

# HASSELBLAD

Press information - for immediate release  
Gothenburg, Sweden 16 Jan 2018

## HASSELBLAD INTRODUCES THE **H6D-400c MS**, A 400 MEGA PIXEL MULTI-SHOT CAMERA

Building on a vast experience of developing exceptional, high-quality single and multi-shot cameras, Hasselblad once again has raised the bar for image quality captured with medium format system.

Multi-Shot capture has become an industry standard in the field of art reproduction and cultural heritage for the documentation of paintings, sculptures, and artwork. As the only professional medium format system to feature multi-shot technology, Hasselblad continues to be the leading choice for institutions, organizations, and museums worldwide to record historic treasures in the highest image quality possible.

With over 10 years of digital imaging expertise, the latest Multi-Shot digital camera combines the H6D's unrivalled ease of use with a completely new frontier of image quality and detail. This new camera encompasses all of the technological functions of Hasselblad's H6D single shot camera, and adds to that the resolution and colour fidelity advancements that only Multi-Shot photography can bring to image capture.

With an effective resolution of 400MP via 6 shot image capture, or 100MP resolution in either 4 shot Multi-Shot capture or single shot mode, the Multi-Shot capture requires the sensor and its mount to be moved at a high-precision of 1 or ½ a pixel at a time via a piezo unit. To capture Multi-Shot images the camera must be tethered to a PC or MAC.

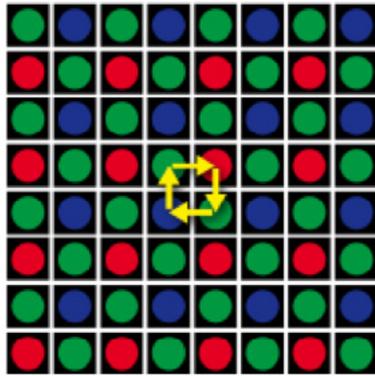
In 400MP Multi-Shot mode, 6 images are captured, the first 4 involve moving the sensor by one pixel at a time to achieve real colour data (GRGB- see 4 shot diagrams below), this cycle then returns the sensor to its starting point. A further two exposures are made moving the sensor by ½ a pixel horizontally and then ½ a pixel vertically (see 6 shot diagram on next page). These 6 captures are then merged to give the equivalent of a single 400MP image, delivered as a 2.4GB 16-bit TIFF (23200 x 17400 pixels), for those seeking the utmost in image quality and resolving power.

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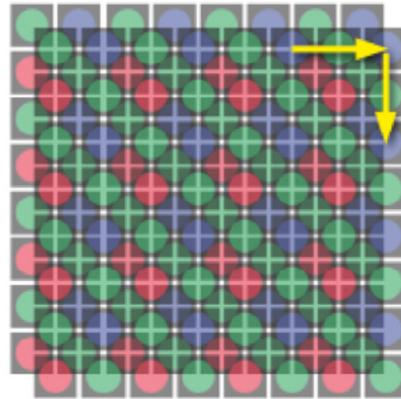
#### PRESS CONTACTS

Philip Liljenberg - Corporate Communication & PR Manager | [philip.liljenberg@hasselblad.com](mailto:philip.liljenberg@hasselblad.com)  
[www.hasselblad.com](http://www.hasselblad.com)

# H A S S E L B L A D



4-Shot



6-Shot

The H6D-400c MS encompasses all the features and functionality of Hasselblad's standard single shot cameras:

- USB 3.0 type c connection for tethered shooting, high speed data transfers & 30FPS live view
- Dual media card slots: CFast 2.0 and SD card
- 3.0-inch touch rear display
- Smartphone style user interface
- HD & UHD video
- Modular system with improved back removal process
- Technical camera connectivity (single shot)
- Wi-Fi
- HDMI & Audio I/O
- True Focus II

The H6D-400c MS will begin shipping March 2018 with a MSRP of € 39,999 / \$ 47,995 / £ 36,250 / RMB 319,999 / JPY 5,391,380 excl. VAT. Pre-orders can start to be taken January 16th.

