

H A S S E L B L A D

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HASSELBLAD'S WIDEST LENS EVER, XCD 21MM F/4, NOW AVAILABLE FOR THE X1D

Continuing the development of the XCD lens line, the previously announced XCD 21mm f/4 lens is now available for ordering. As Hasselblad's widest lens yet, it opens doors for even more creative possibilities for the X1D user.

The high-performing 21mm f/4 lens brings together the compact format of the XCD range with the maximum optical quality across the frame with a wide field of view. The XCD 21mm has an extremely short focal length that provides a 17mm full frame equivalency. It features a 32 cm close distance setting (1:10 image scale) and an aperture range between 4 and 32. Offering a new versatility to the X1D user, the lens is especially suitable for both landscape and interior and exterior architectural photography.

Like the other XCD lenses, the XCD 21mm f/4 lens has an integral central shutter offering a wide range of shutter speeds and full flash synchronisation up to 1/2000th second. "The automatic Lens Correction Tool in Phocus will generate images from the XCD 21mm f/4 that are completely free from any distortion, rendering all lines perfectly straight!" says Ove Bengtsson - Product Manager.

The XCD 21mm lens will begin shipping mid-May 2018 with an MSRP of € 2999 / \$ 3750 / £ 2749 excl. VAT.

For full specs and more info, please visit:
<https://www.hasselblad.com/x-system-lenses/xcd-4-21mm/>
<https://www.hasselblad.com/press/>

PRESS CONTACTS

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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

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HASSELBLAD XCD LENS ROADMAP



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