

HASSELBLAD

Press information – For immediate release

Gothenburg, Sweden 15 January 2020

HASSELBLAD LAUNCHES XCD 4/45P

THE WORLD'S LIGHTEST DIGITAL MEDIUM FORMAT AUTOFOCUS LENS

Designed to further the capabilities of all X System cameras* by taking high quality imaging even further out into the world, Hasselblad launches the new XCD 4/45P. Designed for the utmost in portability, the XCD 45P stands as the most lightweight and compact member of the XCD lens family. Weighing only 320g (0.7 lbs) and measuring 47mm (1.85 in) in depth, the XCD 45P is the world's lightest digital medium format autofocus lens on the market today.

The XCD 45P allows photographers to bring high quality optics on any adventure, ranging from travel photography across deserts and up mountains to urban exploration and documentary. Minimal weight combined with superior image quality, the XCD 45P coupled with the X1D II and Phocus Mobile 2 lets creatives go physically further with their creative visions with lighter gear in their kit and a highly portable workflow.

"We're extremely proud we could produce a lens with as high optical performance as the rest of our XCD lenses in such a compact form," said Hasselblad Lead Optical Designer, Per Nordlund.

The XCD 45P features an optical design incorporating two aspherical elements, resulting in state-of-the-art optical performance within compact dimensions. The XCD 45P has been designed with discreet portability in mind and thanks to evolved designs, both the autofocus motor and leaf shutter have been reduced in audible noise. Photographers will find that the new XCD 45P leaf shutter is less audible than many focal plane mechanical shutters.

With a minimum focus distance of 35cm (13.8 in) and a maximum image scale of 1:5.2, the XCD 45P is even suitable for food or still life photography. Its mechanically connected focus ring gives the lens a responsive and accurate manual focus experience. Just as the other XCD lenses, the XCD 45P is uncompromising in its build quality, technical excellence, optical performance, and balance in handheld use in addition to its built-in leaf shutter that allows for flash sync up to 1/2000s.

The XCD 4/45P has an MSRP of €1199 / £1030 / CNY¥8999 including VAT and \$1099 / JPY¥130000 excluding VAT. Ordering is available now and shipping to begin in late January 2020.

Discover the XCD 4/45P at www.hasselblad.com/x-system-lenses/xcd-4-45p/

This press release and all related image material can be found online at the Hasselblad Press Room at www.hasselblad.com/press/press-releases/hasselblad-launches-xcd-4-45p/

**Support of XCD 45P for X1D-50c to be enabled in upcoming firmware update*

PRESS CONTACT

Diane DiVincenzo | PR Director, North America | diane.divincenzo@hasselblad.com

Nathalie Gerke | PR Coordinator, EMEA | nathalie.gerke@hasselblad.com

H A S S E L B L A D

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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