

# HASSELBLAD

Press information – for immediate release  
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## HASSELBLAD X SYSTEM EXPANDS WITH RELEASE CORD X AND BATTERY CHARGING HUB

Hasselblad proudly expands its photographic tool kit for the X System with the introduction of the new Release Cord X and Battery Charging Hub. With Hasselblad's full commitment to the development of the X System, these two new accessories alongside the introduction of the newest XCD Lenses greatly expand the creative capabilities of the revolutionary mirrorless medium format X1D-50c.

The Hasselblad Release Cord X allows for remote shutter actuation, an invaluable tool when eliminating shake or vibration is paramount. A durable cloth-wrapped 90cm (36 in.) cable connects to the X1D-50c's microphone input port and the remote's simple single button operation allows photographers to keep vibration to a minimum. When autofocus is enabled on the camera, a single action swiftly starts autofocus and then releases the shutter. Holding the button down when in Continuous Capture mode allows for multiple frames to be captured, whilst setting the camera in Manual Focus mode allows for Release Cord X to fire the shutter without delay. Its durable metal construction matches the adventurous endeavours of Hasselblad's X System users and its slim, ergonomic design fits comfortably in the hand. For seamless functionality, the X1D should be updated to the latest 1.22 firmware available at [My Hasselblad](#).

The Hasselblad Battery Charging Hub makes it possible for a Hasselblad photographer to streamline the battery charging process, allowing X1D photographers to go further with their creative pursuits. Its dual slots support the simultaneous charging of two batteries while an integrated USB Type-C connector supports mains power via an included power supply or from common external USB battery banks (sold separately). Front-facing LEDs indicate status and capacity when charging, or users can use the Battery Charging Hub to check battery levels simply by inserting a battery and pressing a single button. The Battery Charging Hub supports both first-generation 3200mAh X System batteries and current 3400mAh batteries, the latter of which support quick-charging up to 25% faster than the former. This equates to a completely replenished single battery in 2 hours 18 minutes, or dual batteries in 2 hours 48 minutes. First-generation 3200mAh batteries recharge completely in approximately 3 hours and completed charging cycles are indicated by an audible chime in either situation. With a durable metal construction and compact design, the Battery Charging Hub is posed to simplify a critical aspect of photography and ensure that maximum creative vision can be achieved.

The Hasselblad Release Cord X is available to purchase starting in April with an MSRP of €69 / \$80 / £64 / JPY¥9360 excl. VAT. / CNY¥629 incl. VAT.

The Hasselblad Battery Charging Hub is now available to purchase in the US and available in all other applicable regions in April with an MSRP of €129 / \$155 / £115 / JPY¥17460 excl. VAT / CNY¥1199 incl. VAT.

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



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