

HASSELBLAD

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HASSELBLAD FIRMWARE 1.4.0 BRINGS DISTANCE SCALE AND ENHANCED INTERVAL TIMER FUNCTIONALITY TO X1D II 50C AND 907X CAMERAS

Hasselblad's latest Firmware Update 1.4.0 adds new functionality for an enhanced shooting experience with the X1D II 50C, 907X Special Edition and 907X 50C cameras. A Distance Scale overlay has been added to Live View, Interval Timer has upgraded options for exposure metering and frame selection, and Phocus Mobile 2 functionality has been updated, in addition to general system improvements.

Distance Scale in Live View

A new Distance Scale overlay is added to Live View. This provides information about the currently set focus position as well as the close range for the actual lens. In addition, it is possible to choose between using meters or feet in the Distance Scale. This function requires the new Firmware Update 0.6.0 for all XCD Lenses except for XCD 45P, which requires Firmware Update 0.1.26.

Exposure Metering for multiple frames in Interval Timer

Previously, the photographer could only select Exposure Metering for the first frame when shooting multiple images. It is now possible to select Exposure Metering for each individual frame in a series of shots. Metering for each frame, for example, improves time lapse photography when photographing in changing light conditions.

Increased frame options in Interval Timer

Before, it was only possible to specifically choose up to 99 frames to be taken with Interval Timer. The numbering system of frame options included every number between 2 and 99. It is now possible to specify up to 1000 frames where the photographer has the option of every number between 2-25, intervals of 5 between 25-100, and intervals of 50 between 100-1000. No Limit is, of course, still an option.

Updates to Phocus Mobile 2

Live View quality on Phocus Mobile 2 has been enhanced. As well, a change in the White Balance setting in Phocus Mobile 2 will now synchronize with X1D II 50C and 907X cameras.

Taking user feedback into account, general system improvements have been implemented for a smoother user experience with the X1D II 50C and 907X cameras.

Download Firmware Update 1.4.0, Firmware Update 0.1.26 for XCD 45P and Firmware Update 0.6.0 for all other XCD Lenses at www.hasselblad.com/x-system/x-system-firmware/x-firmware-1.4.0/.

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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

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