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Hasselblad Launches the H3D-II, its Fourth Generation High-End DSLR

...improved photographic integration and functionality, better sensor cooling, a new and more intuitive user interface, and a bright, 3" display...

Hasselblad's H3D line of products today achieve a new level of digital maturity and integration with the launch of the H3D-II, the fourth iteration of the camera system and one that can now justifiably lay claim to be the world's finest digital SLR camera. Offering unsurpassed image quality delivered through an outstanding combination of hardware, software and lenses, the H3D-II is the clear leader in the high-end DSLR category, now a recognized segment of the photographic market.

A complete DSLR that is much more than the sum of its parts, the H3D-II is peerless in terms of its combined image quality and flexibility. While retaining its full digital lens line and the choice of 22, 31 or 39 megapixel capture units using CCD image sensors up to 48 x 36 mm — the largest currently available and more than twice the size of even the largest 35mm camera sensors — the H3D-II now has a large, bright 3" display, which affords both improved viewing of captured images and lower power consumption.

Reflecting the higher level of integration in the system, all the key functions of the camera are adjusted via digital menus, which can now be controlled via a single thumbwheel control on the handle of the H3D-II, making the operation of the camera easier and more efficient. A new separate button for direct control of ISO settings and white balance has also been added to the camera controls.

To optimize the digital image quality of a DSLR, Hasselblad has identified the following key system components: an excellent optical system, comprising the best lenses twinned with the largest possible sensor format; full integration to enable lens correction and Hasselblad's own Ultra-Focus; and the best possible RAW converter. With all these components in place, the result is Hasselblad's STAR Quality images, photographic flexibility and professional appearance.

In the H3D-II, Hasselblad has addressed each of the system components above to provide an unprecedented level of image quality that outperforms any professional digital camera system on the market today, delivering outstanding pixel resolution, better colors, and improved detail rendering. When used with Hasselblad HC and HCD lenses, the camera system offers full digital lens correction through its Digital APO Correction III software, which, in addition to color aberration and distortion, can now correct for vignetting phenomena.

Image noise in the H3D-II has been significantly reduced by improving the cooling of the sensor, achieved by attaching to the CCD a physical heatsink, which dissipates the heat generated to the entire camera body and considerably lowers the temperature of the system. As a component of Hasselblad's revolutionary forthcoming image processing software, Phocus, the Hasselblad RAW Converter (HRC) also has an amazing anti-moiré capability which will eliminate moiré from any 3FR files, including even reprocessed images shot in 3FR on previous generations of Hasselblad cameras.

Demonstrating Hasselblad's drive for continuous technical innovation, the H3D-II also features Hasselblad's Global Image Locator (GIL), a unique integrated GPS product that automatically records the camera's exact geographic co-ordinates at the precise

moment of image capture. This data is integrated into the metadata of a specific image file and used together with the Hasselblad's new imaging software, Phocus, to allow images to be located on a map or found in a computer file system using the GPS coordinates as a search term. All the image files shot or stored in a specific location can be easily identified and found. As a direct link to Google Earth has also been built into Hasselblad's Phocus software, it is also possible to establish via the internet what image files were captured at any particular location. With Google's functionality, the user can also view their GPS tagged images, "fly" between them and even into them.

Christian Poulsen, CEO of Hasselblad, comments: "With the introduction of the Hasselblad H3D-II, we believe that the world's best high-end DSLR camera has just got better. By further raising the level of integration by improving the controls, functionality and sensor cooling, and adding a new and more intuitive user interface, and a bright, 3" display, we continue to address the needs of professional photographers and to reassure them that, by investing in Hasselblad, they've made the right choice. The H3D-II continues the evolution of the world's most advanced DSLR camera system and, will set a new standard for digital photographic quality."

The new H3D-II is available immediately worldwide through Hasselblad's national subsidiaries and channel partners with a retail price of 26.500€ for the H3D-39 II, 21.500€ for the H3D-31 II, and 17.900€ for the H3D-22 II, excluding tax.



