

FOR IMMEDIATE RELEASE

## **Press Release**

Copenhagen, February 9<sup>th</sup> 2010

### **Hasselblad brings Medium Format DSLR advantages to new generation of photographers with new H4D-40 camera.**

The announcement of Hasselblad's H4D line of cameras and True Focus technology heralded the beginning of a new chapter in the history of medium format DSLRs. Now, with the launch of the H4D-40, Hasselblad is announcing its intent to bring the advantages of Medium Format DSLRs to high-end 35mm photographers.

Hasselblad, world leading manufacturer of high-end digital camera systems, announced today the launch of a new product, the Hasselblad H4D-40, the most recent addition to the company's new H4D camera line. The H4D line, built upon Hasselblad's successful H3D-II series, adds faster capture rates, higher ISO ratings, up to 4 min exposure times, and the new True Focus feature, a further refinement of Hasselblad's segment leading Auto Focus system that makes accurate near field composing substantially easier for photographic professionals. Hasselblad is targeting the H4D-40, which features a 33x44 mm CCD sensor with 40 million pixels and provides almost twice the capture area of the largest 35mm DSLR sensors, towards high-end 35mm professionals.

"Most high-end photographers understand the advantages that a Medium Format system has over smaller formats," explains Hasselblad CEO Larry Hansen, "but many younger photographers have never been exposed to larger format photography. Most everyone in the photographic world is aware, for example, of the dramatic developments that have taken place in the 35mm in recent years," he continues, "but there many of the younger generation of shooters are not aware of the fact that Medium Format DSLRs have evolved equally dramatically, maintaining – and even in some cases increasing – the quality gap that has historically existed between small format and larger format systems."

"The fact that our large sensors have millions of pixels more than 35mm sensors is known, for instance," Hansen continues, "but the superior image quality that results, in terms of color, detail, and clarity, is not as well known. Likewise, many photographers are not aware of the fact that the larger format of the H System cameras provides a considerably shallower depth of field range, making it much easier to utilize selective focus to creative effect. When combined with True Focus, this opens enormous creative possibilities and technical accuracy. Add to this the modularity of the H4D-40 with its choice of bright image viewfinders and an extensive accessories program, and you get a feature set that makes a Hasselblad system, today, more than ever, a crucial component of any professional

photographic toolbox.”

Features such as new low noise color filters of the H4D-40’s sensor and the high performance HC/HCD lens line, provide the basis for increased clarity and increased depth of field. The Hasselblad Natural Color Solution (HNCS) achieves consistent color reproduction using a single color profile, and digital lens correction (DAC), perfects each image captured through the HC/HCD lenses, by removing any trace of distortion, vignetting, or chromatic aberrations.

The H4D also comes bundled with Hasselblad’s new Phocus 2.0 imaging software, featuring a dramatically reduced learning curve, enabling the average photographer to be up to speed in less than 30 minutes, and a feature set that matches the industry standards defined by Adobe and Apple.

“We are thrilled to be able to announce the introduction of the H4D-40,” continues Hansen, “and look forward to welcoming a new generation of 35mm photographers as they step up to a higher level of image quality and begin to explore the creative possibilities provided by a Hasselblad system. With the H4D-40, photographers get a camera that is as easy to use – or even easier – than a high-end 35mm DSLR, but that comes with the famed Hasselblad image quality – larger lenses and sensors, more advanced optics, increased resolution and clarity, and all the other benefits of Hasselblad’s Medium Format DSLRs.”

“For over half a century,” Hansen concludes, “Hasselblad cameras have been the choice of the most discerning professionals and the reason for that loyalty has not changed - at Hasselblad, image quality always comes first. We will continue to pursue image quality perfection and will continue to provide the ultimate imaging tools for any application where image quality is important. And in the upcoming months we will do our best to see that as many 35mm photographers as possible get the opportunity to try these amazing products for themselves.”

