

# H A S S E L B L A D

Press information – for immediate relelease  
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## HASSELBLAD **FIRMWARE UPDATE 1.20** FOR X AND H SYSTEMS

- Hasselblad continues to push the development of their systems further with new features in the 1.20 Firmware update.

Hasselblad continues to expand on the capabilities of its highly unique and renowned camera systems with the latest firmware update. The 1.20 Firmware brings exciting new updates and functionality to the X and H Systems that allow photographers and artists help capture their creative vision.

These new features include Instant Preview and Imaging Browsing through the X1D EVF, a beneficial utility that many photographers rely on. Firmware 1.20 also offers creative Selectable Crop Modes including the popular XPan Ratio (65:24), 1:1, 7:6, 5:4, 3:2, 16:9, 2:1, A4, US Letter and more.

"Hasselblad is a company that designs and creates tools for photographers. We have released many firmware updates in the past year. It shows our dedication to our customers and that we are listening to their feedback on how to improve." said Ove Bengtsson, Product Manager.

Hasselblad is pleased to also announce contrast autofocus compatibility using the XH lens adapter with a select group of HC/HCD lenses. A full list of updates for the X and H Systems can be found below along with compatible lenses for the XH lens adapter.

For more information and images:  
<http://www.hasselblad.com/press>  
<https://www.hasselblad.com/x1d/firmware/>  
<https://www.hasselblad.com/h6d/firmware/>

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

X1D: v1.20.0

Instant preview and image browsing in EVF

Selectable crop modes

Back-up to secondary card

Added EXIF tag: Lens Model

Spirit level overlay: More info added (Exposure time, Aperture value, ISO)

Touchpad: Pan in zoomed-in EVF live view

Touchpad; Move focus point with HDMI attached screen

Contrast auto focus with XH adapter\*

\*works now with following lenses:

HCD 4/28mm

HC 3,5/35mm

HC 3,5/50 mm

HC 3,5/50 mm II

HC 2,8/80 mm

HC 2,2/100mm

The lenses need to be upgraded to lens firmware version 19.0.2

More info here: <https://www.hasselblad.com/x1d/firmware/>

H6D: v1.20.0

Selectable crop modes in Live View

Back-up to secondary card

Added EXIF tag: Lens Model

Spirit level overlay: More info added (Exposure time, Aperture value, ISO)

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## ABOUT HASSELBLAD

Founded in 1941, Hasselblad is the leading manufacturer of medium format cameras and lenses. Made in Sweden, 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. Hasselblad's X1D sensor recently benchmarked the highest score in the history of DxO Mark's independent testing.

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

For more information, visit Hasselblad online: [www.hasselblad.com](http://www.hasselblad.com)

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About 'Rent a Hasselblad': [www.hasselblad.com/rental](http://www.hasselblad.com/rental)

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This press release and image material can be found online at the Hasselblad Press Lounge at [www.hasselblad.com/press](http://www.hasselblad.com/press)



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