

CONSUMER CORNER

Choosing Digital Cameras

(NAPSA)—Buying the right digital camera can be a snap—if you know what to look for. However, given the dozens of models, seemingly endless features and new technology emerging every day, choosing a camera can be confusing.

The following tips may help make choosing a camera easier:

- Don't get roped into the megapixel comparison trap. Choose the digital camera that best suits your photography skill level and needs. More megapixels simply mean the ability to make larger prints, without losing picture clarity. If you won't be making prints larger than 8" x 10", a 2-megapixel digital camera is probably fine.

- Look for a digital camera that is portable and can travel easily. A smaller camera is easier to carry around and will help ensure its user is prepared to capture that one great moment.

- Take the time to research each camera. Consider a camera maker's commitment to quality products and look carefully for



Digital cameras were the top selling consumer electronic in 2001.

trademark features like durability, good lens quality and a strong built-in flash.

- Finally, be sure to choose a camera that's intuitively easy to use. Many cameras offer Automatic Modes that simplify picture-taking for beginning photographers. For example, the Nikon® Coolpix® 2500, has features including One-touch Upload™ for easy e-mailing and sharing photos on the Web, Scene Modes for the best pictures in almost any situation and a Quick Review button to instantly review your shots.

For more information visit www.nikoncoolpix.com.