

26th September 2006

photokina 2006

Cologne, Germany

Hall 2.1, Stand A020/B029 and B020/B028

Hasselblad Launches World's First 48mm Full-Frame DSLR Camera System

With a new, fully digital strategy, Hasselblad sets new benchmark in high-end DSLR camera systems for professional photographers.

Hasselblad is today firmly positioning itself as the pre-eminent provider of high-end digital cameras with the launch of the Hasselblad H3D, the world's first 48mm full-frame DSLR camera system. The H3D is the result of Hasselblad's strategy of taking photographic flexibility and image quality to new levels, as yet unseen in any competing product. When compared with high-end 35mm DSLRs, the H3D delivers unmatched pixel resolution, better colors and detail rendering and a new choice of viewfinders for creative image composition. In comparison with digital backs, the H3D delivers image quality with a higher level of detail and true sharpness thanks to Hasselblad's Digital APO Correction (DAC) and the advances of its new Ultra-Focus functionality. The H3D's full-frame concept offers unique control of image composition and with its new 28mm lens, the H3D allows photographers for the first time ever to take wide angle shots on a 36 x 48mm sensor.



Christian Poulsen, CEO of Hasselblad comments: "The digital revolution prompted many professional photographers to adopt high-end 35mm DSLRs as their back-up or even their main camera. But as the most demanding photographers have become acquainted with the technology, the feedback we've had indicates that high-end 35mm often doesn't offer the required image quality. Many photographers also miss the high-end camera system's additional photographic flexibility that is beyond the physical parameters of the high-end 35mm DSLR, which was originally designed for ultra-fast shooting environments. Hasselblad has been deluged by requests from traditional camera back buyers for true wide angle photography and extended image quality. We're confident that in the H3D, a logical evolution of the H1D and H2D, professional photographers will find the complete photographic solution for these needs. What Victor Hasselblad managed to develop with the classic V camera system, the H3D now extends into the digital age."

Size matters

The H3D is currently available in two models, the Hasselblad H3D-22 and the Hasselblad H3D-39, offering image capture with a resolution of either 22 or an unsurpassed 39 megapixels on the largest image sensor currently available in digital photography – more than twice the size of a high-end 35mm camera sensor. The system's viewfinders and extra large and bright lenses enable extremely precise compositions and easy operation in dim lighting.

Ultra-Focus and Digital APO Correction boost lens performance

The H3D is built around a brand new digital camera engine, providing a new standard of image sharpness, 'Ultra-Focus'. In the H3D camera, information about lens and exact capture conditions are fed into the digital camera engine for ultra-fine-tuning of the auto-focus mechanism, taking into account the design of the lens and the optical specification of the sensor. By then adding Digital APO Correction (DAC) – digital, APO-chromatic correction of the color aberration and distortion in the images - Hasselblad raises the performance of the full HC lens range to a new level of sharpness and resolution and, with perfect pixel definition, optimizes the basis for image rendering.

World's first 28mm wide angle lens for 48mm DSLR camera systems

Hasselblad has designed a new 28mm wide angle lens especially for the H3D. To achieve the necessary optical performance, the Hasselblad lens designers have taken full advantage of the Ultra-Focus and DAC functionality to ensure that outstanding images are produced by this extraordinary lens. Photographers who work with the H3D and the HCD 28mm lens will be amazed by the full-frame composition and unmatched wide angle image quality.

New waist-level viewfinder

Taking the V System's lead, Hasselblad is launching an interchangeable, waist-level viewfinder for the H system cameras. The new waist-level viewfinder is a superb composition tool that allows the photographer to maintain direct eye contact with the model throughout the shoot, particularly important for fashion and people shoots. The H3D thus offers a choice of viewfinders – eye- or waist-level – an important flexibility for the professional photographer.

Hasselblad Star Quality

To define the core parameters of optimal image quality, Hasselblad is introducing its Hasselblad Star Quality standard. Traditionally, resolution or the number of pixels on the sensor has been perceived as the most important quality factor in digital photography, but in fact other parameters have similar or even greater impact – sharpness, the definition of small details, color and low noise. Hasselblad has spent the last two years developing the underlying technology to optimize these parameters:

Resolution: – State of the art 39 megapixels

Sharpness: – Ultra-Focus and DAC

Small details: – Single shot interpolation

Color: – Hasselblad Natural Color Solution

Low noise: – Digital noise reduction

With the introduction of the H3D, Hasselblad has produced a camera system that can deliver the highest image quality to date.

