

H A S S E L B L A D

Press information – for immediate release
Gothenburg, Sweden 16 Aug 2018

HASSELBLAD **XV LENS ADAPTER** EXPANDS CAPABILITIES OF MEDIUM FORMAT MIRRORLESS PHOTOGRAPHY, LINKING THE FUTURE TO THE PAST

Hasselblad bridges its legacy and future with the new XV Lens Adapter, providing compatibility for the X1D-50c mirrorless medium format camera to the large range of V System lenses.

Hasselblad's iconic V System of cameras and lenses are closely linked to the heritage of many professional image makers. With the new XV Lens Adapter, Hasselblad extends the X1D-50c to the full line of C, CB, CF, CFI, CFE, F and FE lenses; each lens functions solely with the use of the X1D-50c's electronic shutter feature. With over sixty lenses with focal lengths from 30 to 500mm in the V System, the XV Lens Adapter represents expansion of the X System and capabilities of the world's most compact digital medium format camera.

The sleek new adapter joins Hasselblad's other available lenses and accessories for the X System of cameras. Currently, five native XCD Lenses from 21mm to 120mm are available along with support of Hasselblad's HC/HCD and XPan Lenses.

The XV Lens Adapter is available now for purchase with a MSRP of €199 / \$249 / £179 / JPY 29,000 (excl. VAT) / CNY 2499 (incl. VAT).

PRESS CONTACTS

Philip Liljenberg - Corporate Communication & PR Manager | philip.liljenberg@hasselblad.com
www.hasselblad.com

H A S S E L B L A D

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

PRESS CONTACTS

Philip Liljenberg - Corporate Communication & PR Manager | philip.liljenberg@hasselblad.com
www.hasselblad.com

H A S S E L B L A D

This press release and more image material can be found online at the Hasselblad Press Room at www.hasselblad.com/press



PRESS CONTACTS

Philip Liljenberg - Corporate Communication & PR Manager | philip.liljenberg@hasselblad.com
www.hasselblad.com