

# H A S S E L B L A D

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## HASSELBLAD EXPANDS INTO E-COMMERCE WITH LAUNCH OF 'HASSELBLAD STORE'

– Hasselblad's New Online Store is Now Open To The USA, China, UK, Germany and France

Hasselblad, the leading manufacturer of digital medium format cameras and lenses, is pleased to announce the launch of its new online 'Hasselblad Store'. The online store will broaden availability of Hasselblad's iconic high-performance cameras and lenses to photographers in the USA, China, UK, Germany and France.

*"The launch of the 'Hasselblad Store' is one of our core initiatives derived from our strategy that focuses on not only making our products more accessible to photographers seeking hands on experience with the Hasselblad product line-up, but also to inspire fans with great images and stories" said Bronius Rudnickas, Hasselblad Marketing Manager.*

The online store follows closely behind the new Hasselblad website and the 'Rent a Hasselblad' program that was launched earlier in November.

'Rent a Hasselblad' is a global online reservation service for Hasselblad cameras and lenses. Whether renting a Hasselblad system for a specific photoshoot, booking a camera to try it out before purchasing, or reserving gear to pick up and use at their next travel destination, the rental service provides photographers with more freedom and greater accessibility to Hasselblad systems.

During the opening week of the online store, customers will be eligible to receive a five percent (5%) discount on the award winning X1D and the XCD 45mm and 90mm lenses. In addition, for every customer purchasing an H6D-50c or H6D-100c camera, an H System Camera Hard Case will be included. This offer will end on December 7th, 2017.

Access to the 'Hasselblad Store' at:  
<https://store.hasselblad.com/>

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# *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](http://www.hasselblad.com)

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

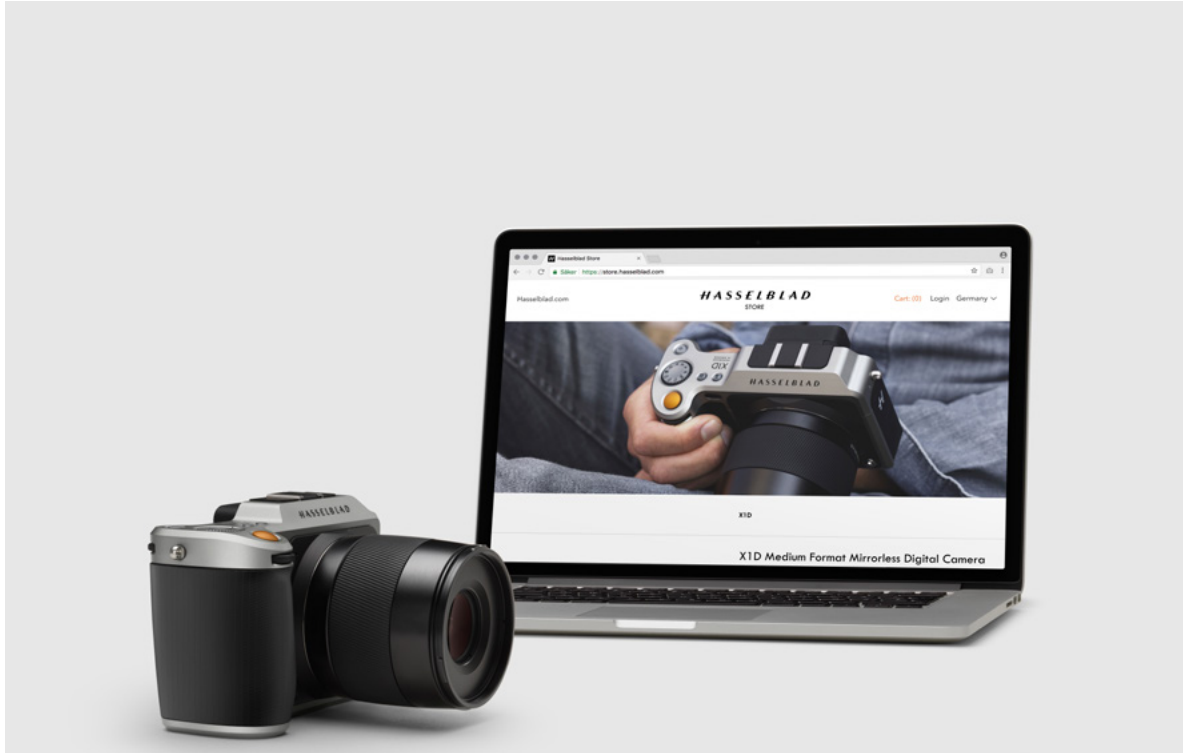
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