

*H A S S E L B L A D*



READY FOR MORE?

# H A S S E L

Are you approaching the creative and technical limits of your current equipment? If so, you're ready for more. You're ready for the new Hasselblad.

Imacon has merged with Hasselblad to form the ultimate partner for professional photographers. The new company brings together innovation in high-end digital backs and quality scanners with expertise in medium format camera systems and precision optics. The result is groundbreaking.

Now you have access to a single-source supplier of fully integrated, high-end digital camera solutions. And authorized

# B L A D

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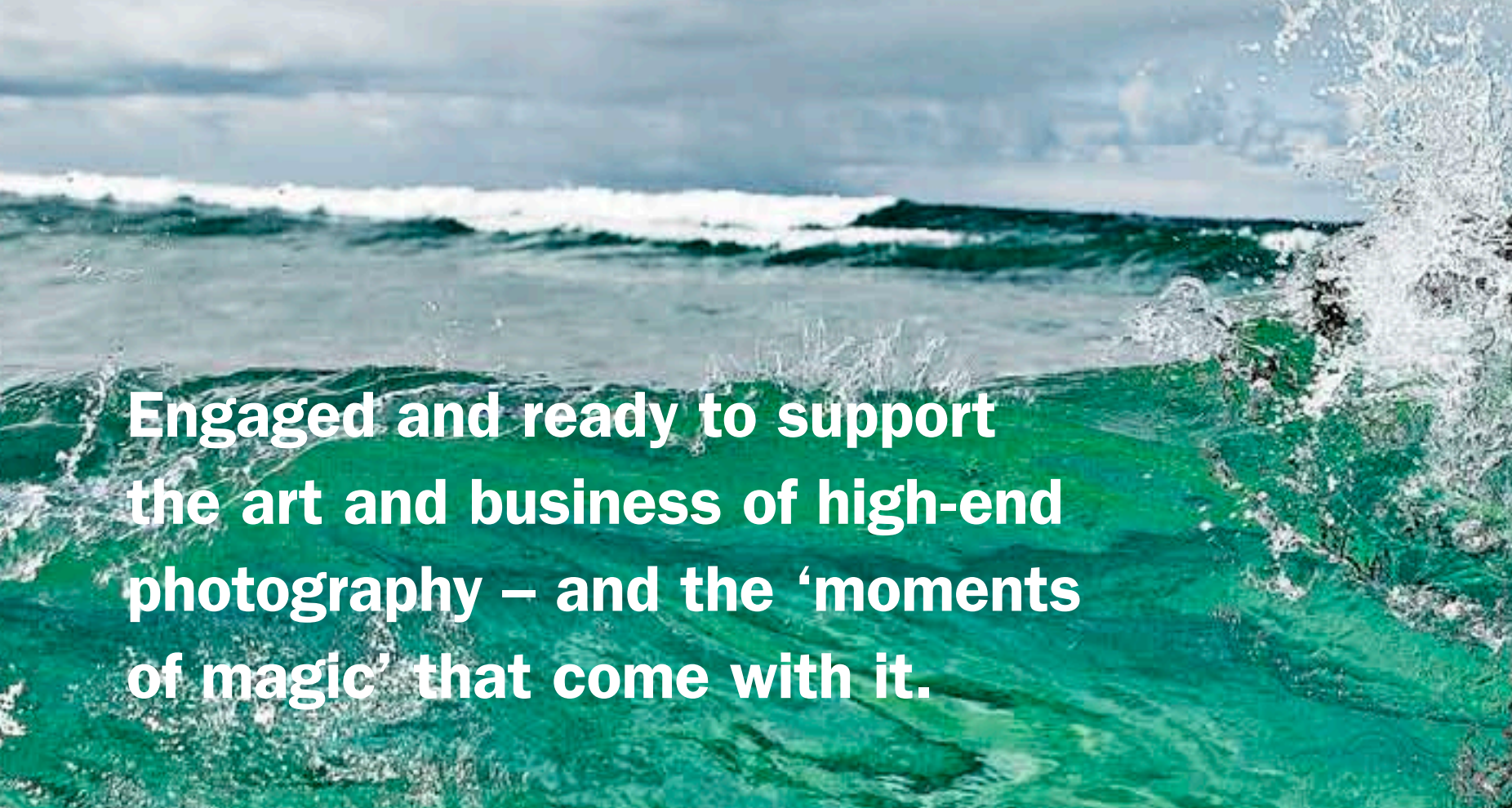
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service and support worldwide – without “gaps” in responsibility. Empowering you throughout the entire creative process and digital workflow.

We believe in digital and we believe in film; there is a time and place for both. With the new Hasselblad, you can be as digital as you want to be.

So get ready for more. Optimizing the quality and value of the captured image, while increasing the pleasure of capturing the image itself. And it’s all happening today.

