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Hasselblad Continue 75th Anniversary Celebrations Completing **'4116 Collection'**

Following last month's announcement of the **4116** collection which included collaborations with Motorola, The Hasselblad True Zoom, special edition camera bags from Swedish accessory brand Sandqvist and technical expertise sharing with ALPA, Hasselblad is proud to announce two new additions, completing the collection – the X1D '**4116** edition' together with an innovative concept study, the V1D '**4116** edition'. The **4116** collection has been created to commemorate Hasselblad's 75 years at the pinnacle of photography. Since 1941, the brand has drawn on Victor Hasselblad's philosophy of innovation and design to produce cameras that push the boundaries of excellence.

X1D '4116 edition' – the next phase of the world's first compact mirrorless medium format camera

Following a hugely successful launch in June, the X1D has proved a game-changer in the world of photography. Weighing less than half that of a conventional digital medium format camera, the X1D is ergonomic and compact, offering a handling experience unlike any other. Weighing just 725g and including HD video, Wi-Fi and built-in GPS, the X1D is a trusted partner and ideal travel companion. The **X1D '4116 edition'** is a special all-black compact mirrorless digital medium format X1D camera body with extended warranty, a leather hand strap, and an XCD 45mm lens, all in a unique '4116 edition' box.

Commenting on the launch Perry Oosting, Hasselblad CEO noted: *"The success of the X1D has far exceeded our expectations and we are delighted with the overwhelmingly positive feedback we've received since the reveal in June. The X1D '4116 edition' is a stylish evolution of the medium format camera and we are very excited to be introducing it into the '4116 collection'."*

V1D 4116 Concept - an innovative concept study – back to square with Hasselblad

What happens when you combine the fundamental principles behind the classic Hasselblad cameras with cutting edge technology, modern production methods and contemporary design? The **V1D 4116 Concept** is a study created to explore the Hasselblad heritage to find new ways of designing innovative cameras for the future. Hasselblad's engineers and designers came up with a modular concept with a square format (75MP) inspired by the classic Hasselblad V Camera.

One of the fundamental principles behind the design of the V1D is the modular approach. Hasselblad has created a uniquely flexible platform for photographers to set up the camera to suit their specific needs.

The camera body is more or less a black box, carefully machined out of a solid block of aluminium, carrying fixings for modules on 4 sides. The top and the back surface can carry modules that cover the entire surface such as displays, viewfinders and holders for accessories. The left and right hand surfaces have round fixings for controls and grips. The photographer can choose where to place the display – or if needed it is possible to have two displays. Users can have a viewfinder on the top and a display at the back. The camera can be used with the robust, but generic grip or held like a classic V Camera to reach the exposure button in the front.

With the V1D being completely modular, left-handed photographers can also configure the camera perfectly for their needs, with the rotary dial controls for aperture and shutter speed placed on either the left or right hand side. All in all, there are many ways to personalise the V1D. The proportions of the body have been carefully developed to find the perfect blend between a modern product expression and the classic Hasselblad silhouette.

XCD 30mm lens – an additional choice for the X1D family

The XCD lens is part of a new family of dedicated autofocus lenses, developed to support optical quality and portability, offering a wide range of shutter speeds and full flash synchronisation up to 1/2000 sec. Hasselblad can now offer following XCD lenses: 30mm, 45mm and 90mm - in addition to all 12 HC/HCD lenses.

The complete '4116 collection' and the new XCD 30mm lens will be presented at Hasselblad's stand at photokina (Hall 2.1, Aisle A021/B20) in Cologne starting September 20th 2016.

NOTES TO EDITOR:

X1D 4116 Edition Key features:

- Compact, lightweight (725g), highly portable and user-friendly medium format technology
- Large 50MP CMOS medium format sensor delivering up to 14 stops of dynamic range
- New line of XCD lenses with integral central shutter; 30mm, 45mm and 90mm available
- Compatible with all 12 lenses and lens accessories from the Hasselblad professional H System (adapter required)
- Multiple image format options
- High quality XGA electronic viewfinder or high resolution rear display with touch functionality
- Wide range of shutter speeds: 60 minutes to 1/2000th sec. with full flash synchronisation throughout the range
- An ISO range from 100 to 25,600
- Dual SD card slots, GPS and Wi-Fi
- USB 3.0 Type-C connector, Mini HDMI, Audio In/Out
- Weather and dust sealings
- HD video
- Phocus 3.1 for simple and quick raw image processing. Adobe Photoshop® and Adobe Photoshop Lightroom® compatible.