Hasselblad is launching the H4D-40 worldwide via a series of dealer demonstrations and events in the Americas, Europe, and Asia. The H4D-40 starts at HK\$155,000 for camera body, viewfinder, and 80mm lens, and is available for immediate shipping. For dates and times of regional or local launch events, or to learn more about the advantages of the Hasselblad system, log on to [www.hasselblad.com](http://www.hasselblad.com)

## **True Focus: Delivering accurate composing at close distance with shallow depth-of-field**

True Focus helps solve one of the most lingering challenges in professional photography, true, accurate focusing throughout the image field when working with shallow depth-of-field

# *H A S S E L B L A D*

at closer range. Without multi-point auto-focus a typical auto-focus camera can only correctly measure focus on a subject that is in the center of the image. When a photographer wants to focus on a subject outside the center area, they have to lock focus on the subject and then re-compose the image. In short distances, this re-composing causes focus error, as the plane of focus sharpness follows the camera's movement, perpendicular to the axis of the lens. The traditional solution for most DSLRs has been to equip the camera with a multi-point AF sensor. These sensors allow the photographer to fix an off-center focus point on an off-center subject, which is then focused correctly, but such multi-point AF solutions are often tedious and inflexible to work with and do not really solve the problem.

To overcome this problem, Hasselblad has used modern yaw rate sensor technology to measure angular velocity in an innovative way. The result is the new Absolute Position Lock (APL) processor, which forms the foundation of Hasselblad's True Focus feature. The APL processor accurately logs camera movement during any re-composing, then uses these exact measurements to calculate the necessary focus adjustment, and issues the proper commands to the lens's focus motor so it can compensate. The APL processor computes the advanced positional algorithms and carries out the required focus corrections at such rapid speed that no shutter lag occurs. The H4D's firmware then further perfects the focus using the precise data retrieval system found on all HC/HCD lenses. The True Focus technology and APL (both patent pending) mark a significant milestone for Hasselblad's high-end DSLR strategy and represent the result of many years of development work.

To read more about TrueFocus, please visit  
<http://www.hasselblad.com/promotions/apl.aspx>

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This press release and additional press material can be found on [press.hasselblad.com](http://press.hasselblad.com)

立即发布

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## 哈苏用新的 H4D-40 相机把中画幅数码单反的优势带给新一代的摄影师。

哈苏 H4D 系列相机的发布，以及真确对焦技术的采用，昭示着中画幅数码单反历史揭开了新的篇章。现在，随着 H4D-40 相机的发布，哈苏宣布自己着力于把中画幅数码单反的优势带给使用高端 135 相机的摄影师。

哈苏公司，世界领先的高端数码相机系统制造厂商，今天发布了一款新的产品，哈苏 H4D-40，这是哈苏新的 H4D 系列相机中最新的成员。H4D 系列是基于哈苏成功的 H3DII 型系列研发的，增加了快速连拍速率，更高的 ISO 值，最长达 4 分钟的曝光时间，以及新的真确对焦技术。这种技术是哈苏领先的自动对焦技术的更进一步完善，使得专业摄影师在近距离对焦时准确性大幅度提高。哈苏公司把 H4D-40 这款相机定位于高端 135 专业用户，它具有 4000 万像素的 33x44 毫米 CCD，这几乎是最大幅面的 135 数码单反传感器的 2 倍。

“大多数高端摄影师都明白中画幅与小画幅相比优势在哪里，”哈苏公司 CEO 拉瑞·汉森解释道，“但是许多年轻的摄影师从来没试过更大幅面的摄影。举个例子来说，几乎摄影界的每个人都很清楚 135 相机最近几年迅猛的发展，”他继续道，“但是许多年轻的一代摄影师都不知道事实上中画幅数码单反也有着同样迅猛的发展，保持着——甚至在某些方面加大了一——一直以来小画幅和大一些的画幅之间的质量差异。”

“比如说，大家都知道事实上我们的大传感器比 135 相机传感器要多几千万像素，”汉森继续说，“但是图像质量上的差别，比如色彩、细节、清晰度等，大家就不是很清楚了。还有，许多摄影师并不知道事实上 H 系列相机可以提供相当浅的景深，这样利用选择对焦点来得到特别的效果就容易得多。与真确对焦结合起来使用，就给摄影师提供了无限的可能性和技术上精确的保证。H4D-40 的模块化设计，使得用户可以选择不同的明亮的取景器以及各种附加配件，这样你就能够组成一整套功能齐全的哈苏系统，在今天有着比以往任何时候都多的专业摄影师把这套系统用作自己摄影工具的重要组成部分。”

