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Press information – for immediate relelease

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HASSELBLAD LAUNCHES ‘RENT A HASSELBLAD’

– a New Way to Experience and Take Advantage of Hasselblad Medium Format Technology

‘Rent a Hasselblad’ enables easier and on-demand access to Hasselblad medium format cameras and lenses for photography enthusiasts and professionals.

Hasselblad, the leading manufacturer of medium format cameras and lenses, is introducing the ‘Rent a Hasselblad’ service. The service has been created to allow photography enthusiasts and professionals to benefit from the advantages of medium format technology.

“Owning a Hasselblad medium format camera system is a significant investment even for a successful high-paid photographer,” said Bronius Rudnickas, Hasselblad Marketing Manager.

“Consequently, many professional photographers and enthusiasts haven’t had the opportunity to see what they’re able to create with Hasselblad’s medium format technology. The ‘Rent a Hasselblad’ program is designed to change that and we’re looking forward to seeing what photographers are able to produce having easier access to our photographic tools.”

‘Rent a Hasselblad’ is a global online service to book Hasselblad cameras and lenses for a selected period of time based on a photographer’s need to use the camera. Whether renting a Hasselblad system for a specific photoshoot, booking a camera to try it out before making up their mind to purchase, or reserving gear to pick up and use at their next travel destination, the rental service will give photographers more freedom and higher accessibility to Hasselblad systems.

At its launch, customers can book the world’s first mirrorless medium format camera, the X1D-50c, and choose from a selection of XCD lenses at around 40 rental pick-up locations across the globe. Plans are already underway to grow the ‘Rent a Hasselblad’ service by increasing both the number of rental locations and expanding the selection of Hasselblad camera models at certain locations.

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Furthermore, as a convenient online service with global coverage and reasonable rental fees, 'Rent a Hasselblad' offers photographers the possibility to offset rental cost against the purchase price if they then decide to make an investment in the Hasselblad camera system afterwards.

The 'Rent a Hasselblad' booking system with pricing and additional information can be found at:
www.hasselblad.com/rental

For more information and images:
www.hasselblad.com/press

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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.

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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This press release and image material can be found online at the Hasselblad Press Lounge at www.hasselblad.com/press



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