HASSELBLAD

V SYSTEM





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Whether you're veering away from the fast moving, futuristic world that speeds by around us or embracing it full on with open arms, the Hasselblad V System has a camera to suit your needs. From the timeless lines of the Hasselblad 501CM, with its classic, all-mechanical design, to the digital compatibility of the 555ELD and the advanced technology of the 203FE and 205FCC cameras, we've got a combination that will work for you.

It's about a meeting between two worlds. A marriage between hard and soft, between technology and creativity, between vision and images. It's about having the freedom and the power to go where you need to go and to do what you need to do when you get there. About wanting it all. It's about having your cake and eating it too.

And you know what? We think that's fine.

In fact, we've never been much for compromise at all. Uncompromising is more like it. And it shows. In our cameras, our lenses, our commitment to quality and service, and in the world renowned Hasselblad reputation. We've been putting technology and craftsmanship in the hands of the world's finest photographic artists for over fifty years now. And they have stayed with us for a reason. Or – more accurately – a lot of reasons.

If you've had the pleasure of owning a Hasselblad, you know what we're talking about. If you haven't, don't you think it's time you did?

In a way, the Hasselblad V System is simply about freedom. The freedom to concentrate on your photography instead of your camera. The freedom to pick and choose the equipment and accessories that you see fit, not that a manufacturer thinks you need. The freedom to stretch your wings, to push the envelope, to explore your own relationship to the world around you, and to know that the camera in your hand will not let you down. The cameras of the V System are made for discerning photographers, a picky breed, who will settle for nothing less than the finest quality available. And we are as fussy about what goes on inside the camera and what comes out of it as you are about what you put into it.

Photography has always existed on the edge. Perched on the border between the worlds of industry and art, between craft and creativity. Sure, photography can exist without artistic vision – and vice-versa. The art of photography, however, the occasional genius of it, lies in the meeting between these two worlds. And for over half a century now Hasselblad has served as the bridge between photographers and the technology they depend on. Our cameras were born out of a love for photography and an understanding of the technical excellence required to produce superior quality images. These two forces guided us then and they guide us still. Quite simply, we put the best cameras that man can produce into the hands of the people who can use them best.

Some people, however, have been known to purchase Hasselblad cameras as purely collector's items. We understand the temptation. We too, share their love for our cameras' classic lines and innovative Scandinavian design, and we understand the attraction of the long-term value of a Hasselblad investment. But our cameras are built to be used – not to be kept on a shelf. Designed to transfer vision into image. Made to take pictures and made to last.





Some of our best engineers have always worked for free.

Because, from the very start we have worked closely with some of the world's foremost photographers, with "engineers" like Ansel Adams, asking photographers for their opinions and incorporating their advice into our camera design. We build cameras to work the way that photographers work. Our designs show a deep understanding of the challenges that face photographers and a kinship with the people behind the cameras. Over the past half a century we've listened a lot and we have learned a lot. And what we learn goes back into our cameras. This invisible product feature, this in-built experience, is one of the reasons why Hasselblad is often imitated but never duplicated.

When you purchase a Hasselblad today, you are buying much more than a camera. You're purchasing the expertise gained from over fifty years of producing the finest cameras the world has known. You're purchasing the security that comes with the famed Hasselblad quality. You're purchasing access to the widest, most flexible medium format system in the world today. And you're also purchasing the peace of mind that comes from knowing that if and when the unthinkable happens, when your camera slips and falls, or the dust pushes in, help is near at hand. Because our commitment to the photographer doesn't stop when you purchase a Hasselblad, far from it. We pride ourselves on having the most extensive service and support network of any medium format system. And we pride ourselves on the long-term relationships we have built with photographers around the planet. So when you pick up one of the classic Hasselblad V System cameras, when you feel its solid weight in your hand, think for a minute of the history that has gone into this little box. And then put all that behind you and go make some history of your own.





THE HASSELBLAD V SYSTEM CAMERAS

The Hasselblad V System has been the first choice of the world's leading photographers for nearly half a century. These cameras combine the best of traditional craftsmanship with the most modern technology and provide outstanding image quality and unbeaten reliability.

One of the strongest benefits of the V System is its unparalleled versatility and modularity, enabling photographers to pick or custom-tailor a kit to meet their own specific needs.

The V System cameras range from the time-honored simplicity of the 501CM to the advanced metering control of the 205FCC and the special functionality of the 905SWC. Common to all V System cameras, however, is the ability to control almost every aspect of your photography, placing full creative control where it belongs the most. In the hands of the photographer.

The Hasselblad V System has a range and selection of models, lenses, and accessories that is unmatched in the medium format world. This has made the V System an indispensable part of almost every field of serious photography.