**Welcome to the new Hasselblad.**



**Engaged and ready to support  
the art and business of high-end  
photography – and the ‘moments  
of magic’ that come with it.**

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**Single-source,  
medium format solutions**  
– *digital or film*

- Renowned photographic standards
- Best system-wide digital integration
- Broadest and deepest high-end product range

**Superior image quality**  
– *see more, get more*

- Optimized true medium format: larger viewfinder, larger sensor and more pixels
- Best performance: digital, optical and film
- Maximum capture of dynamics and resolution



## **High-end creative control** – *more ‘magical moments’*

- Unique focusing and composition tools
- Resolution for maximum image value
- Creating the ideal atmosphere for capturing ‘magical moments’

## **Future-safe investment** – *high brand value*

- One dynamic platform for digital and film
- Upgradeable system, software and components
- Quality and integration assurance

# Introducing a digital world sensation

The H1D takes digital photography to the extreme. Experience the possibilities of a fully integrated autofocus medium format digital camera system. This digital camera comes with a 22 Mpixel sensor system designed for a 6×4.5 format and full digital functionality. You can count on fast and safe capture sequences. Not to mention storage capacity for 850 full resolution images on the hard drive.

The H1D is high-end medium format DSLR at its best. The 37×49 mm sensor, for example, is twice the size of a 24×36 mm film format allowing room for the pixels to capture the dynamics of virtually any light situation. What's more, the H1D optical path gives superior viewfinder performance showing the world as seen by the sensor. So no more guesswork or wishful thinking required. And because digital demands high precision optics, the H1D is supported by the full range of autofocus HC lenses designed from the outset with digital in mind.

Single-source, medium format solutions

Superior image quality

High-end creative control

Future-safe investment



**NEW!**

HASSELBLAD H1D

Recommended retail price: **USD 21.995**

Includes: H1D fully integrated digital camera,  
complete with viewfinder and HC 80 mm lens.



# On location or in the studio, digital or film – the freedom to choose

The H1 is the cross-platform camera. A high-end medium format autofocus solution that sets new standards in quality and versatility. You can switch from digital to film in seconds. What's more, the H1 is designed for system-wide integration and superior digital imaging.

We are now offering an inspiring package that includes the H1 camera and a 22 Mpixel Hasselblad Ixpress digital back. You can choose between 132 MB raw image size with a multi-shot upgrade option; or 528 MB raw image size and built-in multi-shot. Both backs support total portability and tethered work in the studio. For studios with more than one camera system, choose the Ixpress solution in combination with our smart i-Adaptor.

H1 gives you access to an ever-expanding range of autofocus lenses designed specifically for the H system. And our CF adaptor means that you can use all the C-type lenses from your V system lenses, too.

Single-source, medium format solutions

Superior image quality

High-end creative control

Future-safe investment



Photo above includes: H1 camera body, viewfinder, HC 80 mm lens, Hasselblad Ixpress 132C digital back, including i-Adapter.



**READY FOR A  
TEST DRIVE ?**

# Expand your possibilities with the new H-system lenses

Introducing the latest additions to our always-expanding range of precision lenses: HC 2.2/100 mm, HC Macro 4/120 mm and HC 4.5/300 mm. Whether you are shooting digital or film, image sharpness is only as good as the lens quality. The lenses for the H system are designed to the highest optical specifications – surpassing the extremely high demands of digital capture.

You can count on advanced features including an electronically controlled shutter and aperture, highly efficient stray light elimination and integral focus drive motors. H1 lets you take advantage of the super fast and accurate automatic focusing capability – plus instant access to manual focus without leaving the auto mode.



**HC 2.2/100 MM**  
 This fast lens ideally suited for photography in low light, short depth-of-field portraits and action shots that require a fast shutter speed. No doubt this lens will add new dimensions and inspiring possibilities to your standard assortment of lenses. A truly reliable workhorse that might just become your lens of choice.



**HC MACRO 4/120 MM**  
 Perfect for both general and close-up photography, this highly versatile lens offers excellent image quality and light distribution – even in the close focusing range and at maximum aperture. Focusing, manual or autofocus, is from infinity to 1:1 scale without the need for extension tubes. You can also limit the autofocus range to near range, far range or full range using settings on the camera.



**HC 4.5/300 MM**  
 A high performance telephoto lens with integral rotatable tripod mount. Features internal focusing mechanism and fast autofocus reaction. Ideal for a variety of applications including distance shots to compress apparent perspective and/or when wishing to separate the subject from the background in fashion, sports and wildlife photography.



**H SYSTEM CF LENS ADAPTER**  
 Now you can use all your C-type lenses from the V system on the H1. The automatic focusing system in the H1 camera can be used to guide the manual setting of focus. Light is measured at full aperture with all lenses which produces aperture and shutter speed information display in the camera for manual setting.



