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HASSELBLAD EXPANDS REACH OF MEDIUM FORMAT IMAGING FOR EVEN MORE CREATIVE VERSATILITY

Introducing the X1D II 50C, XCD 35-75 zoom lens, Phocus Mobile 2, and revealing details of the upcoming CFV II 50C digital back and 907X camera body

Following the revolutionary introduction of the world's first mirrorless medium format digital camera, the X1D-50c, Hasselblad introduces new additions to its product portfolio that bring the joy of medium format photography to image makers with the capabilities to support their creative endeavours. This includes the evolved X1D II 50C camera, the eagerly awaited XCD 3,5-4,5/35-75 Zoom Lens and Phocus Mobile 2. In addition, Hasselblad reveals the development details of the upcoming CFV II 50C digital back and 907X camera body. Hasselblad's newest offerings yet again expand the potential of medium format photography with modularity and flexibility, all while offering the brand's renowned, stunning image quality.

X1D II 50C – AN EVOLVED MEDIUM FORMAT PHOTOGRAPHY EXPERIENCE

In the pursuit to continue the journey of taking medium format outside of the studio, Hasselblad is pleased to announce the next installment of the X System – the X1D II 50C Mirrorless Medium Format Digital Camera. Dedicated to optimising the X System for a wider audience of creatives, Hasselblad has listened to user feedback and improved upon the first generation with enhanced electronics for a quicker and more intuitive medium format experience.

Continuing in the legacy of being the most portable and lightweight digital medium format camera, the X1D II 50C lets you take the power of medium format in a footprint smaller than most full frame DSLRs in a beautifully designed, compact package. Its large, high resolution 50-megapixel CMOS sensor (43.8 x 32.9 mm) is 1.7 times larger than 35mm full format sensors, packing in huge pixels (5.3 x 5.3 μm) for capturing images with superb tonality. With outstanding colour depth and an impressive dynamic range of 14 stops, which allows for capturing immense details in both shadows and highlights, the photographer is left with plenty of room for adjustment in post-processing. With Hasselblad Natural Colour Solution (HNCS) technology integrated into the camera's system, exceptional, true-to-life tones are delivered that match what the human eye sees. Building upon the award-winning first generation, the X1D II 50C blends form and function with minimalistic, Scandinavian design aesthetics with a graphite grey exterior and a smooth handling experience with its ergonomic grip. The new X1D II 50C continues to provide creatives with incredible Hasselblad image quality, with 16-bit RAW images and now full resolution JPEGs, in a compact, lightweight design.

Developing upon the first generation of the X System, the X1D II 50C's upgraded electronic platform includes a higher resolution 3.6-inch 2.36-million-dot touch display, which is physically the largest LCD display currently available on a digital medium format camera. Additionally, the X1D II 50C features a higher resolution enhanced OLED electronic viewfinder (EVF) with 3.69-million dots and a high magnification of 0.87x, letting you see the bigger picture. The much higher resolution of the rear display screen (1024x768) gives a more vivid, true to life image viewing experience.

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The X1D II 50C's live view features a faster refresh rate, reduced shutter lag and black out time between frames, an improved continuous capture rate, and a startup time cut almost in half from the first generation. Building upon the highly-intuitive Hasselblad User Interface (HUI) of the previous model, further refinements have been made to the X1D II 50C to improve the camera's handling experience, including the ability to access the menu system when looking in the EVF, giving greater usability in the sunniest conditions.

Enabling an even more portable medium format workflow, Hasselblad's post production solutions now include the new Phocus Mobile 2. Connected via USB-C and Wi-Fi, photographers can transfer RAW and full quality JPEG files directly from the X1D II 50C and edit RAW images on their iPad Pro or iPad Air (2019) while out on the field.