THE HASSELBLAD V SYSTEM INCLUDES THE FOLLOWING CAMERAS:

501CM

The basic building block of the V System and entry into the Hasselblad system. The camera provides an all mechanical, reliable, and sturdy tool. Compatible with digital backs.

503CW

The tool of preference for professionals in the studio as well as on location. Has an integrated TTL/OTF flash metering system, can use Winder CW, and is compatible with digital backs.

555ELD

Our digital studio workhorse. Equipped with integral motor drive and TTL/OTF flash metering system. Designed with digital in mind, this model is compatible with more digital backs than any other medium format camera.

203FE

This camera provides a simple, yet accurate aperture priority, selective AE system. Its mechanical/electronic construction enables access to all V System lenses.

205FCC

Highly advanced spot metering for ultimate exposure control and a flexible range of metering choices. Its mechanical/electronic construction enables access to all V System lenses.

905SWC

This extremely compact camera provides the ultimate tool for virtually distortion-free, super wide-angle photography and boasts a permanently attached Biogon CFi4.5/38 mm lens with 91° diagonal angle of view. Legendary quality and performance.

CAMERAS 501CM



TECHNICAL HIGHLIGHTS

- One-piece, cast aluminum camera body
- Reliable all mechanical operation/battery independent
- Leaf shutter with speeds from 1 s to 1/500 s
- Flash synchronization at all shutter speeds from 1 s to 1/500 s
- Compatible with all CFi/CFE/CB, CF and C lenses, magazines, viewfinders, and most accessories
- Choice of formats with format mask accessory or accessory magazines

FOR FURTHER INFORMATION SEE PAGE 68

RETRO-COOL

Trends may come and trends may go, but a true classic never goes out of style. Flipping back through old catalogues, you see that the external design of the 501CM is similar to its predecessors over the years. Some call it timeless design, some call it retro-chic, some call it classic construction. But whatever you call it, inside this simple box, magic happens.

And in more ways than one. Because while the external design may cast your mind back half a century or so, the inside of the 501CM is as modern as it gets, utilizing the most advanced photographic technology the world has to offer. The same principles that guided this camera's development, that made it the preferred choice of the world's finest photographers for over 40 years, still apply today. A harmonious marriage of simple, intuitive design and the most modern advances. We could change the basic idea of the 501CM. But we don't. Because some things not only don't change – some things shouldn't.

Why change unflagging attention to detail, an almost obsessive dedication to image quality, and a passion for photography that stretches back more than half a century?

We can't think of a reason.

PHOTO DANIEL KLAJMIC



LIFE ISN'T PERFECT, BUT YOUR IMAGES CAN BE

The Hasselblad 501CM is a lightweight, compact camera, designed around one central focus: taking the best pictures possible.

Every detail has been engineered from the ground up with the photographer in mind, resulting in a camera that does what it's supposed to do, year after year after year.

The 501CM is a medium-format, single-lens reflex camera, featuring interchangeable lenses, viewfinders, film magazines, and a host of other accessories. Its one piece, sturdy cast aluminum body is made to last and to tolerate the sometimes less than perfect conditions that life – and photography – throws at it.

The 501CM is fully mechanical and not dependent upon batteries or electricity. No bells and whistles, just the utmost in quality; simple and straightforward, time after time after time. No strings attached. 1. BRIGHT VIEWFINDER IMAGE WITH ACUTE-MATTE D SPLIT-IMAGE/MICROPRISM SCREEN 2. THE CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 2. The CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 2. The CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 2. The CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 2. The CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 2. The CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 2. The CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 2. The CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 2. The CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 2. The CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 2. THE CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 2. THE CAMERA KEY SYNCHRONIZES LENS AND CAMERA FUNCTIONS 3. LARGEST MEDIUM FOR-MAT ACCESSORY SYSTEM 3. THE CAMERA KEY SYNCHRONIZES LENS AND CAMERA KEY SYNCHRONIZES

BASIC BLACK

The 501CM is the perfect entry into the Hasselblad system. The camera is available as a separate camera body or as a complete kit. The camera is compatible with all CFi/CFE/ CB, CF and C lenses, all magazines, viewfinders, and most accessories. Purchased separately, the camera body is an indispensable item for committed Hasselblad photographers who require an additional camera body.

The 501CM is a simple, elegantly crafted example of Hasselblad craftsmanship at its finest. Today, and long into the future.