Photographic Flexibility

To allow the photographer to shoot the most creative and best composed images, the H3D has also been developed for maximum flexibility:

Viewfinder flexibility: – The system offers a choice of viewfinders for image composition and is compatible with Hasselblad's standard H System lenses and the new 28mm digital HCD lens.

Tilt and Shift flexibility: – The digital capture unit can be used on a view camera with tilt and shift functionality.

Storage flexibility: – The H3D also gives the professional photographer three options for image storage: on a CF card, to a Hasselblad Image Bank (a 100GB drive with a write speed of up to 60MB/sec) via FireWire, or the tethered operation with extended, special capture controls.

Film flexibility: – In exceptional circumstances, such as extreme heat or cold or extremely long or short exposure times, it is also possible to switch to film.

With these operating and storage options, the photographer is able to select a mode to suit their work, whatever the nature and whether in the studio or on location.

Christian Poulsen concludes: "It has been a major achievement for Hasselblad to have implemented its new, fully digital strategy. We are confident that the H3D, the first product resulting from the new strategy, will set new standards for digital photography, even when compared with the best 35mm DSLR cameras and digital backs. In pursuance of our objectives, we will continue to focus on bringing to market digital products that offer flexibility and the best possible image quality, and on working with existing and new Hasselblad users to help them take full advantage of the potential that digital technology holds for them, both creatively and commercially."

The new H3D is available immediately worldwide through Hasselblad's national subsidiaries and channel partners at retail prices to be announced at Photokina.

An H3D upgrade program is available for current H1D and H2D users.

-Ends-

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(The press release and any accompanying images can be downloaded from here)

2006 年 9 月 26 日

德国科隆 Photokina 展览会

2.1 号展厅，A020/B029 和 B020/B028 展位

「哈苏」公司发布世界首台 48 毫米全幅数码单反相机系统 实现新的全数码策略，「哈苏」公司为专业摄影师的高端数码单反 相机系统设置了新的标准。

随着「哈苏」H3D，世界上首台 48 毫米全幅数码单反相机系统的发布，「哈苏」公司巩固了它今天作为卓越的高端数码相机供应商的地位。H3D 是「哈苏」公司把摄影灵活性和图像质量提高到一个新水平的策略的结果，这把竞争对手远远地甩到了后面。如果与 135 数码单反比较的话，H3D 提供无可比拟的像素分辨率，更好的颜色和细节表现以及为创意作品提供一个新的取景器以供选择。与数码后背相比，H3D 的图像质量在细节和真实的锐度方面会更好，因为它采用了「哈苏」公司的数码消色散校正(DAC)，以及新的超级对焦功能。H3D 的全幅设计提供了对图像质量的独特控制，使用新的 28 毫米镜头，摄影师可以使用 H3D 前所未有地在 36x48 毫米的传感器上进行广角拍摄。



「哈苏」公司总裁克里斯藤·鲍尔森评论道：“数码技术的发展使得很多专业摄影师选择 135 数码单反作为他们的备用机，甚至作为他们的主要相机。但是随着大多数需要数码相机的摄影师越来越熟悉相关技术，我们得到的反馈是高端的 135 数码单反并不能提供他们所需要的图像质量。许多摄影师也非常喜欢高端相机系统所附加的摄影灵活性，这些是高端 135 数码单反的参数里没有的，原本是为非常快速抓拍的条件设计的。以前传统「哈苏」相机的用户一直向我们要求要有真正的广角摄影并且要求更高的图像质量。我们相信随着 H1D 和 H2D 的换代产品——H3D 的推出，专业摄影师会发现它能完全满足上述需求。「哈苏」相机的创始人维克多·「哈苏」先生努力想在经典的 V 相机系统上做到的，现在由 H3D 做到了并延伸到数码领域。”

尺寸

H3D 现在有两个型号可供选择，「哈苏」H3D-22 和「哈苏」H3D-39，在当前数码摄影所能提供的最大图像传感器上进行 2200 万像素或者卓越的 3900 万像素分辨率的图像拍摄——这比高端 135 相机的传感器尺寸大了两倍多。该相机系统的取景器和大而明亮的镜头可以保证得到极精细的细节以及在昏暗光线下易于操作。