The H6D-400c MS will also be available to rent through your local Hasselblad sales representative. The rental fee is approx. €399/day for short term loans, but you can save up to 50% of that cost if you rent for a longer period, excluding shipping, insurance, and other rental service related fees.

More info:

[www.hasselblad.com/h6d-multishot](http://www.hasselblad.com/h6d-multishot)

[www.hasselblad.com/press](http://www.hasselblad.com/press)

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Philip Liljenberg - Corporate Communication & PR Manager | [philip.liljenberg@hasselblad.com](mailto:philip.liljenberg@hasselblad.com)

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## SPECIFICATIONS

Sensor type	CMOS, 100 megapixels (11600 × 8700 pixels, 4.6 × 4.6 µm)
Sensor dimensions	53.4 × 40.0mm
Image size	Stills: RAW 3FR capture 207MB on average. 4-shot Multi-shot & Single shot TIFF 8 bit: 289MB, 6-shot Multi-shot TIFF 8 bit: 579MB; Video: HD (1920 x 1080p), UHD (3840 x 2160p)
File format	Stills: Hasselblad 3FR Video: H.264 Compressed (25 fps, HD only), Hasselblad RAW (25 fps, UHD)
Shooting mode	Six & four shot Multi-Shot & Single shot stills, Video
Colour definition	16 bit; Dynamic range 15 stops
ISO speed range	ISO 64, 100, 200, 400, 800, 1600, 3200, 6400, 12800
Storage options	CFast card, SD card or tethered to Mac or PC
Colour management	Hasselblad Natural Colour Solution
Storage capacity	16GB card holds 72 images on average
Display	3 inch TFT type, 24 bit colour, 920K pixels; Touch functionality: Yes, full support Live View: On camera, host and iOS device with high frame rate (30 fps)
IR filter	Mounted in front of sensor
Acoustic feedback	Yes
Software	Phocus for Mac and Windows
Platform support	Macintosh: OSX version 10.10; PC: Windows 7 (64 bit)/ 8 / 10
Host connection type	USB 3.0 (5 Gbit/s) Type-C connector, Mini HDMI, Audio In/Out
Additional connections	Mini HDMI, Audio In/Out, Flash sync In/Out, Power In
View camera compatability	Yes, Mechanical shutters controlled via flash sync. Electronic shutters can be controlled from Phocus
Operating temperature	- 10 °C to + 45 °C / 14 - 113 °F
Wi-Fi	802.11b,g, 2,4 GHz & 5.0 GHz
Dimensions	Complete camera w/ HC80 lens: 153 x 131 x 205 mm [W x H x D]
Weight	2180 g (Complete camera w/ HC80 lens, Li-Ion battery and card)
Camera type	Large sensor medium format DSLR

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## SPECIFICATIONS

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Lenses	Hasselblad H System lens line with integral central lens shutter
Shutter speed range	60 minutes to 1/2000 sec (depending on lens type used)
Flash sync speed	Flash can be used at all shutter speeds
Viewfinder options	HVD 90x: 90° eye-level viewfinder w. dioptre adjustment (-5 to +3.5D). Image magnification 3.1x. Integral fill-flash (GN. 12 @ ISO100). Hot shoe for SCA3002-system flashes from Metz™ HV 90x II: 90° eye-level viewfinder w. dioptre adjustment (-4 to +2.5D) Image magnification 2.7x. Integral fill-flash (GN. 12 @ SO100). Hot shoe for SCA3002-system flashes from Metz™ HVM: Waist-level viewfinder. Image magnification 3.2x
Focusing	Autofocus metering with passive central cross-type sensor. Ultra focus digital feedback. Instant manual focus override. Metering range EV 1 to 19 at ISO 100
Flash control	Automatic TTL centre weighted system. Uses built-in flash or flashes compatible with SCA3002 (Metz™). Output can be adjusted from -3 to +3EV. For manual flashes a built-in metering system is available
Exposure metering	Spot, Centre Weighted and CentreSpot Metering range Spot: EV2 to 21, Centre Weighted: EV1 to 21, CentreSpot: EV1 to 21

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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 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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# *HASSELBLAD*

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



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# HASSELBLAD



Photo: Göran Liljeberg



1 SHOT 400%



4 SHOT 400%



6 SHOT 200%

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