CAMERAS 503CW



TECHNICAL HIGHLIGHTS

- Reliable all mechanical operation/battery independent
- Adapted for winder/IR and electrical remote control with winder
- \blacksquare Leaf shutter with speeds from 1 s to 1/500 s
- Flash synchronization at all shutter speeds from 1 s to 1/500 s
- TTL/OTF flash metering
- Compatible with all CFi/CFE/CB, CF and C lenses, magazines, viewfinders, and most accessories
- Choice of formats with format mask accessory or accessory magazines

FOR FURTHER INFORMATION SEE PAGE 68

RE-INVENTING THE CAMERA: OVER AND OVER AGAIN

With the Hasselblad 503CW, you're always ready to grow. Whether it's adapting to next year's digital options or last century's lenses, the outstanding versatility of the 503CW provides a bridge between classic and cutting edge. The 503CW is ideal for a wide range of photographic situations and is easily adaptable to fit your changing needs.

For years, the 503CW has been the constant companion of the professional studio photographer. This -lens reflex camera offers power winder/IR remote options, supports the entire range of Hasselblad lenses from the C series, and operates at lens leaf shutter speeds from 1 to 1/500 s with flash synch at all shutter speeds. The innovative Gliding Mirror System produces a full viewfinder image with virtually all Hasselblad lenses. The camera also boasts a completely mechanical construction with a robust, one-piece aluminum alloy body. This heavy-duty design makes it ideal for the demanding world of daily professional use and with the IR Remote Control and the Winder CW, the camera can be controlled remotely from anywhere in the studio. PHOTO ROBERT ISACSON



MIX AND MATCH

The 503CW can be used with any one of 12 different lenses, from 30 to 350 mm in focal length. All lenses are made by Carl Zeiss, the world's leading optics manufacturer. Thanks to Carl Zeiss T* anti-reflection coating and internal stray light reduction treatments, these lenses produce unbeatable image contrast and color saturation. And as with all Hasselblad cameras, interchangeable film magazines allow for rapid reloading of film or change of film type or format, without losing a single frame. Exposure and composition can be tested immediately with the Polaroid magazine.

The 503CW is also compatible with all Hasselblad magazines manufactured since 1957. Talk about backwards compatibility! And it's as adaptable as it is compatible. In addition to the standard folding focusing hood, you can choose between magnifying hoods and reflex or prism viewfinders, both with and without metering. The meter prism viewfinders PME45 and PME90 feature TTL spot metering, center-weighted TTL integral metering, and incident light metering via a dome sensor.



LET THERE BE LIGHT

The built-in flash control system (TTL/OTF) turns flash photography into child's play. A sensor measures the light reflected off the film surface and automatically controls the flash precisely to provide the perfect exposure, regardless of the lens focal length or lighting conditions.

The 503CW is also incredibly easy to focus. The focusing screen is large and bright and features a micro prism and split-image rangefinder. In addition, an interchangeable 4.5X magnifier in the folding focusing hood facilitates precise focusing.

DIGITAL PHOTOGRAPHY

The 503CW is the ideal choice for those medium format photographers considering a first move into digital photography. For those wanting the benefits of today's technology, but who aren't willing to sacrifice image quality and reliability. A range of features standard to the 503CW, such as its remote release and winder capability allow you to combine the utmost in traditional photographic quality with the latest digital advances.

CAMERAS COLOR SERIES



CHANGE YOUR SKIN

Basic black never goes out of style, but sometimes a more colorful impression is in order. To help you rise to those more vibrant occasions, Hasselblad is pleased to offer our color camera line.

Created for the photographer who wants to make a bold statement, the four distinctive camera colors cover a range of tastes and lifestyles. The camera, together with the film magazine and standard focusing hood in chrome finish, is available in four colors; Ruby Red, Cobalt Blue, Forest Green and Sun Yellow.

And while it may not change the quality of the images you take, these creatively hued Hasselblad cameras will certainly appeal to professional photographers wanting to create a lasting impression with their clients as well as to young and less established photographers who want a classic camera, but perhaps not a classic look.

BEAUTY IS ONLY SKIN DEEP

And beneath the new color skins, you will find the same reliability, the same high quality that Hasselblad is so deservedly famous for. Because, under their pretty coating you will find the steadfast reliability of the Hasselblad 501CM and 503CW cameras. The 501CM is a fully mechanical, mediumformat, single-lens reflex camera, featuring interchangeable lenses, viewfinders, film magazines and a host of other accessories. The basic building block of the Hasselblad line, comes equipped with TTL/OTF flash metering, a choice of CFi/CFE lenses and the option of a Winder CW.



CAMERAS 555ELD



TECHNICAL HIGHLIGHTS

- Built-in heavy-duty motor; 1.3 frames per second
- Integrated data bus connections for digital backs
- Leaf shutter with speeds from 1 s to 1/500 s
- Flash synchronization at all shutter speeds from 1 s to 1/500 s
- TTL/OTF flash metering
- Optional IR Remote control
- Camera body interior coating reduces stray-light level to an absolute minimum, further enhancing image contrast

FOR FURTHER INFORMATION SEE PAGE 69

A MOST MODERN WORKHORSE

Some may think of the studio as a sheltered environment. Photographers know otherwise.

