

HASSELBLAD

Press information - For immediate release

Gothenburg, Sweden 2 April 2020

PHOCUS 3.5 AND PHOCUS MOBILE 2 1.0.1 UPDATES BRING EVEN MORE ENHANCED PERFORMANCE TO HASSELBLAD'S POWERFUL IMAGE PROCESSING SOFTWARE

PHOCUS UPDATE 3.5

Phocus for desktop, Hasselblad's own image processing software, gets a new set of expanded and updated features in the latest version 3.5, enhancing the post-production capabilities for medium format photographers. The powerful software already boasts a host of beneficial tools, including tethered shooting with camera control, live view functionality, Hasselblad's Natural Colour Solution, adjustment layers, auto moiré detection, and digital lens correction, to name a few. Phocus 3.5 brings even greater enhanced performance to the system with the new Defringe Tool for purple or green fringe removal in high contrast transitions, improved contrast and brightness adjustments, the addition of Luma Mode to the Curves Tool for better control of luminosity, as well as upgraded processing performance.

Defringe Tool

The new Defringe Tool enables easy removal of purple or green fringes that may occur in situations such as high contrast transitions. Pick the area to obtain an automatic setting of amount and range and manually adjust from there if needed. Note that this tool is also available in adjustment layers.

Enhanced contrast and brightness adjustments

The new version 3 Exposure Tool adds enhanced algorithms for handling tonal adjustments to contrast and brightness. With increased control of luminosity without producing negative effects on colour rendering, this enables more detailed adjustments.

Luma Mode added to Curves Tool

Luma Mode has been added to the Curves Tool, providing the option to control luminosity with less impact on colour rendition than the simple RGB curve provides.

Upgraded processing performance

Increased GPU (graphics processing unit) usage leads to better performance of exports and high-resolution viewer rendering. Please note that this requires the Extended GPU usage option to be active. Further improvements have been implemented when batch exporting Multi-Shot images in 4 and 6 shot modes.

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H A S S E L B L A D

PHOCUS MOBILE 2 UPDATE 1.0.1

Expanding the possibilities of the Hasselblad workflow, Phocus Mobile 2 takes the image editing process to a new, portable level. With Phocus Mobile 2, users can import, edit and rate RAW images and import and rate full quality JPEG images directly on their device*. In addition, Phocus Mobile 2 supports full quality image export, tethered shooting and direct camera control.

Update 1.0.1 adds the following improvements: ability to zoom and scroll images immediately after they are loaded in the viewer, lens correction for XCD 45P, and various enhancements to the system for a more seamless mobile experience.

**iPad Air 2019 and iPad Pro 2nd generation or later recommended, minimum 3GB ram models*

To download the latest version of Phocus and Phocus Mobile 2 for free, watch tutorials and more, please visit: www.hasselblad.com/phocus and www.hasselblad.com/phocus-mobile/

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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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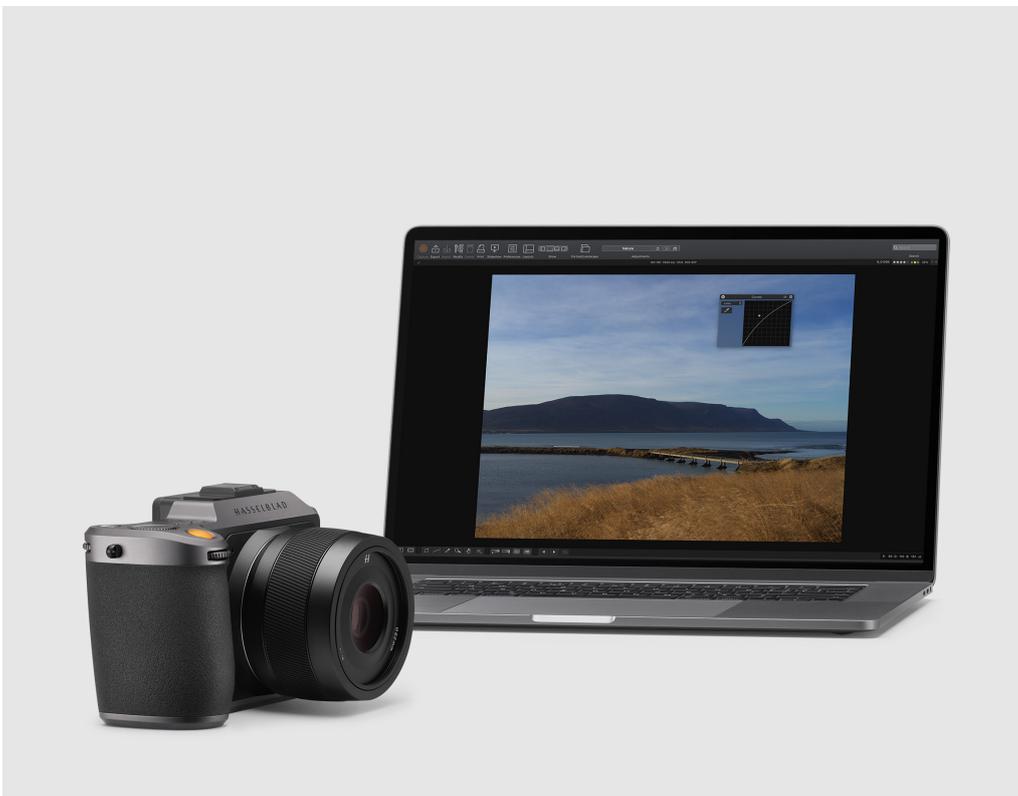


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