THE NEW XCD 3,5-4,5/35-75 – PRIME LENS PERFORMANCE IN A COMPACT ZOOM

The ninth addition to the X System lens range is the eagerly awaited XCD 3,5-4,5/35-75 Zoom Lens. Delivering the same superb image quality from edge-to-edge as the XCD prime lenses, this extremely high performance, compact mid-range zoom covers moderate wide angle to short telephoto focal lengths. Its internal focusing keeps the lens' dimensions constant, delivers quick autofocus and additionally keeps the overall weight down. Ideal for shooting anything from wide angle landscapes to portrait images, this lens is perfect for photographers who are looking to keep the amount of equipment they carry when travelling to a minimum but don't want to compromise on image quality. "This really is the best lens Hasselblad has developed – its performance is extremely high, competing with our prime lenses. I can even go as far to say that it's probably the best zoom lens currently available on the market," says Per Nordlund, Hasselblad Lead Optical Designer. Like the rest of the XCD lens range, the XCD 35-75 features an integral central lens shutter, offering exposure times from 68 minutes to 1/2000s with full flash synchronisation throughout.

PHOCUS MOBILE 2 TAKES IMAGE PROCESSING WORKFLOW TO A NEW PORTABLE LEVEL

Expanding the possibilities of the Hasselblad workflow, Phocus Mobile 2 takes the image editing process to a new, portable level. Compatible with the X1D II 50C via either USB-C or Wi-Fi, this application is currently supported on iPad Pro and iPad Air (2019) models, enabling the traveling photographer to have a quicker, more mobile workflow. With Phocus Mobile 2, users can import, edit and rate RAW images and import and rate full quality JPEG images directly on their portable device. In addition, Phocus Mobile 2 supports full quality image export, tethered shooting and direct camera control.

THE CFV II 50C AND 907X CONNECT HASSELBLAD'S PHOTOGRAPHIC HISTORY INTO ONE SYSTEM

Hasselblad proudly announces the development of the modernised CFV II 50C digital back and the brand new 907X camera body, which together will connect Hasselblad's photographic history into one system.

The CFV II 50C digital back, which will have an outstanding medium format 50-megapixel CMOS sensor (43.8 x 32.9 mm), will enable use with most V System cameras made from 1957 and onwards in addition to third party technical or view cameras. Improving upon the user experience of the previous generations, the CFV II 50C will feature a brilliant tilt screen with full touch support and Hasselblad's renowned user interface for settings, image review, and menu navigation. Users of previous CFV digital backs will appreciate a new fully-integrated battery, the same used on the X System, which will reduce overall size and with the option to recharge in-camera via the USB-C port. Combining its iconic aesthetics with modern technology, the CFV II 50C gives a nod to Hasselblad's history combined with the brand's world-renowned image quality.

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Coupling the CFV II 50C with Hasselblad's smallest medium format camera body ever, the 907X, creates a highly compact package. This combination will offer a truly distinct photographic experience, including the classic waist-level shooting style of the V System enabled by the CFV II 50C's tilt screen. With the 907X, the photographer will gain access to all of the high-quality X System Lenses in addition to a vast range of Hasselblad optics via adapters, including the H System, V System, and XPan Lenses. In addition, the 907X will enable compatibility with a wide range of third-party adapters and lenses. Planned accessories to beautifully complement the combination include the 907X Control Grip and 907X External Optical Viewfinder.

HASSELBLAD CONTINUES ITS CELEBRATION OF MEDIUM FORMAT ARTISTRY IN JULY 2019
July 2019 marks the 50th anniversary of the first humans landing on the Moon – not only a historic milestone for NASA, but for Hasselblad and photographic history. As the camera selected and built to document the legendary journey, Hasselblad will celebrate this remarkable moment that helped launch the Swedish photography brand to another level. More information will come soon on this exciting commemoration.

The X1D II 50C has an MSRP of € 5000 / $ 5750 / £ 4500 excl. VAT. Delivery in July 2019. Available to order immediately.

The XCD 3,5-4,5/35-75 Zoom Lens has an MSRP of € 4500 / $ 5175 / £ 4050 excl. VAT. Estimated delivery in October 2019. Ordering information will be released shortly before.