# Ready for digital?

## Add another dimension

Introducing the Hasselblad Ixpress digital backs. You can choose between 132 MB raw image size with a multi-shot upgrade option; or 528 MB raw image size and built-in multi-shot. These high-end digital backs are built on a 22 Mpixel sensor and ensure the most versatile image capture available. The Hasselblad Ixpress 96C digital back with a 16 Mpixel sensor is available with or without multi-shot capabilities. And all of our backs are upgradeable.

You can count on fast, safe and non-stop capture of hundreds and hundreds of images onto the 40 GB hard drive of the Image Bank at a cost, per megabyte, that is only 1/10 of a CF-card. This is computer-free operation at its best. The Hasselblad Ixpress with our innovative i-Adapter is the ideal solution for studios using more than one camera system. For stills work in a studio environment, our optional multi-shot (4 × Res module) captures images at up to 4 times the sensor resolution.

Our Double Duration Circuit (DDC) technology keeps the Hasselblad Ixpress cool, giving you clearer pictures, true 16 bit color depth and double the battery life.

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HASSELBLAD  
IXPRESS 96C with  
16 Mpixel sensor  
and i-Adapter



HASSELBLAD  
IXPRESS 132C with  
22 Mpixel sensor  
and i-Adapter



HASSELBLAD  
IXPRESS 528C with  
22 Mpixel sensor,  
multi-shot and i-Adapter

# A special offer for the V system passionate

The Hasselblad Ixpress V digital back is specially tailored for the legendary V system. You can count on 16 Mpixel and a 37×37 mm format opening up new “digital” horizons. This digital back is designed for optimized interfacing to ensure fast and safe capture sequences. Not to mention room for up to 1,150 images on the hard drive that comes with the digital back.

The 37×37 mm sensor is 50 percent larger than a 24×36 mm fullframe sensor providing room for the pixels to capture the true dynamics of virtually any light situation. This is high-end workhorse functionality in action. Enjoy the V system’s bright viewfinder with 90°–45°–0° viewing angle, prism or focusing hood and a wide choice of lenses.



**NEW!**

HASSELBLAD IXPRESS V96C

Recommended retail price:

**USD 9.795**

HASSELBLAD IXPRESS V96C

AND 503CW CAMERA BODY

- 500 C
- 500 C/M
- 501 C
- 501 CM
- 503 CX
- 503 CXI
- 503 CW
- 500 EL
- 500 EL/M
- 500 ELX
- 553 ELX
- 555 ELD
- SUPERWIDE C
- SWC/M
- SWC/M (CF VERSION)
- 903 SWC
- 905 SWC
- FLEXBODY
- ARCBODY

# Ready for the Hasselblad scanner offer for film enthusiasts?



High-end photographers have been creating some of the world's most memorable images for decades using Hasselblad cameras. Most of these images have been captured on film and many still are. With the Hasselblad Flextight 646 and the Flextight 343, we pave the way for scanning film at an exceptional level of quality in a straightforward manner.



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## HASSELBLAD H646

Complete your photographic equipment with the best and most versatile scanner on the market – giving you the ability to provide any customer with digital services. Designed for the high-end photographer with a substantial need for high quality scans from a variety of originals, including transparencies, negatives and reflectives.

- CCD sensor 3×8000
- Up to 6300 dpi scanning resolution
- 8/16 bit RGB, 20/40 MB per minute
- Up to 12×24.5 cm transparency scanning
- Up to A4 reflective scanning
- 4.6 Dmax single pass scan
- Software includes automatic dust and scratch removal

## HASSELBLAD H343

If you have the best analog camera solution, then all you need is the best scanner to become digital. This scanner is designed for photographers with a regular need for high-end, quality scanning of transparencies and negatives.

- CCD sensor 3×8000
- Up to 3200 dpi scanning resolution
- 8/16 bit RGB, 15/30 MB per minute
- Up to 6×18 cm transparency scanning
- Easy and careful mounting of originals
- 4.3 Dmax single pass scan
- Software includes automatic dust and scratch removal

CAMERA/FILMFORMAT	SCANNER		DIGITAL CAMERA	
	FILM HOLDER	MAX FILE SIZE (8/16 BIT RGB)	16 MPIX (8/16 BIT RGB)	22 MPIX (8/16 BIT RGB)
<p>6 × 4.5 cm</p> 		<p>182/364 MB</p> 	<p>48/96 MB</p> <p>4×Res 192/384 MB</p>	<p>66/132 MB</p> <p>4×Res 264/528 MB</p>
<p>6 × 6 cm</p> 		<p>147/294 MB</p> 	<p>48/96 MB</p> <p>4×Res 192/384 MB</p>	<p>66/132 MB</p> <p>4×Res 264/528 MB</p>
<p>24 × 65 mm</p>   <p>24 × 36 mm</p>	  	<p>69/138 MB</p>  <p>38/76 MB</p> 		

Ready for more?  
Go to [www.hasselblad.com](http://www.hasselblad.com)

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