

# HASSELBLAD

Press information - For immediate release  
Gothenburg, Sweden 18 July 2019

## HASSELBLAD LAUNCHES THE 907X SPECIAL EDITION TO CELEBRATE 50 YEARS ON THE MOON

**Commemorating the 50th anniversary of the historic Apollo 11 moon landing, Hasselblad proudly celebrates its role as the cameras chosen by NASA for space photography, and even more so, the cameras that documented the historical moment of the first humans on the Moon. In honour of this momentous occasion, Hasselblad launches the limited 907X Special Edition, which includes the 907X camera body and CFV II 50C digital back, both in matte black with commemorative "On the Moon Since 1969" anniversary text.**

Considered one of the most iconic moments in history is the 1969 Apollo 11 mission to the Moon - an event so extraordinary that saw the first humans step off our planet and onto another celestial body. Taken down to the lunar surface, attached to astronaut Armstrong's chest, was a silver Hasselblad Data Camera (HDC) fitted with a Zeiss Biogon 60mm *f/5,6* lens and 70mm film magazine which had never actually been tested in space before. A second black Hasselblad Electric Camera (HEC) with a Zeiss Planar 80mm *f/2,8* lens was used to shoot from inside the Eagle lunar module. A third black HEC was used by astronaut Michael Collins aboard the Command Module Columbia in lunar orbit. Standing up against the intense temperatures and lack of gravity in space, the Hasselblad cameras captured this once in a lifetime moment flawlessly, letting the rest of Earth see what astronauts Aldrin and Armstrong experienced on the Moon. The resulting images taken with the HDC and HEC have not only provided scientific insight but have proven to be legendary marvels recognized the world over. It was the HEC used by Collins that was taken back to Earth, while the HDC and HEC used on the lunar surface and lunar module were left on the Moon to meet narrow weight margins for successful return. As far as we know, they've been on the Moon since 1969.

Hasselblad proudly celebrates being the camera that documented the historic Moon landing with the 907X Special Edition. The limited-edition kit includes the 907X camera body and CFV II 50C digital back, both in matte black, just as the HEC that made it back to Earth. On the digital back is the text "On the Moon Since 1969", commemorating the HDC and HEC left behind on the lunar surface fifty years ago. Together, the 907X and CFV II 50C connect Hasselblad's photographic history into one system.

Coupling the CFV II 50C with Hasselblad's smallest medium format camera body ever, the 907X, creates a highly compact mirrorless digital camera. This combination offers a truly distinct photographic experience, including the classic waist-level shooting style of the V System enabled by the CFV II 50C's tilt screen. With the 907X attached to the CFV II 50C, the photographer gains access to all the high-quality XCD Lenses, providing autofocus and electronic exposure control. Coupled with the XH Adapter, all HC/HCD Lenses can be used on the 907X, along with XPan and V System Lenses in electronic shutter mode with the XPan and XV Lens Adapters, respectively. In addition, the 907X enables compatibility with a wide range of third-party adapters and lenses in electronic shutter mode.

Reminiscent of the classic V System film magazine design, the modern CFV II 50C also works as a stand-alone digital back. Compatible with most V System cameras made from 1957 and onwards, the CFV II 50C can also be used on third party technical or view cameras.

---

#### PRESS CONTACT

Ida Gustafsson | Corporate Communication & PR Director, Europe | [ida.gustafsson@hasselblad.com](mailto:ida.gustafsson@hasselblad.com)  
Diane DiVincenzo | PR Director, North America | [diane.divincenzo@hasselblad.com](mailto:diane.divincenzo@hasselblad.com)

# H A S S E L B L A D

Key features of the 907X Special Edition include:

- Large medium format 50MP CMOS sensor
- Up to 14 stops of dynamic range
- Captures 16-bit RAW images and full resolution JPEGs
- High-resolution 3.0-inch 920K dot touch and tilt screen
- Smooth live view experience with a high frame rate of 60fps
- Focus peaking, enabling more accurate focusing (especially advantageous on the manual-focused V System cameras)
- Intuitive user interface with swipe and pinch touch controls
- Internal battery slot with the option to recharge in-camera via the USB-C port (same battery used on the X System)
- Dual UHS-II SD card slots
- Integrated Wi-Fi and USB-C connection
- Portable workflow with Phocus Mobile 2 support

Continuing the celebration, Hasselblad releases a limited edition 50 Years on the Moon merchandise collection, including posters, t-shirts, patches and stickers that commemorate this historical anniversary. The whole collection is available for purchasing [here](#).