Phocus Mobile 2 can be downloaded free of charge by Hasselblad users starting in July 2019.

The CFV II 50C and 907X product information details, including pricing and availability, will be announced later in the year.

See details of all new products here: www.hasselblad.com

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ABOUT HASSELBLAD

Founded in 1941, Hasselblad is one of the leading manufacturers of digital medium format cameras and lenses. True to its Scandinavian heritage, Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality and extremely high performance. 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 some of the greatest photographers in the world, Hasselblad continues to develop products that enable all types of creatives to capture their artistic vision.

Hasselblad's H and X Camera Systems and their superb range of medium format lenses fuse innovative technology with precision mechanics, delivering exceptional imaging experiences for every sort of photographer. The highly professional H System, with its latest line up of the H6D-50c, H6D-100c and H6D-400c Multi-Shot, offers the ultimate image quality and resolution with 50, 100 and 400-megapixel solutions. The more portable X System easily enables bringing medium format photography outside of the studio with options that include the world's first compact mirrorless digital medium format camera – the X1D-50c – followed by the second generation X1D II 50C. Combining the CFV II 50C digital back and 907X camera body, Hasselblad's photographic history is connected, bringing the X, H, and V Systems together in a portable, sleek package.

Headquartered in Gothenburg, Sweden, Hasselblad is a global brand with offices in New York, London, Tokyo, Paris, Copenhagen, Hamburg and Shenzhen with distributors located throughout the world.

For more information, visit Hasselblad online: www.hasselblad.com.

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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.

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X1D II 50C

Camera Type	Medium Format Mirrorless Digital camera with Autofocus, Auto exposure, interchangeable lenses.
Construction	Machined aluminium. Tripod socket 1/4".
Sensor Type	CMOS, 50 megapixels (8272 × 6200 pixels, 5.3 × 5.3 µm).
Sensor Dimensions	43.8 × 32.9 mm
Image Size	Stills: 3FR RAW capture 106 MB on average. JPEG 5 to 25 MB depending on setting, TIFF 8 bit: 154 MB. Video: To be enabled at a later date.
File Format	Hasselblad 3FR RAW, Full size JPEG.
Shooting Mode	Single shot, Continuous, Self Timer, Interval Timer and Exposure Bracketing.
Colour Definition	16-bit; Dynamic range up to 14 stops.
ISO Speed Range	ISO Auto, 100, 200, 400, 800, 1600, 3200, 6400, 12800, 25600.
Storage Options	Dual UHS-II SD cards or tethered to Mac or PC. SD Cards can be used in Overflow or Backup mode. Max 1 TB. High Speed UHS-II cards are recommended.
Colour Management	Hasselblad Natural Colour Solution (HNCS)
Storage Capacity	64 GB card holds approximately 600 RAW or 2000 JPEG High Quality images on average.
Capture Rate	2.7 frames per second (RAW)
User Interface	Touch interface including swipe, scroll and pinch/spread to zoom. Camera grip with buttons and Scroll Wheels. Many camera functions and settings can be controlled from a tethered computer or iPad Pro/iPad Air (2019) over Wi-Fi or tethered.
Display	3.6-inch TFT type, 24-bit colour, 2.36-million-dot; Touch functionality: Full support
Live View	On camera and host computer with high frame rate.
Viewfinder	OLED, 3.69-million-dot Electronic Viewfinder (EVF). Viewing Area : 100%. Magnification: 0.87x
Histogram Feedback	Yes, in Browse Mode on rear display and in EVF.
IR Filter	Mounted in front of sensor.
Acoustic Feedback	Yes
Software	Phocus for Mac and Windows. Compatible with Adobe Photoshop Lightroom® and Adobe Camera Raw® Phocus Mobile 2 including support for tethered connection via USB-C
Platform Support	Macintosh: OS X version 10.12.2 or later. PC: XP/Vista/Windows 7 (32 and 64 bit)/ 8 / 10.
iOS device Support	iPad Pro or iPad Air (2019 or later)
Host Connection Type	USB 3.0 (5 Gbit/s) Type-C connector.
Additional Connections	Audio In/Out.
Operating Temperature	-10 to 45 °C. 14 to 113 °F.
Wi-Fi & GPS	802.11 b, g, n, a, ac (a and ac depending on region). GPS built-in.