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About Hasselblad

Hasselblad A/S has developed, manufactured and delivered the very best in high-end camera systems for over 50 years. A Scandinavian company, headquartered in Gothenburg and Copenhagen, the company employs more than 250 people, has subsidiaries in the USA, the UK, Germany and France and is represented worldwide by more than 90 distribution partners, through which it reaches every segment of the professional photographic market. Inspired by the vision of its senior management to create the world's best high-end digital SLR cameras and to become the market leader in that sector, Hasselblad continues to pursue its founder's philosophy of combining the most advanced technology available with a passion for photography to give professional photographers the best possible tools to capture the best possible images.

To satisfy the evolving requirements of today's customers, Hasselblad continues to offer analogue cameras while delivering the ultimate in flexibility and digital image quality through its H3D camera line and its digital backs, the flagship of which is the H3D-II, the world's first high-end, digital SLR camera system. By developing the H3D's integrated camera architecture specifically for digital users, Hasselblad is able to provide customers with the full benefits of professional medium-format digital cameras as well as the ease of use of the best 35mm DSLRs.

An iconic brand throughout the world of professional photography and probably best known for the cameras that the Apollo astronauts took to the moon, Hasselblad remains synonymous with outstanding craftsmanship and unsurpassed image quality.

Press contact:

China :

Mr. Randolph Hong

T : +86 1350 126 2829

E : randolph.hong@shriro.com.hk

Ms. Joyce Chang

T : +86 10 8580 1923

E : joyce.chang@shriro.com.hk

Hong Kong :

Mr. Raymond Choy

T : +852 2524 5031

E : info@shriro.com.hk

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[H3D-II logo](#)

2007 年 9 月 13 日

「哈苏」发布 H3D-II 型，这是「哈苏」第四代高端数码单反

……改进的摄影整合性和功能，更好的传感器冷却，一个新的和更加直观的用户界面，以及一个明亮的 3 英寸显示屏……

随着第四代相机系统 H3D-II 型的发布，「哈苏」的 H3D 产品线今天达到了一个数码成熟度和整合性的新水平，并且完全有资格称为世界上最好的数码单反相机。通过硬件、软件和镜头的完美组合，H3D-II 型提供了卓越的图像质量，成为在摄影界公认的高端数码单反相机里的佼佼者。

一个完整的数码单反系统不仅仅是所有的部件堆积在一起，H3D-II 型对图像质量和灵活性的结合是无可比拟的。在保留了它的整个数码镜头系列和可选 2200 万、3100 万和 3900 万像素，最大达 48 x 36 毫米的传感器——这是当前最大的传感器而且比最大的 35 毫米传感器大了两倍多——此外，H3D-II 型现在还有了一个大而明亮的 3 英寸显示屏，显示图像效果更佳而且更省电。

整个系统的整合性达到更高的水平，所有的关键性能，现在都可以通过机身转轮控制的数码菜单进行选择，使得对相机的操作更便捷有效。在相机的控制里还增加了一个新的直接控制 ISO 设置和白平衡的按钮。

为了优化数码单反的图像质量，「哈苏」确定了以下关键的系统组件：一个优异的光学系统，包括最好的镜头和最大的传感器格式；完全的整合使得镜头的校正和「哈苏」自己的超级对焦可以完全发挥；以及能达到的最佳 RAW 文件转换。所有的这些组件整合在一起，成就了「哈苏」的星级质量图像、摄影灵活性以及专业的操作。

在 H3D-II 型里，「哈苏」使用上述的所有系统组件提供前所未有的图像质量水平，比当前任何专业数码相机系统做得都要好，不论是在像素分辨率、色彩和细节再现上都表现更佳。当使用「哈苏」HC 和 HCD 镜头时，相机系统通过它的三级数码 APO 校正软件提供完全的数码镜头校正，除色散和桶形失真以外，现在还可以校正四角暗角。

