

Gothenburg Oct 24th 2017

## Hasselblad releases new **X1D** and **H6D** firmware updates

**Hasselblad is pleased to launch new and improved 1.19 firmware updates for the X and H systems. Hasselblad is committed to constantly advancing and adapting the user experience and the updates aim to streamline the X and H systems and enable maximum creativity.**

The X1D is now even more user friendly and customizable with a new function to use the rear screen as a touch-pad to select AF point while viewing through the EVF.

The H6D now supports V System lenses through the use of the CF Adapter and the update offers additional new functions to further customize the H6D experience.

### X1D Firmware Update

The update for the X1D-50c includes the following new features:

- Touch-pad selection of AF point
- New setting: Live view in EVF only
- Custom buttons
- New setting: Max aperture (Lens bokeh)
- Create new folder
- Toggle overlay in Video Live View with display button

### H6D-Firmware Update

The update for the H6D-50c & H6D-100c includes the following new features:

- Support for CF adapter
- Grip button lock
- Custom buttons (more functions)
- Create new folder
- Toggle overlay in Video Live View with display button

The firmware updates will be available from October 24th, 2017.

Further details about the firmware update can viewed at:

<http://www.hasselblad.com/press/press-releases/hasselblad-releases-new-x1d-and-h6d-firmware-updates>

Full press release and images:

[www.hasselblad.com/press/press-releases](http://www.hasselblad.com/press/press-releases)

## About Hasselblad

*Founded in 1941, Hasselblad is the leading manufacturer of medium format cameras and lenses. Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality and Swedish craftsmanship. For over half a century Hasselblad cameras have captured some of the world's most iconic images – including the first landing on the moon - and helped shape the way we look at the world through genuine photographic artistry. Trusted by NASA and used by the greatest photographers in the world, Hasselblad continues to create products with uncompromising image quality that inspire.*

*The Hasselblad H Camera System with its professional lens family and unique advancements is widely acknowledged as the most comprehensive digital camera system of its kind available today. Hasselblad was the first to launch the fully integrated medium format camera system incorporating the latest in CMOS sensor technology. In 2016 Hasselblad launched the H6D, a technological feat with an all new electronic platform, delivering superior craftsmanship and image quality. Later the same year, Hasselblad introduced the world's first compact mirrorless digital medium format camera – the X1D*

*Headquartered in Gothenburg, Sweden, Hasselblad is a global brand with offices in New York, London, Tokyo, Paris, Copenhagen and Hamburg with distributors throughout the world.*

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