Sure, things may not get thrown around in the dirt and dust as much as on location, but nowhere else is as demanding in terms of pure day-in and day-out wear and tear. And no other camera model is more suited for demanding day-to-day studio work than the Hasselblad 555ELD.

The 555ELD, the latest in a long line of Hasselblad motorized leaf shutter cameras, has inherited the long-lasting reliability and reputation of its predecessors. But we aren't content to rest on our laurels, no matter how impressive they are. We are constantly improving the 555ELD, with modifications like a new mirror suspension similar to that used in one of Hasselblad's space camera models, which considerably prolongs the working-life of the mirror mechanism. Or the new camera body interior coating that reduces stray-light level to an absolute minimum, further enhancing image contrast. In addition to being the ideal studio camera for conventional photography, however, new features make the 555ELD the ideal camera for professional digital imaging applications as well. PHOTO SANDRA STROH



IT'S ALL ABOUT FREEDOM

Using the 555ELD's IR Release unit attached to the camera's front release ports and the IR Remote control, you can operate the camera from distances up to 10 m (33'). This allows you unsurpassed freedom of movement, enabling you to be where you need to be in the studio, without being physically connected to the camera. In addition, the camera's motor drive ensures that your camera will always be wound and ready for your next exposure, both for single shots and sequences of more than one picture per second. IDEAL PLATFORM FOR FILM AND DIGITAL PHOTOGRAPHY
SEPARATE FILM AND DIGITAL FRONT RELEASE
4X4 DPS 5.5X VIEWFINDER FOR HIGH PRECISION FOCUS-ING WITH DIGITAL BACKS





3.

DIGITAL CONNECTIVITY

The 555ELD allows you to move freely between film and digital backs, choosing whichever approach happens to fit your situation the best. The 555ELD is compatible with more digital backs than any other medium format camera. Integrated data bus connections on the 555ELD interface directly with corresponding connections on the digital back, eliminating the need for an external cord between the camera and the digital back.

The camera also features a unique dual release system with two separate release ports, one used for conventional photography on film and the other activating the digital back via the data bus connections.

With precision made Carl Zeiss/Hasselblad lenses, the highly efficient internal stray-light protection, and the rigid magazine mount, the 555ELD provides the perfect platform for the widest range of digital backs in the medium format world. And in addition to being perfect in the studio, the 555ELD with a single-shot digital back, memory unit, and power pack also enables you to work digitally on location, even with the camera hand-held.

CAMERAS 203FE



TECHNICAL HIGHLIGHTS

- Selective area metering
- Aperture priority automatic exposure
- Uses large aperture FE lenses and CFE/CFi/CF/ CB lenses
- Electronically controlled focal plane shutter
- Shutter speeds from 34 min up to 1/2000 s
- Manual/automatic shutter speed setting in 1/2 stop and 1/12 stop increments respectively
- Flash sync up to 1/90 s with FE lenses, 1/500 s with CFE/CFi/CF/CB lenses
- Adapted for winder

FOR FURTHER INFORMATION SEE PAGE 70

EASY TO LOVE

The 203FE is designed first and foremost for photographers who routinely work with unpredictable available light and ever-changing shooting conditions.

This is the ideal camera for the professional or amateur location photographer who wants excellent exposures in the easiest way possible.

From its compact size and low weight to its precise metering, auto exposure, and flash metering systems, to its convenient motor-driven auto-bracketing capability and super-fast shutter speeds – every feature of the 203FE is designed to make your assignments as easy and productive as possible.

And since the whole point of using medium format on location is to get larger, higher quality images, you'll love the razor-sharp definition and rich color saturation produced by Carl Zeiss/Hasselblad world-renowned lenses.

PHOTO TORE HAGMAN



CONTROL - A LITTLE OR A LOT, IT'S UP TO YOU

With the 203FE, you can choose either manual or automatic operation. When used in the automatic mode, the 203FE's aperture priority, selective metering system provides perfect exposures automatically. And automatic is about as easy as it comes! In this mode, the camera functions like an aperture-priority "point-and-shoot" camera. If the center area of your image has a mid-tone value, simply compose and shoot. If not, aim the camera at a mid-tone area, lock in that reading, recompose and shoot. It's that simple!



The 203FE can also be programmed with exposure adjustments from -5 to +5 stops. Since the meter is programmed to maintain a light value, rather than a specific f-stop/shutter speed ratio, you can change the aperture anytime, for more or less depth-of-field, while the shutter speed adjusts automatically in precise 1/12-stop increments. This leaves you completely free to follow the action through a wide range of fast-changing shooting conditions with the assurance that every shot will be perfectly exposed.