H4D-40 传感器上新的低噪滤色片，以及高性能的 HC/HCD 镜头系列，提供了提高清晰度和加大景深的基础。哈苏自然色彩解决方案 (HNCS) 使用一个色彩描述文件就可以得到一致的色彩还原，数码镜头校正 (DAC) 则使得通过 HC/HCD 镜头拍摄到的每一幅图像都去除色散、桶形畸变和四角暗角，从而获得完美的效果。

H4D 随机附带哈苏新的 Phocus 2.0 图像软件，学习起来更加简易，普通摄影师不到 30 分钟就可以学会，而且功能上达到了由 Adobe 和苹果公司制定的行业标准。

“我们很高兴能够宣布推出 H4D-40，”汉森继续说，“并期待着欢迎新一代使用 135 相机的摄影师，用哈苏相机系统帮助他们步入图像质量的更高水平，并开始探索创新的可能性。摄影师们会发现，使用 H4D-40 相机与高端 135 相机一样容易使用——甚至更容易，但具有了著名的哈苏图像质量——更大的镜头和传感器，更先进的光学技术，更高的分辨率和清晰度，以及所有其他哈苏中画幅数码单反相机带来的优势。”

“在过去半个世纪以来，”汉森总结说，“哈苏相机一直是最挑剔的专业摄影师的选择，摄影师们忠实地使用哈苏的原因没有改变——在哈苏，图像质量总是第一位的。我们将继续追求完美的图像质量，并会为所有图像质量非常重要的应用领域继续提供更好的图像工具。而在今后几个月，我们会竭尽所能地让更多使用 135 相机的摄影师尽可能有机会亲身体验这些令人惊讶的产品。”

哈苏公司在全球范围发布 H4D-40，并在美洲、欧洲和亚洲安排了一系列演示会和活动。H4D-40 价格从 HK\$155,000 元起，包括相机、取景器和 80 毫米镜头，而且可以立即供货。如果想了解本地或本地区发布活动的具体时间，或者了解更多哈苏系统的优点，请登录 [www.hasselblad.com](http://www.hasselblad.com)。

## 真确对焦：浅景深近距离时获得准确的对焦

真确对焦的作用，是帮助专业摄影师解决一个一直以来的难题：在浅景深近距离拍摄时，在整个图像区域获得真实、准确的对焦。没有多点自动聚焦的一部典型的自动对焦相机只能在图像的中心区域正确地测量主体的焦距。当摄影师想要对焦于中心区域以外的主体时，他们必须先锁定这个主体的焦点，然后重新构图。在距离很近时，这样重新构图就会造成对焦错误，因为焦平面会随着相机的运动垂直于镜头轴线。对于大多数数码单反相机的传统解决方案就是在相机里装上多点自动对焦传感器。这些传感器让摄影师对焦于一个偏离中心区域的主体，这样对焦就准确了。但这种多点自动对焦的解决方案往往是乏味和不够灵活的，而且并没有真正解决问题。

为了克服这个问题，哈苏公司使用了一种全新的方式，利用先进的偏角速率传感器来测量角速度。其结果是新的绝对位置锁 (APL) 处理器成为哈苏真确对焦功能的基础。APL 处理器准确记录重新构图时所有的相机运动，然后使用这些精确的测量，计算必要的焦点调整，然后将调整的相应命令发送到镜头的对焦电机，从而重新校正焦点。APL 处理器使用了先进的算

法，重新校正焦点速度极快，不会出现快门迟滞。H4D 的固件随后使用所有的 HC/HCD 镜头上的精确数据检索系统对焦点进行进一步的完善。真确对焦技术和 APL ( 都在申请专利 ) 成为哈苏的高端数码单反战略历程中重要的里程碑，这是多年研发工作的结果。

要获取更多有关真确对焦的信息，请访问  
<http://www.hasselblad.com/promotions/apl.aspx>

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