The Hasselblad X1D '4116 edition' package is priced at 10900 Euro / 12995 USD / 8990 GBP ex taxes and includes the black X1D-50c camera body, XCD 45mm lens, a leather hand strap, and one-year extended warranty, in addition to two-year warranty upon registration.

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. Hasselblad was the first to launch the fully integrated medium format camera system incorporating the latest in CMOS sensor technology. In 2016 Hasselblad launched the H6D, a technological feat with an all new electronic platform, delivering superior craftsmanship and image quality. Later the same year, Hasselblad introduced the world's first compact mirrorless digital medium format camera – the X1D.

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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Sensor type	CMOS, 50 megapixels (8272 × 6200 pixels, 5.3 × 5.3 µm)
Sensor dimensions	43.8 × 32.9mm
Image size	Stills: RAW 3FR capture 65MB on average. TIFF 8 bit: 154MB; Video: HD (1920 x 1080p)
File format	Stills: Lossless compressed Hasselblad 3FR Raw + JPEG Video: H.264 Compressed (25 fps)
Shooting mode	Single shot stills, Video
Colour definition	16 bit; Dynamic range up to 14 stops
ISO speed range	ISO 100, 200, 400, 800, 1600, 3200, 6400, 12800, 25600
Storage options	Dual SD card slots
Colour management	Hasselblad Natural Colour Solution
Storage capacity	16GB card holds 240 images on average
Capture rate	1.7 - 2.3 frames per second
Display	3.0 inch TFT type, 24 bit colour, 920K pixels; Touch functionality: Yes, full support Live View: On camera, host and iOS device with high frame rate (30 fps)
Histogram feedback	Yes (on rear display)
IR filter	Mounted in front of sensor
Acoustic feedback	Yes
Software	Phocus for Mac and Windows. Compatible with Adobe Photoshop Lightroom® and Adobe Camera Raw®
Platform support	Macintosh: OSX version 10.10; PC: Windows 7 / 8 / 10 (64 bit only)
Host connection type	USB 3.0 (5 Gbit/s) Type-C connector
Additional connections	Mini HDMI, Audio In/Out
Operating temperature	- 10 °C to + 45 °C / 14 – 113 °F
Wi-Fi & GPS	802.11a,b,g,n,ac (depending on region)
Dimensions	Camera Body only: 150 x 98 x 71mm
Weight	725g (Camera Body and Li-ion battery)
Camera type	Mirrorless Large Sensor Medium Format
Lenses	Hasselblad XCD lenses with integral lens shutter
Shutter speed range	60 minutes to 1/2000 sec with XCD Lenses
Flash sync speed	Flash can be used at all shutter speeds
Viewfinder	2.36MP XGA Electronic Viewfinder
Focusing	Autofocus metering via contrast detection Instant manual focus override
Flash control	Automatic TTL centre weighted system. Nikon™ compatible hotshoe Output can be adjusted from -3 to +3EV.
Exposure metering	Spot, Centre Weighted and CentreSpot
Power supply	Rechargeable Li-ion battery (7.2 VDC/3200 mAh)

The XCD 45mm is the ideal standard lens for the X1D. Its moderate wide angle focal length provides a 35mm equivalent field of view, making it the perfect general purpose and travel lens.

GENERAL LENS DATA

Focal length	45.0mm
Equiv. Focal length ¹⁾	35mm
Equiv. Focal length ²⁾	37mm
Angle of view diag/hor/vert	63°/52°/40°
Aperture range	3.5-32
Weight	417g
Length	75mm
Diameter	77mm

¹⁾ comparing 33x44 with 24x36 diagonal. ²⁾ comparing 33x44 with 24x36 horizontal.

CLOSE FOCUS RANGE DATA

Minimum distance object to sensor plane	0.4m
Maximum image scale	1:6.4
Corresponding area of coverage	28 x 21cm
Corresponding exposure reduction	0.4 f-stop



The XCD 30mm is the widest angle lens for the X1D. Its focal length provides a 24mm equivalent field of view, making it the perfect landscape, reportage and travel lens.

GENERAL LENS DATA

Focal length	31.0mm
Aperture range	3.5-32
Angle of view diag/hor/vert	83°/71°/56°
Length/diameter	88mm/83mm
Weight (excl. covers and lens shade)	550 g
Filter diameter	77mm

CLOSE FOCUS RANGE DATA

Minimum distance object to sensor plane	0.4m
Maximum image scale	1:9.6
Corresponding area of coverage	42 x 32cm
Corresponding exposure reduction	0.3 f-stop



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