The 203FE's exceptionally sensitive, built-in selective metering system is invaluable when shooting in quickly changing light, or when used as a tool with which to fine-tune your exposures. When used manually, the 203FE gives you the added advantage of selecting the differential reference-metering mode to evaluate your subject, or monitor changes in available light.

CAMERAS 203FE

PHOTO DRAGAN ARRIGLER



UNPARALLELED VERSATILITY AND SPEED

Although the 203FE is the perfect choice for demanding location work, you'll find it equally at home in the studio or on the fashion set. The 203FE is engineered to take maximum advantage of Hasselblad's extensive system of lenses and accessories to accommodate a wide range of professional applications and personal working styles.

PHOTO HANS STRAND



The 203FE has both focal plane shutter and lens shutter capability, features a precise, electronically controlled focal plane shutter and an instant return mirror, and provides shutter speeds from 34 minutes (90 s in automatic), up to a super-fast 1/2000 s, in half-stop increments (1/12-stop in automatic), with flash sync to 1/90 s. The 203FE can be used with Hasselblad large aperture FE lenses and the full line of CFE/CFi/CF/CB lenses. With the CFE/CFi/CF/CB lenses you have the added advantage of battery-independent lens-shutter operation and a wider range of shorter flash sync speeds.

Whichever lens you use with the 203FE, you'll have a bright, full viewfinder image and the outstanding image quality of the renowned Carl Zeiss/Hasselblad lenses.

PHOTO HELENA YOU



FEATURES AND POSSIBILITIES

The 203FE can quickly and easily be converted to motorized operation by replacing its manual winding crank with a compact Hasselblad motor winder. When motorized, you can use the auto-bracketing mode to make bracketed takes of up to twenty-one exposures. The camera will automatically bracket consecutive exposures by adjusting the shutter speed.

The 203FE makes flash photography a cinch. The 203FE measures light coming through the lens (TTL) and reads it off the film plane (OTF). Therefore, no matter what lens or lens accessories you're using, the readings are always correct. When used with dedicated flash units, the 203FE produces consistently accurate flash exposures automatically, leaving you totally free to concentrate on your subject.

PHOTO DES KLEINEIBST/THE PIXEL FOUNDRY, SOUTH AFRICA



The 203FE also features a precision, electronic self-timer that virtually eliminates camera shake during long or critical exposure, with long lenses, or in microphotography applications. The timer is coupled to the mirror prerelease so that exposures are always made with the mirror locked up, to keep vibration and noise at an absolute minimum.

CAMERAS 205FCC



TECHNICAL HIGHLIGHTS

- Highly selective spot metering
- Aperture priority automatic exposure
- Uses large aperture FE lenses and CFE/CFi/ CF/CB lenses
- Electronically controlled focal plane shutter
- Shutter speeds from 34 min up to 1/2000 s
- Manual/automatic shutter speed setting in 1/2 stop and 1/12 stop increments respectively
- Unique zone mode for both b/w and color photography
- TTL/OTF flash metering with fill-in flash function

FOR FURTHER INFORMATION SEE PAGE 70

SOMETIMES YOU WANT IT ALL

The 205FCC is our most sophisticated 6x6 medium format camera. This is the ultimate camera for photographers wanting total exposure control and freedom. Designed to allow professionals and non-professionals alike to make the most of any given photographic situation.

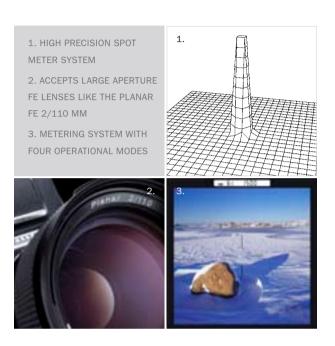
The 205FCC features an incredibly precise, through-thelens spot metering system with multi-mode, aperture-priority metering options that provide total exposure control in virtually every conceivable shooting situation. Yet, for all its sophistication, the 205FCC is extremely user-friendly, with unparalleled speed and ease of use. PHOTO KEITH LABAN



ADVANCED SIMPLICITY

The 205FCC is truly an engineering masterpiece, specifically developed to meet the needs of the most demanding photographers. Whether dedicated professional or discerning enthusiast, in the studio or on location, whatever the field, the 205FCC is made to impress.

With its compact size and light weight, its unique metering, auto exposure and flash systems, its convenient motordriven, auto-bracketing capability and its super-fast shutter speeds, the 205FCC is designed to make your photography as easy and foolproof as possible. You also have full use of Hasselblad's extensive range of accessories and superb Carl Zeiss/ Hasselblad lenses – and the razor-sharp linear definition and rich color saturation that have become their hallmarks.



