

# Hasselblad Newsletter

Hasselblad news and update for the serious photographer

September 11<sup>th</sup>, 2009

## Hasselblad Masters Exhibition in Hong Kong attracts over 4000 visitors



The 2009 Hasselblad Masters Exhibition “Masters of Photography” attracted over 4000 visitors during the 9 days running time. The seven photography Seminars delivered by René Riis of Demark, previous Hasselblad Masters Tang Hui, Xie Mo and Dong Jiancheng and Wang Jianjun, HKIPP Member Jennifer Chau, Anita Ng and Connie Hong as well as Sam Ng of Datacolor, were well attended and enthusiastically received by the audience.

ATV Hong Kong reported in the main evening news on August 30. [Video Here!](#)

For more information on the Hasselblad Masters 2009 and online voting please go to

<http://www.hasselblad.com/masters.aspx>

## Hasselblad continues to live the legend – H system continuously improved over 5 years – Digital integration for V system and Carl Zeiss lens users

What probably best defines Hasselblad’s distinct market position at this point in time are two key factors :

Following the successful launch of the H1 camera in 2002, the H series digital camera system has been in the market since 2004 and has continuously been perfected over the last 5 years in line with photographers feedback and technology advancement. This allows Hasselblad to offer a stable and reliable ‘state-of-the-art’ product, living up to Hasselblads ‘workhorse’ tradition, as well as a comprehensive and versatile lens and accessory range.

With the CFV-39 digital back, Hasselblad has completed a legendary circle, allowing its long years V system customers to benefit from latest technology and software developed for the new Hasselblad H system. And the next move is imminent, as the Hasselblad community is gathering in Orlando/Florida in September to celebrate the 40<sup>th</sup> Anniversary of Hasselblad’s excursion to the moon.



### H3D-II 50

H3D-II 50 fully integrated 50 megapixel DSLR with comprehensive lens and accessory program, according to the British Journal of Photography “arguably the most competent medium-format system available”. Bundles available with 28mm and 35~90mm zoom lens.

For more information about H3D-II 50, please [click here](#)

For the British Journal of Photography article,

English version please [click here](#)

Chinese version please [click here](#)



### HTS 1.5 tilt/shift adapter

Unparalleled creative choices on the go with the new HTS 1.5 tilt / shift adaptor.

For more information, please [click here](#)



### CFV-39 digital back

A revolutionary move by Hasselblad : backward integration for most V system cameras, 39 megapixel full capture or 29 megapixel square capture, automatic DAC lens correction for Carl Zeiss lenses in Phocus software.

For more information, please [click here](#)

## Hasselblad celebrates 40th Anniversary of Apollo 11 moon landing with ‘once in a lifetime’ event at the NASA Kennedy Space Center in Orlando/ Florida.



Surely some ‘real news’ are expected as well as Hasselblad, key dealers from around the globe and members of the Hasselblad community are gathering in Orlando/Florida in September this year to celebrate Hasselblad participation in the Apollo 11 moon landing in 1969 and in other space missions. For more information [click here](#)



Please contact [marketing@shriro.com.hk](mailto:marketing@shriro.com.hk) for any information about Hasselblad.

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# HASSELBLAD

Taking Photography Further

# 哈苏专讯

哈苏为热衷于摄影人士所提供的新闻及更新资讯

2009年9月11日

## 香港哈苏大师作品展吸引超过4000人参观



以“摄影大师”为标题的2009哈苏大师作品展，在9天的展览期间吸引超过4000人参观。由7位摄影师及业界人士主讲的研讨会，包括丹麦的René Riis，前任哈苏大师汤辉、谢墨、董建成和王建军，及香港商业摄影师协会的会员周润笙女士、吴苑君女士和康琦玮女士，及Datacolor的吴伟俊先生，吸引大批热爱摄影人士参与，坐无虚席。

香港亚洲电视台亦于8月30日晚的晚间新闻主要时段报导今次展览。[新闻短片](#)

有关哈苏大师作品展2009及在线投票选出新一届的哈苏大师，请浏览

<http://www.hasselblad.com/masters.aspx>

## 哈苏延续经典传奇 — H系列相机5年来不断改良 — 为V系列相机及蔡司镜头数码一体化

在这个时刻最适合用来界定哈苏产品的独特市场定位，其中两个关键因素是：

继2002年推出极成功的H1相机后，H系列数码相机系统亦相继于2004年推出市场，5年来一直聆听专业摄影师们的反馈和技术上的改善建议，令产品更趋完美。这样有助于哈苏为用户提供更稳定和可靠的“最先进”产品，与哈苏一贯“傲视同侪”的传统一脉相承，加上一系列齐备的优质镜头和配件，如虎添翼。

随著CFV-39数码后背的推出，哈苏为传奇经典的V系列相机一圆美梦，让一众用家一尝新的哈苏H系列相机所带来的最先进科技及软件的研发。而下一步的行动迫在眉睫，因为哈苏和一些用户将于今年9月远赴美国佛罗里达州的奥兰多庆祝哈苏相机登月四十周年纪念庆典。



### H3D-II 50

H3D-II 50将5000万像素及单镜反光数码相机整合起来，齐备一系列优质镜头及配件，就如同British Journal摄影杂志所说“可以说是现时市场上最强的中片幅数码相机系统”。备有套装包括28mm及35-90mm变焦镜头。

查询有关H3D-II 50详情请点击[这里](#)。

查询British Journal摄影杂志的相关文章，英文版请点击[这里](#)，中文版请点击[这里](#)



### HTS 1.5移轴/摇摆转接器

全新的HTS 1.5移轴/摇摆转接器为用户带来前所未有崭新的创意境界。

查询详情请点击[这里](#)。



### CFV-39数码后背

哈苏革命性之举：向后兼容大部份V系列相机，可选择拍摄全幅面的390万像素影像或正方形片幅的2900万像素影像、使用Phocus软件及数码镜头优化技术为蔡司镜头带来全自动的影像修正功能。

查询详情请点击[这里](#)。

## 哈苏在美国佛罗里达州奥兰多太空总署的肯尼迪太空中心举办庆祝“一生难得一次”的阿波罗11号登月四十周年纪念庆典



万众期待的一些“真正新闻”，哈苏亦一直期盼，来自世界各地的哈苏主要经销商及一些用户，将于今年9月云集美国佛罗里达州的奥兰多，庆祝哈苏相机参与1969年，阿波罗11号于登月任务四十周年纪念的庆典。

查询详情请点击[这里](#)



有关哈苏产品的详细资料，请联络[marketing@shriro.com.hk](mailto:marketing@shriro.com.hk)

有关石利洛其它产品的详细资料，请浏览<http://www.shriro.com.hk>

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将摄影带入非凡境界