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## Press Release

May, 2006

### TIPA Selects Hasselblad H2D-39 as Best Medium Format Digital System in European Photo & Imaging Awards 2006

The Technical Image Press Association (TIPA), whose membership comprises the editors of the top photographic magazines across Europe, has announced the winners of its European Photo & Imaging Awards 2006 at [www.tipa.com](http://www.tipa.com) and has accorded the accolade of Best Medium Format Digital System to the Hasselblad H2D-39.



Justifying their selection, the TIPA jury comments: "Among the professional community, Hasselblad's H body and lenses already have a reputation in line with the sumptuous quality of the classic film Hasselblads. The new H2D-39 however, is an integrated digital camera that boasts a massive 39 megapixels, and that sets an entirely new standard in the digital world."

In a secret vote for the best photographic and imaging products introduced in Europe in the past 12 months, TIPA editors took into account innovation, the use of leading-edge technology, the design and ergonomics of the products, and their ease of use and price/performance ratio.

Christian Poulsen, CEO of Hasselblad, comments: "In over 15 years of working with the most advanced digital camera solutions, the Hasselblad H2D-39 is a first for me — a single shot camera that delivers image files of unsurpassed sharpness and resolution, in which any moiré effect is simultaneously reduced to an absolute minimum. We developed the H2D-39 in the Hasselblad spirit of constantly striving to create the optimum tools to enable photographers to take the best possible pictures and we are delighted that TIPA has acknowledged the technical achievements that make the H2D-39 the camera it is — the best high end, DSLR camera in the world today."

Announced in January 2006, the Hasselblad H2D-39 is the world's first, 39 megapixel, digital auto-focus camera. Based on the combination of Hasselblad's new, true 39 megapixel CCD sensor and its unique, Digital APO Correction (DAC) technology, the H2D-39 is compatible with the entire range of Hasselblad H

System, central shutter-based lenses — the world's finest digital lenses — as well as the Hasselblad V camera lens system (using the Hasselblad CF adapter). Featuring extended capabilities, such as Hasselblad's Instant Approval Architecture and Natural Color Solution, the Hasselblad H2D-39 brings the highest level of integration and flexibility to the professional photographer.



#### Digital APO Correction (DAC) — fine-tuning superb quality images

Based upon the capture of an extended set of metadata, the Hasselblad H2D-39 performs an automated correction for color aberration effects with every shot. This means that digital captures are, by default, optimized with regards to the finest detail the lens can resolve. This feature is called Digital APO Correction



(DAC) to signal 'digital-capture-APO-chromatic' correction of the images. Implementation of the feature includes highly detailed mapping of each H system lens, resulting in head-turning image quality.

## **Instant Approval Architecture**

Some of the potential benefits of capturing large numbers of images can be lost if the photographer cannot quickly review and select the best images to present to the client. Hasselblad's Instant

Approval Architecture (IAA) assists by labelling images according to technical parameters and allowing the photographer to downgrade visually poor images, having previewed them on the clear, bright OLED viewing screen. Sorting the red, amber or green flagged images is then very quick. Audible and visible signals facilitate the selection process by giving instant feedback during a shoot.

## **Natural Color Solution**

Color management solutions have in the past imposed limitations on professional digital photographers, because of the forced choice of a specific color profile to suit the job: capturing various skin tones, metals, fabrics, flowers, etc. To combat this, Hasselblad has developed the Hasselblad Natural Color Solution to be used with its FlexColor imaging software. Working with the powerful, new Hasselblad Natural Color Solution enables professional photographers to produce outstanding, reliable out-of-the-box colors, with skin tones, special product gradations, and other difficult colors accurately reproduced.

**ENDS**

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## 新闻稿

2006 年 5 月

### TIPA 于 2006 年度欧洲摄影及影像奖中选出「哈苏」3900 万像素 H2D-39 相机为最佳中片幅数码相机系统

Technical Image Press Association (TIPA)，它的会员包括欧洲的高级摄影杂志总编辑，于 2006 年度欧洲摄影及影像奖中选出「哈苏」3900 万像素 H2D-39 相机为最佳中片幅数码相机系统 ([www.tipa.com](http://www.tipa.com))。



作出这次裁决，TIPA 的评审团作出以下的评价：『在专业摄影界里，「哈苏」的 H 系列机身及镜头已经享负盛名，口碑载御，秉承一贯「哈苏」的质优传统。而新出的 H2D-39 相机，更加是一部一体化式数码相机配备惊人的 3900 万像素，为数码摄影界订定新的标准。』

于秘密投票下选出过往 12 个月于欧洲推出的最佳摄影及影像器材，TIPA 的成员以创意、所使用的先进科技、设计、产品的容易操作及价格及实用性的比例。

Christan Poulsen，「哈苏」的 CEO 补充：『投放超过 15 年时间来研发最先进的数码相机解决方案，对我来说，哈苏 H2D-39 是一项突破——一部单次式拍摄的数码相机能拍摄到无可比拟的清晰度及解像度，而且撞网起纹的情况亦已减低至极低。我们以一贯「哈苏」的风格开发 H2D-39 相机，一直为摄影师们提供最佳的器材来拍摄最优秀的影像，而我们亦感到荣幸 TIPA 拣选 H2D-39 成为科技最优势卓越的相机——现时世上最高质素的单镜反光数码相机。

于 2006 年 1 月宣布推出，世上首部 3900 万像素自动对焦的哈苏 H2D-39 单镜反光数码相机。采用哈苏最新的真正 3900 万像素 CCD 和它独有的数码色差校正(DAC)技术，H2D-39 完全兼容所有 H 系列镜间快门镜头——世上最优势的数码镜头——并可使用哈苏 V 系列相机镜头（透过 CF 镜头接环使用）。功能齐备，例如哈苏专利的瞬间审核架构及自然色彩还原系统。「哈苏」为专业摄影师们带来最高一体化的兼容性及最弹性的组合。



#### DAC 镜头优化——对高质量图像的微调

「哈苏」H2D-39 可以根据一组拍摄出来的扩展的元数据，对每一次拍摄时的色彩偏移进行自动校正。这意味着数码拍摄的结果可以自动地优化，达到镜头可以分辨的最精细的细节。这种技术被称为“图像信号的数码色差校正技术”。「哈苏」全系列的 H 镜头都可以采用这种技术，使得图像质量达到前所未有的水平。



## 瞬间审核架构

拍摄大量照片的好处往往因专业摄影师们不能快速地从大量的影像中将最好的影像筛选出来即时呈现给客户选择而掩盖了。「哈苏」的“瞬间审核架构 (IAA)”为每张影像因应特定的技术参数加入不同的标签，容许摄影师在大而明亮的 OLED 显示屏检视后将并不满意的影像降级。以红、黄、绿三种颜色标签来快速地将影像分级排序。拍摄时除灯号外更可以声响示警。

## 自然色彩还原系统

色彩管理方案在过去给专业数码摄影师带来了限制，因为他们被迫选择一种色彩描述文件来对应当前的拍摄工作：拍摄不同的肤色、金属、织物、花卉，等等。为了避免这种情况，「哈苏」公司研发了自己的色彩还原系统，用于 FlexColor 图像软件。使用新的功能强大的「哈苏」色彩还原系统进行拍摄时，专业摄影师可以得到优质而且稳定的色彩还原，不论是肤色，特殊的产品颜色，还是其他非常对以还原的颜色。

完

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