The 205FCC's dual focal plane shutter and lens shutter capability give you the widest possible choice of lenses and the camera is compatible with all Hasselblad lenses. The 205FCC features shutter speeds from 34 minutes (90 s in automatic) to a super-fast 1/2000 s, in half-stop increments (1/12-stop in automatic), with flash sync to 1/90 s.

The focal plane shutter is designed to complement Hasselblad's FE and CFE lenses. For even greater versatility, the 205FCC can also be used with the full line of Hasselblad CFi/CF/CB lenses, giving the added advantage of batteryindependent lens-shutter operation and a wider range of shorter flash sync speeds. Whatever lenses you use, you'll have a bright, full viewfinder image and the outstanding image quality of the renowned Carl Zeiss/Hasselblad lenses.

CAMERAS 205FCC

PHOTO MISSY GAIDO ALLEN



A METERING MODE FOR EVERY OCCASION

The 205FCC provides four metering modes.

In Automatic Mode (Ab), the camera functions as an aperture-priority, automatic camera. The meter is programmed to maintain a light value, rather than a specific f-stop/shutter speed ratio, allowing aperture to be changed at will, while the shutter speed adjusts automatically in precise 1/12-stop increments. You can then follow the action through a wide range of fast-changing shooting conditions with the assurance that every shot, within the latitude of your film, will be perfectly exposed. PHOTO CHIP FORELLI



In Differential Mode (D), the 205FCC works in aperture-priority, auto exposure mode, but with a locked-in exposure value, making it ideal for use in stable lighting conditions. You can even program the camera to automatically warn when an area of the subject falls outside the film's latitude, letting you know if important shadow and highlight areas are within the capability of your film.

Zone Mode (Z), is an aperture-priority, auto exposure mode that helps you achieve correctly exposed images even under the most complicated lighting conditions. While best suited for black and white photography, this mode is also an excellent way to determine color exposures, to distinguish and analyze the tonal range of every element within the subject to be reproduced. When working with black-andwhite film, you have the added advantage of simulating the contrast changes that would occur if you altered the development of the film.

Manual Mode (M) provides a fully coupled exposure meter. It allows you to select your own aperture and shutter speed combination for complete creative freedom.

PHOTO LENNART OLSON



FLEXIBLE CONVENIENCE

The 205FCC features the same advanced center-weighted TTL/OTF flash metering system as the 203FE ensuring that no matter what lens or lens accessories you're using, readings are always correct. When used with dedicated flash units, the 205FCC produces consistently accurate flash exposures automatically, enabling you to concentrate completely on the subject at hand.

PHOTO MICHAEL BIONDO



This modern, technology packed camera is compatible with all Hasselblad lenses and film magazines made since 1957, and almost all Hasselblad viewfinders and other accessories. The 205FCC is many cameras in one, providing advanced auto functions or total control, changing to fit the situation or your needs.

CAMERAS 905SWC



TECHNICAL HIGHLIGHTS

- Compact and lightweight design
- Virtually distortion-free wide angle lens
- 91° diagonal angle-of-view
- Superb corner-to-corner sharpness
- Focusing range down to 0.3 m (12")
- Spirit level and lens scales visible in viewfinder
- TTL viewing and exposure measuring with optional meter prism finder and focusing screen adapter
- Shortest shutter speed 1/500 s
- Flash sync speed up to 1/500 s

FOR FURTHER INFORMATION SEE PAGE 70

LIKE NO OTHER CAMERA IN THE WORLD

What you see is unfortunately not always what you get.

Industrial and architectural photographers know this better than most. This field of photography places special demands on the photographer's equipment. A very short focal length is often required, as is picture quality sufficient to enable photos to be enlarged to exhibition formats. And all this with virtually no distortion – vertical and horizontal lines must be straight, even along the edges of a giant print. And you need a camera that can be handled even when you're balancing on scaffolding, hanging out of a helicopter, or squeezed into a tight corner trying to get just the right angle.

A list of demands that some might find impossible to meet. Not Hasselblad. The Hasselblad 905SWC meets these demands better than any other camera on the market today.

PHOTO ZOLTAN GAVAI



THE UNIQUE BIOGON CFi4.5/38 MM LENS DESIGN

In the 905SWC, the permanently attached Zeiss Biogon 38 mm lens has been upgraded to CFi status and the optical design completely recalculated using only environmentally optimized optical glass types, containing no lead or arsenic.

The Biogon 38 mm lens has a 91° diagonal angle of view and produces a large picture format with "architectural view quality", virtually no distortion, and superb corner-to-corner sharpness throughout the focusing range – from 0.3 m (12") to infinity. This even exceeds the quality of large format cameras at full aperture and at all distances. The depth-of-field is staggering, from 0.65 m (26") to infinity at f/22. All in all, it's no wonder that this lens is acclaimed by many as the best wide-angle lens in the world.