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X1D II 50C

Lenses	Hasselblad XCD lenses with built in electronically controlled shutter and aperture. Automatic or manual focusing with instant manual focus override. Lens shades can be mounted in reverse for transport. Compatible with all H System lenses and some H System accessories using an XH Lens Adapter. Also compatible with V System and XPan Lenses using a XV or XPan Lens Adapter. Many other lenses via 3rd party lens adapters (E-shutter only).
Shutter	Electronically controlled lens shutter with speeds up to 1/2000 s. Flash sync at all speeds. Optional electronic shutter
Shutter Speed Range	68 minutes to 1/2000 s with XCD Lenses. 1/800 s or 1/2000 s with HC/HCD Lenses. Electronic shutter 68 min to 1/10000 s.
Flash Sync Speed	Flash can be used at all shutter speeds. Mechanical shutter only.
Flash Control	TTL centre weighted system. Compatible with Nikon™ System flashes. ISO range 100 to 6400. Flash output can be adjusted (-3 to +3 EV) for fill-in purposes independent of ambient light. Sync at all shutter speeds. Mechanical shutter only.
Flash Compatibility	In TTL-mode, the following Nikon Flash products can be used: SB-300, SB-500, SB-5000, SB-700, SB-900, SB-910. The following Profoto products can be used in TTL-mode: A1, B1 and B2 with Nikon interface.
Focusing	Automatic and manual focusing. Instant manual focus override. Automatic focusing using contrast detection. 100% zoom or Focus Peaking available in manual focus. Up to 117 selectable autofocus points.
Exposure Metering	Spot, centre weighted and centre spot.
Power Supply	Rechargeable Li-ion battery (7.27 VDC/3400 mAh). Can be charged in camera via USB or external charger. Charging time approximately 2 hours with the supplied USB charger.
Dimensions	Complete camera w/ XCD 45 mm lens: 148 x 97 x 125 mm [W x H x D]. Camera Body only: 148 x 97 x 70 mm
Weight	1230 g (Complete camera with XCD 45mm lens, Li-ion battery and card). 650 g (Camera Body). 766 g (Camera Body with battery and SD Card).

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X1D II 50C IMPROVEMENTS
Compared to the first generation X1D

New Rear Display	• 43% larger display area (3.6" vs 3.0") • Higher resolution: 156% more pixels (2.36 million dots vs 920,000 dots) • Brighter, more vivid colour reproduction
New Electronic Viewfinder	• Higher resolution: 55% more pixels (3.69 million dots vs 2.36 million dots) • Higher magnification (0.87x) delivering a larger image
Performance	• Start-up time reduced by 46% • Reduced shutter lag and blackout time • Higher frame rate Live View with a 62% faster refresh (60 fps vs 37 fps) • Continuous shooting rate has been increased by 35% (2.7 fps vs 2.0 fps) • Overall system response speed when browsing images and menus has been improved • Autofocus accuracy improved
User Interface	• Self-Timer/ Interval / Bracketing options are now available in the Drive Modes on Control Screen for quick access • Menu system can be accessed when using the EVF • Balance Scale indicates exposure adjustment on the Control Screen • The menu structure has been reorganized for more logical control and easier access • Improved visual language of icons and text • New touch-to-select focus point selection on the rear screen • Minor improvements throughout for a better user experience
Battery & Charging	• The battery can be charged in the camera via USB from a computer, charger or power bank
GPS	• The GPS module is now located internally (the first generation X1D had an external GPS unit that occupied the flash hot-shoe)
JPEG Output	• Full resolution JPEGs (50MP) available • JPEG-only capture option available • Improved image quality for JPEG