

HASSELBLAD

Press information – for immediate release

Gothenburg, Sweden 24 Jan 2019

HASSELBLAD **FIRMWARE UPDATE 1.22** FOR X1D-50C ADDS SUPPORT FOR NEW XCD LENSES

With the release of Hasselblad's most recent XCD Lenses, the XCD 65, 80, and 135 including X Converter 1,7, the new 1.22 Firmware Update ensures photographers are equipped with the most up-to-date tools for capturing their creative visions. Alongside the latest 0.5.33 lens firmware, this update also includes a list of minor improvements that advance the overall functionality of the X1D-50c mirrorless medium format camera. As with all X1D-50c and XCD Lens firmware updates, these upgraded features are easily downloaded through the My Hasselblad section at Hasselblad.com.

Support of Newest Lenses

The XCD 2,8/65, XCD 1,9/80 and XCD 2,8/135 are added to the lineup of supported lenses for the X1D-50c. Note that these lenses must also be updated to firmware 0.5.33 as well.

New Exposure Bracketing option

It is now possible to set an initial delay in order to avoid camera shake on long exposures.

Indication of Auto Focus Scan Range in Live View

With lenses that support divided scan range of Near, Far, or Full, a visual icon will be shown in Live View indicating when Near or Far settings are enabled. Currently the XCD 120 and XCD 135 lenses support this feature.

Customisable icon arrangement on main menu screen

Drag and drop icons to rearrange quick-access shortcuts to settings and options on the X1D-50c's main menu screen.

New Custom Button options

Three new custom button options are available, including Live View On/Off, Drive to Near (minimum focus distance) and AF Scan Range Cycle.

New Self Timer option

It is now possible to turn off the front flashing LED during the Self Timer countdown.

AF with HC/HCD Lenses and Converters/Extension Tubes

Autofocus for compatible HC/HCD Lenses via the XH Adapter includes expanded support of select H System lens accessories including extension tubes and select adapters.

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Reset Focus point in Live View

Set Focus Point back to the centre directly while in Live View by pressing the Cross (X) Button.

Firmware updates are available from the "My Hasselblad > Downloads" section online at Hasselblad.com. Users can update their firmware simply by downloading the ".cim" file to an SD card and selecting Firmware Update from the Service Menu on their camera.

For more information and images:

www.hasselblad.com/press

www.hasselblad.com/x1d/firmware/

www.hasselblad.com/support/

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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 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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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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