

Gothenburg, 22nd June 2016

## **Hasselblad announces groundbreaking X1D**

The world's first compact mirrorless digital medium format camera

**Hasselblad is proud to introduce the groundbreaking X1D – weighing less than half that of a conventional digital medium format camera, the mirrorless 50MP camera is a game changer in the world of photography.**

Inspired by the brand's iconic design heritage, the camera is ergonomic and compact, offering a handling experience unlike any other. Handmade in Sweden, the X1D combines Scandinavian sensibility with beautiful performance.

Like the iconic V System, the X1D seamlessly combines portability with excellent optical quality for which the brand is renowned. Hasselblad has ingeniously introduced mirrorless technology to digital medium format for the first time ever, creating a precision performance camera that can sit in the palm of your hand. The 50MP CMOS sensor captures the finest details with true natural colours.

Commenting on the announcement Perry Oosting, Hasselblad CEO noted: *"The X1D marks a pivotal point in Hasselblad's rich 75-year history. This camera makes medium format photography available to a new generation of Hasselblad users, while pushing the existing limits of photography to new heights."*

A completely new family of dedicated autofocus lenses has been developed to support optical quality and portability, offering a wide range of shutter speeds and full flash synchronisation up to 1/2000th second.

Weighing just 725g and including HD video, Wi-Fi and built-in GPS, the X1D is a trusted partner and ideal travel companion. The robust exterior is dust and weather proof, providing durability to take with you wherever you go.

The X1D has been created with passionate photographers in mind, opening up Hasselblad to a new generation of creatives. Ideal for those who want to create the highest quality medium format images with a straightforward and easy to use camera that can fit in the palm of your hand.

## NOTES FOR THE EDITOR:

### Key features:

- Compact, lightweight (725g), highly portable and user-friendly medium format technology
- Large 50MP CMOS medium format sensor delivering up to 14 stops of dynamic range
- New line of XCD lenses with integral central shutter; 45mm and 90mm available at launch
- Compatible with all 12 lenses and lens accessories from the Hasselblad professional H System (adapter required)
- Multiple image format options
- High quality XGA electronic viewfinder or high resolution rear display with touch functionality
- Wide range of shutter speeds: 60 minutes to 1/2000th sec. with full flash synchronisation throughout the range
- An ISO range from 100 to 25,600
- Dual SD card slots, GPS and Wi-Fi
- USB 3.0 Type-C connector, Mini HDMI, Audio In/Out
- Weather and dust sealings
- HD video
- Phocus 3.1 for simple and quick raw image processing. Adobe Photoshop® and Adobe Photoshop Lightroom® compatible.

**For additional information, please see the Data Sheet**

**Price and where to buy** [www.hasselblad.com/x1d](http://www.hasselblad.com/x1d)

**To arrange a demo** [www.hasselblad.com/support/enquiries/demo-request](http://www.hasselblad.com/support/enquiries/demo-request)

The Hasselblad X1D is priced at 7,900 EUR / 8,995 USD / 5,990 GBP

Prices stated are exclusive of VAT

## About Hasselblad

*Founded in 1941, Hasselblad is the leading manufacturer of medium format cameras and lenses. Handmade in Sweden, Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality, Swedish craftsmanship and high performance. For over half a century Hasselblad cameras have captured some of the world's most iconic images – including the first landing on the moon - and helped shape the way we look at the world through genuine photographic artistry. Trusted by NASA and used by the greatest photographers in the world, Hasselblad continues to create products with uncompromising image quality that inspire.*

*The Hasselblad H Camera System with its professional lens family and unique advancements is widely acknowledged as the most comprehensive digital camera system of its kind available today. Hasselblad was the first to launch the fully integrated medium format camera system incorporating the latest in CMOS sensor technology. In 2016 Hasselblad launched the H6D, a technological feat with an all new electronic platform, delivering superior craftsmanship and image quality. Later the same year, Hasselblad introduced the world's first compact mirrorless digital medium format camera – the X1D.*

*Headquartered in Gothenburg, Sweden, where the cameras are handmade, Hasselblad is a global brand with offices in New York, London, Tokyo, Paris, Copenhagen and Hamburg with distributors throughout the world.*

For more information, visit Hasselblad online: [www.hasselblad.com](http://www.hasselblad.com)

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This press release and image material can be found online at the Hasselblad Press Lounge at [www.hasselblad.com/press](http://www.hasselblad.com/press)



## X1D-50c

## DATASHEET

Sensor type	CMOS, 50 megapixels (8272 × 6200 pixels, 5.3 × 5.3 µm)
Sensor dimensions	43.8 × 32.9mm
Image size	Stills: RAW 3FR capture 65MB on average. TIFF 8 bit: 154MB; Video: HD (1920 x 1080p)
File format	Stills: Lossless compressed Hasselblad 3FR Raw + JPEG Video: H.264 Compressed (25 fps)
Shooting mode	Single shot stills, Video
Colour definition	16 bit; Dynamic range up to 14 stops
ISO speed range	ISO 100, 200, 400, 800, 1600, 3200, 6400, 12800, 25600
Storage options	Dual SD card slots
Colour management	Hasselblad Natural Colour Solution
Storage capacity	16GB card holds 240 images on average
Capture rate	1.7 - 2.3 frames per second
Display	3.0 inch TFT type, 24 bit colour, 920K pixels; Touch functionality: Yes, full support Live View: On camera, host and iOS device with high frame rate (30 fps)
Histogram feedback	Yes (on rear display)
IR filter	Mounted in front of sensor
Acoustic feedback	Yes
Software	Phocus for Mac and Windows. Compatible with Adobe Photoshop Lightroom® and Adobe Camera Raw®
Platform support	Macintosh: OSX version 10.10; PC: Windows 7 / 8 / 10 (64 bit only)
Host connection type	USB 3.0 (5 Gbit/s) Type-C connector
Additional connections	Mini HDMI, Audio In/Out
Operating temperature	- 10 °C to + 45 °C / 14 – 113 °F
Wi-Fi & GPS	802.11a,b,g,n,ac (depending on region)
Dimensions	Camera Body only: 150.4 x 98.1 x 71.4 mm
Weight	725g (Camera Body and Li-ion battery )
Camera type	Mirrorless Large Sensor Medium Format
Lenses	Hasselblad XCD lenses with integral lens shutter
Shutter speed range	60 minutes to 1/2000 sec with XCD Lenses
Flash sync speed	Flash can be used at all shutter speeds
Viewfinder	2.36MP XGA Electronic Viewfinder
Focusing	Autofocus metering via contrast detection Instant manual focus override
Flash control	Automatic TTL centre weighted system. Nikon™ compatible hotshoe Output can be adjusted from -3 to +3EV.
Exposure metering	Spot, Centre Weighted and CentreSpot
Power supply	Rechargeable Li-ion battery (7.2 VDC/3200 mAh)