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## **PRESS RELEASE**

8<sup>th</sup> July 2008

### **Hasselblad Announces New 50 Megapixel Camera and Upcoming 645 Sensor.**

*High-End Digital Camera Manufacturer Announces The Launch Of Two New Products That Fully Utilize The Latest Developments In Sensor Technology.*

Following the success of the Hasselblad H3DII-39, the market's most advanced DSLR, Hasselblad is taking its H camera system even further and today announces the launch of the Hasselblad H3DII-50, featuring a new Kodak 50 megapixel sensor, which is twice the size of the largest 35mm DSLR sensors. A new 645 sensor will also be launched in 2009.

## **H3DII<sup>50</sup>**



"We are very excited to announce these two ultra-high resolution sensors," says Christian Poulsen, Hasselblad Chief Executive Officer, "but having huge amounts of megapixels does not help your photography much if you are not using a camera system that can reap the benefits of these resolutions. What we are most proud of is the fact that the unique resolution and optical quality of our H-system lens line, combined with our digital lens correction and UltraFocus accuracy, has made it possible for Hasselblad to take our system even further with regards to the accurate capture and recording of image detail."

Full details on the 645 sensor will be part of Hasselblad's Strategy and Technology seminar at Photokina 2008 (23rd to 28th September, Cologne, Germany). Poulsen continues: "We will discuss the new 645 sensor and other system additions, our overall view of the Medium Format market, its future development, and our role in driving that development, at this seminar."

Poulsen adds, "Both the H3DII-50 and the new 645 sensor are designed to serve the photographers who require the highest possible image quality and resolution, and are part of Hasselblad's ongoing commitment to continue pushing the boundaries of high-level photography."

The new Kodak KAF-50100 image sensor, which measures 36x48 millimeters, will be implemented in the same size housing as the H3DII-39 camera and will comprise the core of the new H3DII-50. The new sensor size is also optimized to work with Hasselblad's new HTS 1.5 tilt/shift adapter (patent pending), which enlarges the image circle by 50% to bring the benefits of tilt/shift photography into medium format DSLR cameras. An impressive 83 line-pairs/millimeter are resolved over the full, large area of both today's 36x48 millimeter sensor and of the upcoming larger 645 sensor.

Kodak has also added a set of entirely new features on the 50Mpix sensor, such as new dyes, which will result in even better, richer colors and take full advantage of Hasselblad's R&D in the area of color rendering technology. The new sensor also includes a range of other new features, including quick flush technology to enable faster capture and lower power consumption, resulting in longer battery life.

Poulsen concludes, "The H3DII camera line has been specially designed to meet the challenging demands of high-end photographers, and these two new products will take the line even further, providing ultimate resolution for photographers who require the best in image quality, performance and creative freedom."

For further details about the H3DII-50, the 645 sensor, or to sign-up for the Hasselblad Future Technology seminar at Photokina 2008, please contact AD Communications.

The H3DII-50 camera will be available from October 2008 at a price of €29,990 excluding tax.

## ENDS

### About the H3DII-50

The H3DII-50 features the Kodak KAF-50100 image sensor. The 50 Mpixel sensor, measuring 36×48mm, is twice the physical size of the largest 35mm DSLR sensors. Basic ISO rating ranges from ISO 50 to ISO 400 and using the H3DII-50 with Hasselblad's Phocus software allows the ISO to be bumped further to ISO 800. As with its fellow H3DII models, the H3DII-50 makes use of a new high speed capture architecture capturing full size, compressed 70 MB images at a rate of 1.1 seconds per capture, working either mobile or tethered to a computer. The H3DII-50 will provide full access to all Hasselblad lenses and the advanced image improvements attained through Hasselblad's Phocus software.

### 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 DSLR 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 H3DII, the world's first high-end, DSLR 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.

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## 新闻稿

2008 年 7 月 8 日

### 「哈苏」公司发布新的 5000 万像素数码单反相机和将会推出 645 片幅的传感器

*高档数码相机生产商宣布推出两件新产品能够充分利用最新最先进开发的传感器技术*

继「哈苏」成功推出市场上最先进的 H3DII-39 数码单反相机后，「哈苏」将 H 系列相机推至另一高峰，并于今日宣布推出 H3DII-50 数码单反相机，配备「柯达」最新的 5000 万像素传感器，是 35mm 数码单反相机最大传感器的两倍。新的 645 片幅传感器将会于 2009 年推出。