COMPACT AND HANDY

The 905SWC is also very compact and handy, and its operation is as simple as it is useful.

This combination has made the Hasselblad 905SWC a favorite of leading industrial and architectural photographers. Its usage areas don't stop there, however. The

PHOTO ANTONIO CHAVES



905SWC is also an excellent general-purpose camera for such areas as photo-journalism, landscape, aerial photography and reproduction work. The Hasselblad 905SWC is a typical Hasselblad with regard to design, quality, reliability and the interchangeable film magazines. It is, however, markedly different than other models in many ways, including its virtually silent operation.

The 905SWC is smaller, and even easier to use than our standard line. It has an optical viewfinder with a built-in spirit level and a magnifier that allows you to read the scales on the lens at the same time that you concentrate on the picture. Switching magazines from color film to black-and-white, or from transparency to color negative, is fast and easy. Polaroids can be taken in the middle of a roll to check exposure and composition.

For precise composition and focusing, a focusing screen adapter can be used together with any viewfinder. The RMfx finder is particularly suitable, providing a vertically correct image (reversed horizontally). Light metering can be done with any type of meter prism viewfinder.

In short, the Hasselblad 905SWC is the ultimate tool for virtually distortion-free, super wide-angle photography.

DIGITAL PHOTOGRAPHY

PHOTO MATILDA LINDEBLAD



Artistically speaking, photography may be the new kid on the block, but the neighborhood is changing fast. The advent of digital photography is changing the face of photography. But the very features that have made the Hasselblad system the system of choice of the world's leading professionals for over half a century also make it the system of choice for medium format photographers entering the digital world.

A PERFECT MARRIAGE

The combination of medium format quality and digital control and versatility is a match made in heaven. And the amazing quality found in every component of the Hasselblad V system makes it the perfect base for digital backs. In fact, more digital backs are manufactured to fit Hasselblad cameras than any other medium format brand. We find it helps to think of digital backs as just another kind of film. With Hasselblad, you can easily switch between positive film, negative film, and digital backs – the choice is yours. Simply replace the film magazine with a compatible digital back when and if your photographic situation requires. PHOTO ISRAR QURESHI



It is also important to remember that digital imaging is not limited to digital backs. When scanning images in to be digitally manipulated or stored, the quality of your scanned image is only as good as the quality of the negative or slide you are scanning. With Hasselblad quality going in, your scans will be as sharp and rich as possible, providing truly the best of both worlds. And Hasselblad is the only medium format system with a viewfinder expressly designed for digital photography, especially suited for digital studio product photography, for example. This viewfinder enlarges the central part of the viewfinder for extremely accurate focusing when using digital sensors of sizes up to 4x4 cm. PHOTO SARAH SILVER



DIGITAL-READY BEFORE DIGITAL WAS READY

Computers and digital image-processing systems are now a requisite weapon in the modern photographer's arsenal. And the Hasselblad system takes the risk out of entering the world of professional digital imaging.

The flexible modularity of the Hasselblad V System has long allowed photographers to get the most from their camera investment. The ability to incorporate new lenses, magazines, and accessories as they were released, to mix and match as you needed to suit a specific situation, ensured that your system was never obsolete. And never has this been more important than now. Your investment is safe, you never need to replace your entire system simply because a new digital back comes along. The unrivalled modularity of the Hasselblad system also enables the photographer to continue to use the extensive range of Hasselblad gear in the digital world. And digital photography is no different than standard photography – a wide selection of lenses and accessories is crucial to the photographer needing to meet a varying range of photographic tasks. And while other manufacturers are offering specially developed "Digital" lenses to meet the stringent requirements of digital imaging, Hasselblad doesn't need to.

Our lenses have always been renowned for their superior quality and are almost without exception already perfectly suited for digital photography, designed for the high resolution required either by film or by digital sensors. So whether you're shooting film or digital, your images will be captured by the incomparable Carl Zeiss/Hasselblad lenses, the finest optics in the photographic world.

All in all, it's no small wonder that Hasselblad is today the medium format's "industry standard" for digital imaging.

For details about digital photography and compatible digital backs, see www.hasselblad.com.

MAGAZINES

PHOTO EGINHARD BRANDT



The ability to simply change film magazines allows the photographer to exchange exposed film for unexposed in seconds, or change between film types, lengths, and formats without losing a single frame. Carrying extra, pre-loaded film magazines effectively increases your readiness and efficiency, in the studio or in the field.

