and video image processing;
- For imaging component suppliers (camera module manufacturers, sensor vendors, and processor vendors) as well as photography journalists and imaging experts: image quality evaluation and measurement tools;
- For serious and demanding photographers: PC and Mac solutions to enhance camera image quality.

For more information, visit the DxO Labs website at www.dxo.com

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