# H3DII<sup>50</sup>



「哈苏」公司的 CEO, Christian Poulsen 说：『我们很高兴地宣布这两个超高解像度的传感器，但是，如果您的相机系统不能充分发挥这超高解像度传感器的大量数据，对于您的摄影而言帮助不大。令我们最感到自豪的是，当超高解像度传感器配合 H 系列镜头高超的光学素质，和我们的数码镜头校正技术及极准确快捷的对焦系统使用，令「哈苏」相机系统能够更准确拍摄和记录图像的细节。』

全面详细介绍 645 传感器将会是「哈苏」公司于 2008 年 Photokina ( 9 月 23 日至 28 日，德国科隆 ) 的战略和技术研讨会的主题。Poulsen 继续说：『在这次研讨会上，我们将讨论新的 645 传感器和其他系统的补充、我们对中片幅市场的整体看法、其未来的发展、和我们推动发展所扮演的角色。』

Poulsen 又补充：『H3DII-50 和新的 645 传感器的设计是针对那些摄影师需要最高图像质素和解像度而设，亦是「哈苏」持续承诺继续将高档摄影推至更高境界的一部分。』

新的「柯达」KAF-50100 图像传感器，尺寸为 36x48 毫米，将会置于与 H3DII - 39 相机相同大小的机身内，是 H3DII - 50 的核心所在。新的传感器尺寸亦是优化匹配新的「哈苏」HTS 1.5 摇摆 / 移轴转接器 ( 正在申请专利注册 ) 使用，将图像圈放大 50% 将摇摆 / 移轴摄影带给中片幅数码单反相机。骄人的每毫米 88 线对解像度全面覆盖整个传感器范围，由今天的 36x48 毫米传感器以至将会推出更大的 645 传感器。

「柯达」公司还为 5000 万像素传感器增加了一套全新的功能，例如新的涂层，能够达到更好、更丰富色彩的图像，并充分发挥「哈苏」研究和发部在色彩重现科技领域的优点。新传感器还包括一系列新功能，包括快速数据传递技术令拍摄更为迅速、耗电量更低，从而加长电池寿命。

Poulsen 继续说：『H3DII 相机系列经过特别设计以满足高档摄影师的要求，而这两个新产品将整个系列带入更高层次，能为摄影师提供更高的解像度、最佳的图像质素、操作表现和创作自由。』

有关 H3DII-50、645 传感器或登记 Photokina 2008 「哈苏」未来科技研讨会等详细资料请联络 AD Communications。

H3DII-50 相机预计于 2008 年 10 月发售，价格为欧元 29,990，未含税。

## 全文完

### 关于 H3DII-50

H3DII-50 配备「柯达」KAF-50100 图像传感器。这个 5000 万像素传感器，尺寸为 36x48 毫米，是 35mm 数码单反相机最大传感器的两倍。标准感光度范围由 ISO 50 至 ISO 400，通过 Phocus 软件来操作 H3DII-50 拍摄可将感光度推上 ISO 800。与其它 H3DII 型号一样，H3DII-50 使用新的高速拍摄结构来捕捉整个图像，以每张 1.1 秒的速度来处理 70 MB 压缩了的图像，可手提拍摄或直接连线电脑拍摄。H3DII-50 可使用所有「哈苏」系列镜头和「哈苏」Phocus 软件的图像优化技术来改善图像质素。

### 关于「哈苏」

「哈苏」A/S 已研发、制造和销售高档相机超过 50 年。它是一家瑞典公司，总部设于哥德堡和哥本哈根，雇员超过 250 人，在美国、英国、德国和法国设有子公司，并于世界各地 90 多个国家设有分销合作伙伴，通过它们来联系专业摄影市场的每一范畴。配合高级管理人员广阔的视野创造出世界上最好的高档数码单反相机，成为业界于市场的领导者，「哈苏」继续推行其创始人的哲学理念，将最先进的技术与摄影师的热情结合起来，为摄影师带来最好的工具去捕捉最佳的图像。

为了满足现时客户不断变化的要求，「哈苏」公司将继续提供模拟相机，同时提供了极大的灵活性和数码图像质素，透过 H3D 系列相机和它的数码后背，其主力为 H3DII，世上首部高档数码单反相机系统。专为数码摄影研发生产的 H3D 整合式相机架构设计，「哈苏」能够为顾客提供一套具备专业中片幅质素和 35 毫米数码单反相机般操作便利的数码相机系统。

一个全球性专业摄影界的著名品牌，和阿波罗宇航员带往月球最著名的相机，「哈苏」仍然是优秀卓越工艺和无可比拟图像质素的代名词。

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