

Gothenburg and Shenzhen, 5 November 2015

Hasselblad and DJI Form Strategic Partnership

DJI acquires minority stake in Hasselblad Group, creating synergies between the world's leading imaging technology companies

Hasselblad Group, the leader in high-quality professional cameras, and DJI, the world's most-innovative aerial technology company, today announced a corporate partnership through DJI's acquisition of a strategic minority stake in Hasselblad. DJI joins Hasselblad's Board of Directors.

The partnership will allow opportunities and new ways of combining the technical knowledge and inventive spirit of the two industry leaders in their respective fields.

"We are honored to be partnering with DJI, the clear technology and market leader in its segment," said Perry Oosting, Hasselblad's CEO. "DJI and Hasselblad are equally enthusiastic about creativity and excellence, and we are looking forward to sharing technical expertise and paving the way for future innovations."

"Hasselblad and DJI share a passion to provide creative people with cutting-edge, inventive technology to help them take visual storytelling to the next level," said Frank Wang, DJI's Founder and CEO. "With this partnership, we combine our strengths to further push the borders of what's possible in imaging technology."

Hasselblad and DJI will each focus on their individual strategic directions and related growth opportunities, with marketing and branding platforms continuing to delineate the two companies. Hasselblad cameras and equipment will continue to be handmade in Sweden, and DJI will continue to make products in Shenzhen, China. The partnership further establishes DJI's leadership in the professional camera technology space.

DJI recently launched the modular Zenmuse camera system, including the Zenmuse X5 Pro and the Zenmuse X5 Raw – the world's first Micro-Four-Thirds camera optimized for moving in space.

Hasselblad has a history of aerial photography, with its technology used in space on several NASA missions, including the first landing on the moon and several of the Apollo missions. Over the course of the company's 75-year long history, the majority of Hasselblad's business has focused on traditional medium-format cameras and photography equipment. In recent years, the company has made meaningful investments and announced significant product launches within the aerial arena, making a partnership with DJI a natural progression of the business.

NOTES TO EDITORS:

About DJI

DJI is a global leader in developing and manufacturing innovative camera technology for commercial and recreational use. The company is dedicated to making aerial photography and filmmaking more reliable and easier to use for creators and innovators around the world. DJI's global operations currently span North America, Europe and Asia, and its revolutionary products and solutions have been chosen by customers in over 100 countries; for applications in film, advertising, construction, fire-fighting, farming, and many other industries.

For more information, visit DJI online: www.dji.com

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About Hasselblad

Founded in 1941, Hasselblad is the leading manufacturer of medium format cameras and lenses. Handmade in Sweden, Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality, Swedish craftsmanship and 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 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. Recently Hasselblad was the first to launch the fully integrated medium format camera system incorporating the latest in CMOS sensor technology: the H5D-50c. The latest CMOS-based product launches also include the CFV-50c digital back for V System photographers and a 200 Mpix Multi-Shot camera H5D-200c MS.

Headquartered in Gothenburg, Sweden, where the cameras are handmade, Hasselblad is a global brand with offices in New York, London, Tokyo, Paris, Copenhagen and Hamburg with distributors throughout the world.

For more information, visit Hasselblad online: www.hasselblad.com

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DJI Inspire 1 Pro on set



DJI Products



Hasselblad – The First Camera on the Moon, Apollo 11.
Photo credit: Photographed by Buzz Aldrin, 1969 with a Hasselblad 500 HDC. NASA/Hasselblad.



Hasselblad H System