

H A S S E L B L A D

Press information - For immediate release
Gothenburg, Sweden 29 October 2019

HASSELBLAD XCD 65 WINS BEST STANDARD PRIME LENS AT LUCIE TECHNICAL AWARDS AND X1D II 50C ACHIEVES INNOVATION FOR TECHNOLOGY AT LUXURY BRIEFING AWARDS

Hasselblad proudly celebrates recognition around the globe with two recent technology awards. The XCD 2,8/65 earned Best Standard Prime Lens on 24 October at the fifth annual Lucie Technical Awards, which honours innovations in the photographic world. The awards were presented by the Lucie Foundation and hosted by PhotoPlus Conference + Expo at the Adobe Theatre at the Jacob K. Javits Convention Center in New York City. On 28 October, the X1D II 50C won the Innovation in Technology Award at the Luxury Briefing Awards, which was held at The Savoy in London. Winners were recognised for their talent, innovation and excellence as world-class brands.

"It's fantastic to receive such recognition for the XCD 65 and X1D II 50C, acknowledging our passion for quality and innovation in every aspect of our product line," said Hasselblad Marketing Manager Bronius Rudnickas.

The XCD 2,8/65 is the ideal standard lens in any X System photographer's kit. With a 50mm full frame equivalency, it's designed to achieve the 'normal' focal length and mimic the human field of view. Thanks to its f/2,8 maximum aperture and 0.5 m (20 in.) minimum focus distance, the XCD 65 is the versatile option for street, travel and general photography.

Packed into the award-winning design of the first generation, the X1D II 50C continues to keep medium format photography portable with its compact build. Its upgraded electronic platform includes an enlarged 3.6-inch touch display and an enhanced EVF, a faster live view refresh rate, and an intuitive and even quicker user interface control. Connection via USB-C or Wi-Fi to Hasselblad's Phocus Mobile 2 allows for the ultimate, on-the-go workflow from camera to iPad Pro. With a huge range of high-quality optics to shoot with, including XCD, HC/HCD, XPan and V System Lenses, the creative possibilities are endless.

Read more here about the [XCD 65](#) and [X1D II 50C](#).

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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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