超级对焦和数码色散校正提高了镜头性能

H3D 是在全新的数码相机引擎上建立的，为图像的锐度提供了新的标准，即“超级对焦”。在 H3D 相机上，有关镜头和精确拍摄条件的信息会传到数码相机引擎

中，再加上镜头设计数据以及传感器的光学性能，用于对自动对焦机构进行超级精确的微调。除此之外还有数码色散校正(DAC)功能——用数码的方式对图像中色彩的变形和扭曲进行消色散校正。这两个功能使得「哈苏」相机全系列的 HC 镜头的表现提高到一新的锐度和分辨率水平，并且由于每个像素点的清晰度都非常准确，使得整个图像的质量达到了一个新的高度。

世界上首支用于 48 毫米数码单反相机系统的 28 毫米广角镜头

「哈苏」公司专门为 H3D 设计了一支新的 28 毫米广角镜头。为了获得所需的光学性能，「哈苏」公司的镜头设计师们利用了超级对焦和数码色散校正功能的所有优点，以保证这支特别的镜头能拍摄出出色的图像。使用 H3D 和 HCD 28 毫米镜头的摄影师将会对全幅的图像以及前所未有的广角图像质量大吃一惊。

新的腰屏取景器

继承 V 系统的优点，「哈苏」公司发布一款用于 H 系统相机的可互换的腰屏取景器。这款新型的腰屏取景器是很好的创作工具，摄影师可以藉此在拍摄过程中保持与模特的眼神交流，在时尚摄影和人像摄影时特别重要。因此 H3D 可以提供两个选择：眼屏取景器或腰屏取景器，这对专业摄影师来说是很重要的。

「哈苏」明星质量

为了定义理想的图像质量有哪些核心参数，「哈苏」公司介绍了它的「哈苏」明星质量标准。一般来说，我们习惯用分辨率或者传感器的像素数作为数码摄影中最重要的质量参数，但实际上其它的参数也有着类似甚至更重要的影响——锐度、局部细节的定义、颜色和低噪点。「哈苏」公司近两年来一直致力于发展以下所列的技术以提高这些性能：

- 分辨率： - 业界领先的 3900 万像素
- 锐度： - 超级对焦及数码色散校正
- 局部细节： - 单次拍摄插值
- 颜色： - 「哈苏」自然色彩解决方案
- 低噪点： - 数码降噪

随着 H3D 的推出，「哈苏」公司生产出了能够达到目前图像质量最高水准的相机系统。

摄影灵活性

为了能让摄影师得到最有创意和最佳构图的图像，H3D 也有着最大的灵活性：

取景器的灵活性： - 系统提供不同的取景器用于不同的构图，而且与「哈苏」的标准 H 系统镜头以及新的 28 毫米数码 HCD 镜头完全兼容。

移轴和摇摆的灵活性： - 数码后背可以用于座机上，使用移轴和摇摆功能。

存储的灵活性： - H3D 给专业摄影师三个图像存储的选择：存储在 CF 卡上，通过火线存储在「哈苏」图像存储器上（100GB 驱动器，写入速度高达 60MB/秒），或者直接连接电脑操作，这样可以对拍摄进行更多特别的控制。

胶片的灵活性： - 在很特别的环境下，比如极高温或极低温环境，或者是极长时间或极短时间的曝光，也可以改用胶片拍摄。

有了这些操作和存储的选择，摄影师无论是在影棚里还是在外景地，无论是在什么样的环境下拍摄，都能选择最适合他的工作的模式。

克里斯藤·鲍尔森总结道：“「哈苏」公司的一个重大成就就是实现了它的新的全数码策略。我们完全相信，在此策略下生产出的第一款产品——H3D 会给数码摄影建立新的标准，无论是与最好的 135 数码单反相机相比还是和数码后背相比。在将来，我们会继续实现我们的目标，即继续专注于向市场提供具有灵活性和可能达到的最佳图像质量的数码产品。我们还将继续为现有的和新的「哈苏」用户服务，帮助他们从数码技术中获得可能得到的最佳创意以及最佳的经济效益。”

新的 H3D 可通过「哈苏」公司在全球的分公司和代理商立即供货，零售价将在 Photokina 展览会上宣布。

对现在的 H1D 和 H2D 用户已经开始提供相应的升级计划。

— 完 —

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