

HASSELBLAD

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HASSELBLAD COLLABORATES WITH AQUATECH TO CREATE UNDERWATER SOLUTION FOR X1D II 50C

The reaches of Hasselblad cameras now go further and deeper with its collaboration with AquaTech in their new REFLEX Water Housing. The upgraded build culminates 20 years of design and field testing and is the first in a new series. Weighing 1.6kg (3.52 lbs) and waterproof down to 10 meters (33ft), the highly portable REFLEX X1D II 50C allows for taking the power of medium format underwater for a whole new wave of creative expression.

"This exciting collaboration with AquaTech takes our most portable medium format camera even further, giving our innovative X1D II platform more creative freedom thanks to REFLEX for the X System," says Hasselblad Marketing Manager Bronius Rudnickas.

As the first official underwater solution for Hasselblad's X System, the REFLEX X1D II 50C allows for shooting with the entire XCD lens range. Balancing maximum strength and minimal weight, the glass-filled polycarbonate construction combines controls made from 316 stainless steel, hard anodised aluminium and high strength plastics for a superior tactile feel and easy control while simultaneously ensuring extreme protection against saltwater and corrosion. Facilitating simple handling when shooting stills or capturing video under water, the two electronic shutter buttons on the REFLEX X1D II 50C also enable easy capture whether shooting in landscape or portrait orientation. Navigating other settings and menu parameters can be done via the camera's back buttons.

"We are very pleased to release the REFLEX Water Housing for the Hasselblad X1D II 50C. We're proud to be able to open new creative opportunities for X1D II users, and we are excited to see some of the high-quality work that will be achieved with this collaboration between AquaTech and Hasselblad," says Managing Director of AquaTech Alan Love.

The REFLEX X1D II 50C dimensions measure at W 210mm (8.26") by L 135mm (5.31") by H 190mm (7.48"). It allows access to the following camera controls: Menu; AE Lock; AF Drive; Browse; Rectangle; Star; and Cross / Delete. In addition to the REFLEX Water Housing, the kit includes: Back Plate with Controls; Camera Plate for mounting X1DII Camera; Cable Release for Electronic Shutter; Instructions; and Tool Kit.

The REFLEX Water Housing for the Hasselblad X1D II 50C has a MSRP of \$1695 excluding tax / €1795 including VAT when purchased through European retailers only.

Learn more about the REFLEX Water Housing for the Hasselblad X1D II 50C and purchase [here](#).

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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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