The 907X Special Edition has an MSRP of € 6500 / \$ 7499 / £ 5825 excl. VAT. Ordering information and availability will be announced later in the year. See more information and technical specs [here](#).

Get the full history about Hasselblad on the Moon, download the legendary images taken on the lunar surface with the HDC and read the original 1969 press release [here](#).

Learn more about Hasselblad in space [here](#).

---

## PRESS CONTACT

Ida Gustafsson | Corporate Communication & PR Director, Europe | [ida.gustafsson@hasselblad.com](mailto:ida.gustafsson@hasselblad.com)

Diane DiVincenzo | PR Director, North America | [diane.divincenzo@hasselblad.com](mailto:diane.divincenzo@hasselblad.com)

# H A S S E L B L A D

## ABOUT HASSELBLAD

Founded in 1941, Hasselblad is one of the leading manufacturers of digital medium format cameras and lenses. True to its Scandinavian heritage, Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality and extremely high performance. 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 some of the greatest photographers in the world, Hasselblad continues to develop products that enable all types of creatives to capture their artistic vision.

Hasselblad's H and X Camera Systems and their superb range of medium format lenses fuse innovative technology with precision mechanics, delivering exceptional imaging experiences for every sort of photographer. The highly professional H System, with its latest line up of the H6D-50c, H6D-100c and H6D-400c Multi-Shot, offers the ultimate image quality and resolution with 50, 100 and 400-megapixel solutions. The more portable X System easily enables bringing medium format photography outside of the studio with options that include the world's first compact mirrorless digital medium format camera - the X1D-50c - followed by the second generation X1D II 50C. Combining the CFV II 50C digital back and 907X camera body, Hasselblad's photographic history is connected, bringing the X, H, and V Systems together in a portable, sleek package.

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

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

---

### PRESS CONTACT

Ida Gustafsson | Corporate Communication & PR Director, Europe | [ida.gustafsson@hasselblad.com](mailto:ida.gustafsson@hasselblad.com)

Diane DiVincenzo | PR Director, North America | [diane.divincenzo@hasselblad.com](mailto:diane.divincenzo@hasselblad.com)

# HASSELBLAD

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



---

## PRESS CONTACT

Ida Gustafsson | Corporate Communication & PR Director, Europe | [ida.gustafsson@hasselblad.com](mailto:ida.gustafsson@hasselblad.com)  
Diane DiVincenzo | PR Director, North America | [diane.divincenzo@hasselblad.com](mailto:diane.divincenzo@hasselblad.com)

# HASSELBLAD



---

## PRESS CONTACT

Ida Gustafsson | Corporate Communication & PR Director, Europe | [ida.gustafsson@hasselblad.com](mailto:ida.gustafsson@hasselblad.com)

Diane DiVincenzo | PR Director, North America | [diane.divincenzo@hasselblad.com](mailto:diane.divincenzo@hasselblad.com)