在 H3D-II 型里，由于改进了传感器的冷却系统，给 CCD 装上了一个真正的散热片，把产生的热量分散到整个机身，明显地降低了整体系统的温度，从而使得图像的噪点明显降低。作为「哈苏」即将推出的革命性的图像处理软件 Phocus 的一部分，「哈苏」RAW 文件转换（HRC）还具有不可思议的去除莫尔条纹功能，可以把所有 3FR 文件里的莫尔条纹去除，包括以前的「哈苏」相机拍摄的 3FR 文件也可以重新处理去除莫尔条纹。

H3D-II 型表现出「哈苏」对技术的不断追求和革新，最新推出了「哈苏」全球图像定位功能（GIL），这是一个独特的整合式 GPS 产品，自动记录相机在拍摄这张图像时的精确地理坐标。这个数据可以记录到图

像文件的元数据中，可以用于「哈苏」的新图像处理软件 Phocus 中，把图像定位在地图上，或者在使用 GPS 的电脑文件系统中作为搜索的条件。所有的在某个特定的位置拍摄或储存的图像文件都可以简单地确定和找到。在「哈苏」的 Phocus 软件里也内置了与 Google Earth 的直接连接，可以通过互联网直接把图像拍摄的位置在 Google 地图上标注出来。使用 Google 的功能，用户还可以观看他们 GPS 标注的图像，在图像之间“飞行”甚至“飞进”图像。

「哈苏」的 CEO，克里斯藤鲍尔森先生说道：“随着「哈苏」H3D-II 型的推出，我们相信世界上最好的高端数码单反相机更进了一步。由于进一步提高了整合水平，增强了控制、功能性和传感器的冷却，增加了新的更加直观的用户界面，以及一个明亮的 3 英寸的显示屏，我们继续满足专业摄影师的需要，并且让他们感到安心的是，投资购买「哈苏」是他们正确的选择。H3D-II 型继续着世界上最先进的数码单反相机系统，并且为数码摄影质量设定了新的标准。”

新的 H3D-II 型相机现在就可以向全球供货，通过「哈苏」遍布全球的分公司以及代理商发售，零售价为 H3D-39 II 型 268,000 元，H3D-31 II 型 219,000 元，H3D-22 II 型 183,000 元，不包括税费。



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关于「哈苏」

「哈苏」相机公司研发、生产和提供高端相机系统最好的产品 50 多年了。「哈苏」是一家北欧公司，总部设于瑞典歌德堡和丹麦哥本哈根，有超过 250 名员工，在美国、英国、德国和法国设立了分公司，并且在全世界有着超过 90 家代理商，并通过他们联系着专业摄影市场的每一部分。「哈苏」高级管理层的目标是制造世界上最好的高端数码单反相机并且成为高端市场的领导者，「哈苏」公司继续着创建者维克多「哈苏」先生的理念，把能达到的最先进的技术和对摄影的热情融合在一起，给专业摄影师提供能达到的最好的工具，以拍摄能达到的最好的图像。

为了满足当今客户不同的需求，「哈苏」继续提供传统相机并通过 H3D 系列相机以及数码后背系列提供灵活性和数码图像质量的极致，其旗舰型产品是 H3D-II 型，世界上最好的高端数码单反相机系统。随着对 H3D 专门针对数码用户的整合性的发展，「哈苏」可以向客户提供专业中片幅数码相机的所有优势以及最好的 35 毫米数码单反的易用性。

「哈苏」成为专业摄影领域标志性的品牌，也许最为出名的是阿波罗宇航员带到月球的相机。「哈苏」一直保持着作为卓越技术和无可比拟的图像质量的同义词。

媒体联络人：

中国大陆：

洪亮 先生

电话：+86 1350 126 2829

电邮：randolph.hong@shriro.com.hk

中国大陆：

常卉 小姐

电话：+86 10 8580 1923

电邮：joyce.chang@shriro.com.hk

中国香港：

蔡汉文 先生

电话：+852 2912 1111

电邮：info@shriro.com.hk

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