

Gothenburg, Sweden – 3 April 2017

Hasselblad Wins Top Prize at the Red Dot Award: Product Design

Hasselblad's X1D-50c awarded 'Best of the Best' for Innovative Design

Hasselblad is proud to announce that it has been awarded the highest distinction in the Red Dot Award: Product Design, the Red Dot: Best of the Best for the X1D-50c.

The Red Dot jury assessed thousands of products from all over the world before deciding which have the most extraordinary and innovative designs of 2017. The X1D-50c was recognised for its top design quality and ground-breaking design, based on three principles: an iconic design, outstanding performance and Scandinavian sensibility.

Hasselblad created the X1D-50c with a well-defined personality that would bring to life the essence of the brand while conveying a sense of beautiful performance, expressing superior quality and ergonomics. The final principle, Scandinavian sensibility, represents relaxed elegance that holds all of the elements together in a simple and coherent system.

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award: "The jury awards the Red Dot: Best of the Best for outstanding design. Only design visionaries can achieve the perfect harmony between the quality of the function, seductiveness, use and responsibility. The award finds ground-breaking designs like these and makes them visible to the whole world."

Manufacturers and designers around the globe were invited to enter their products in the 2017 competition. The jury of approximately 40 independent designers, design professors and specialist journalists tested, discussed and assessed each individual product awarding the Honourable Mention for a well-conceived detail solution, the Red Dot for high design quality and the Red Dot: Best of the Best for ground-breaking design. In total, the competition received more than 5,500 entries from 54 countries in this year.

About Hasselblad

Founded in 1941, Hasselblad is the leading manufacturer of medium format cameras and lenses. Made in Sweden, Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality and Swedish craftsmanship. 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, 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

Follow Hasselblad on Instagram: www.instagram.com/hasselblad_official

Follow Hasselblad on Facebook: www.facebook.com/hasselblad

Follow Hasselblad on Twitter: www.twitter.com/hasselblad

Follow Hasselblad on LinkedIn: www.linkedin.com/company/hasselblad

Follow Hasselblad on YouTube: www.youtube.com/hasselbladofficial

Follow Hasselblad on Weibo: www.weibo.com/hasselbladofficial

About the Red Dot Design Award

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality.

More information is available at www.red-dot.org.

HASSELBLAD

CREATE TO INSPIRE

FOR IMMEDIATE RELEASE

PRESS INFORMATION

This press release and image material can be found online at the Hasselblad Press Lounge at www.hasselblad.com/press



reddot award 2017
best of the best