Camera Type	907X camera body + CFV II 50C digital back: Medium Format Mirrorless Digital camera with Autofocus, Auto exposure, interchangeable lenses. CFV II 50C digital back: Can be used with most Hasselblad V System cameras made from 1957 and onwards in addition to third party technical or view cameras with a Hasselblad V interface.
Construction	Machined aluminium. Tripod socket 1/4" on 907X camera body.
Sensor Type	CMOS, 50 megapixels (8272 × 6200 pixels, 5.3 × 5.3 µm).
Sensor Dimensions	43.8 × 32.9 mm
Image Size	Stills: 3FR RAW capture 108 MB on average. JPEG 5 to 25 MB depending on setting and image content. TIFF 8 bit: 154 MB. Video: To be enabled at a later date.
File Format	Hasselblad 3FR RAW, Full size JPEG.
Shooting Mode	907X camera body + CFV II 50C digital back: Single shot, Continuous, Self Timer, Interval Timer and Exposure Bracketing. CFV II 50C digital back: Single shot.
Colour Definition	16-bit; Dynamic range up to 14 stops.
ISO Speed Range	907X camera body + CFV II 50C digital back: ISO Auto, 100, 200, 400, 800, 1600, 3200, 6400, 12800, 25600. CFV II 50C digital back: 100, 200, 400, 800, 1600, 3200, 6400, 12800, 25600.
Storage Options	Dual UHS-II SD cards or tethered to Mac or PC. When having cards in both slots, secondary slot can be used for Overflow or Backup. Max 1 TB. High Speed UHS-II cards are recommended.
Colour Management	Hasselblad Natural Colour Solution (HNCS)
Storage Capacity	64 GB card holds approximately 600 RAW or 2000 JPEG High Quality images on average.
Capture Rate	907X camera body + CFV II 50C digital back: Up to 2.7 fps with XCD Lenses CFV II 50C digital back: Up to 1.5 fps with V System cameras
DAC Digital Lens Correction	907X camera body + CFV II 50C digital back: Support for all XCD/HC/HCD Lenses included in Phocus. CFV II 50C digital back: Support for most V System Lenses included in Phocus.
User Interface	Touch interface including swipe, scroll and pinch/spread to zoom. Front scroll wheel and side button on 907X. Many camera functions and settings can be controlled from a tethered computer or iPad Pro/iPad Air (2019) over Wi-Fi.
Display	Tiltable 3.0-inch TFT type, 24 bit colour, 920 K pixels. Touch functionality: Full support.
Live View	On camera and host computer with high frame rate.
Histogram Feedback	Yes
IR Filter	Mounted in front of sensor
Acoustic Feedback	Yes
Software	Phocus for Mac and Windows. Compatible with Adobe Photoshop Lightroom® and Adobe Camera Raw® Phocus Mobile 2 including support for tethered connection via USB-C
Platform Support	macOS 10.12 or later; Windows 7 (64 bit) or later; iOS 12 or later
iOS device Support	iPad Pro or iPad Air (2019 or later)
Host Connection Type	USB 3.0 (5 Gbit/s) Type-C connector
Additional Connections	Audio In/Out
Operating Temperature	-10 to 45 °C / 14 to 113 °F
Wi-Fi	802.11 b, g, n, a, ac (a and ac depending on region)

Continued on the next page.

Camera and Lens Support	CFV II 50C: Can be used with most Hasselblad V System cameras made from 1957 and onwards in addition to third party technical or view cameras with a Hasselblad V interface. 2000 cameras and 201F with C lenses only. 202FA, 203FE, 205TCC and 205FCC camera types need a minor camera modification <sup>1</sup> to use F/FE lenses. 907X: enables use of all XCD Lenses, all H System Lenses with XH Lens Adapter, V System Lenses with XV Lens Adapter, and XPan Lenses with XPan Lens Adapter. Enables compatibility with a wide range of third-party adapters and lenses.
Shutter	Electronically controlled lens shutter with speeds up to 1/2000 s. Optional electronic shutter.
Shutter Speed Range	68 minutes to 1/2000 s with XCD Lenses. 1/800 s or 1/2000 s with HC/HCD Lenses. Electronic shutter 68 min to 1/10000 s.
Flash Sync Speed	Flash can be used at all shutter speeds with lens shutter (not electronic shutter).
Focusing	Automatic and manual focusing. Automatic focusing using contrast detection and up to 117 selectable autofocus points. Instant manual focus override. Focus Peaking or Auto Zoom (50% or 100%) available in manual focus.
Exposure Metering	Centre Weighted, Spot and Centre Spot
Power Supply	Rechargeable Li-ion battery (7.27 VDC/3400 mAh). Can be charged in camera via USB or external charger. Charging time approximately 2 hours with the supplied USB charger.
Dimensions [W x H x D]	CFV II 50C digital back: 91 x 92 x 61 mm 907X camera body: 102 x 91 x 27 mm 907X camera body + CFV II 50C digital back: 102 x 93 x 84 mm
Weight	CFV II 50C digital back: 552 g CFV II 50C digital back + battery: 658 g 907X camera body: 206 g 907X camera body + CFV II 50C digital back + battery: 865 g

Note: Technical specifications may change without notice.

<sup>1</sup> Carried out by an authorized Hasselblad Service Center. Please contact your Hasselblad dealer for further information.