- Two image formats, 6x6 and 6x4.5 cm for 120/220 film types
- All magazines are compatible with all Hasselblad camera models in the V system
- Load capacity from 12 to 70 frames
- Image format 6x6 cm for 70 mm perforated film
- Individually adjusted for precise film-plane positioning
- Can be changed in middle of roll without losing a single frame
- Indicators and safety features prevent mistakes
- Easy to load on or off the camera
- All A, E, and 70-magazines are supplied with a magazine slide (3041068)
- Parking slot for the magazine slide when not in use (not on magazine 70)
- The weight of A- and E-type magazines is approx. 450g (1lb)

3030212





A MAGAZINE

The A12, A16, and A24 magazines all share the same design and functions, with the exception of film format, film type, and number of exposures per film.

MAGAZINE A12 6x6 CHROME (3030212) 6x6 BLACK (3030213) 6x6 cm (2^{1/4}x2^{1/4}") format on 120 film, 12 frames per roll.

MAGAZINE A16 645 CHROME (3030216) 645 BLACK (3030217)

6x4.5 cm (2¹/4x1⁵/8") horizontal format on 120 film, 16 frames per roll. Supplied with focusing screen mask (3042146).



MAGAZINE A24 6x6 CHROME (3030224) 6x6 BLACK (3030225) 6x6 cm (2¹/₄x2¹/₄") format on 220 film, 24 frames per roll.

MAGAZINE 70 CHROME (3030066) BLACK (3030139)

6x6 cm (2¹/₄x2¹/₄") format on 70 mm perforated film. It uses film cassettes which can be loaded with up to 4.7 m of film, giving approx. 70 frames per cassette. Supplied with film cassette for magazine 70 (3051039).

Weight: 530 g (1 lb 2.5 oz).

MAGAZINES

3030244

3030368

3030508



E MAGAZINE

The E magazines are for the 203FE, and 205FCC cameras and automatically connect to the camera's exposure metering system. The film speed is programmed on the magazine. On the back of the magazines there is a slot for the magazine slide when it is not in use. The E12, E16 and E24 magazines have the same features and mechanical functions as the A12, A16 and A24 magazines

MAGAZINE E12 6x6 CHROME (3030244) 6x6 BLACK (3030248) 6x6 cm (2¹/₄x2¹/₄") format on

120 film, 12 frames per roll.

MAGAZINE E16 645 CHROME (3030252) 645 BLACK (3030256) 6x4.5 cm (2¹/4x1⁵/8") horizontal

format on 120 film, 16 frames per roll. Supplied with focusing screen mask (3042146).

MAGAZINE E24 6x6 CHROME (3030260) 6x6 BLACK (3030267) 6x6 cm (2^{1/4}x2^{1/4}") format on 220 film, 24 frames per roll.



MAGAZINE E12CC 6x6 CHROME (3030368) 6x6 cm (2¹/4x2¹/4") format on

120 film, 12 frames per roll. The E12CC magazine is designed primarily for use with the 205FCC camera and features the same design and functions as the E magazines.

In addition, it has a contrast adjustment control to simulate the effect of altered film development, when working in black and white according to the zone system.



POLACOMBI 80/100 (3030508)

The PolaCombi 80/100 magazine for instant film is a 6x6 cm $(2^{1/4}x2^{1/4}")$ format magazine for all 100 type instant films. In addition the magazine can also be used with Polaroid 80 type film. The magazine is mounted and dismounted as easily as the roll film magazines.

Supplied with magazine slide 3041122. Weight: 360 g (13 oz).

The magazines for instant film cannot be used together with the prism viewfinders PM90 and PME90.

FOCUSING SCREEN MASK (3042146)

Screen mask marked for 6x4.5 cm (2 ¹/₄x1⁵/₈") format. Supplied with magazines A16 and E16.



SET OF FORMAT MASKS (3041151)

Format masks (6x4.5 cm and pano-rama 6x3 cm formats) to fit the 501CM and 503CW cameras. The masks are only available as a complete set and come supplied with corresponding focusing screen masks.



Great photography is simple.

Simple in the way that a great violin performance is simple. In the way that a Grecian vase is simple. You merely have to discover, create, collect, arrange, anticipate, or provoke things that wouldn't be seen if you didn't see them. You simply have to wait for the right light, the right shadow, the right smile, the right instant. And then be poised enough to capture it. You merely need to know your equipment inside out, to be able to squeeze the most from every piece of mechanical and electronic gear at your disposal. All you need to know is the ins and outs of a few dozen optical and chemical principles and processes, to understand technology past and present, and to use this knowledge in new and interesting ways. You merely need to understand psychology and diplomacy, the rhythms of tides and the sun, and how to hail a taxi in six or seven languages.

Photography is merely a matter of camera and film. Or camera and computer. It is as easy as writing (which demands only pen and ink), as simple as sculpture (just chisel and stone), or an opera aria (good lungs and rudimentary Italian).

Great photography, on the other hand, is like a Shakespearean sonnet, Rodin's lovers, or Maria Callas. Great photography, whether with the simplest or most complex of tools, is taking knowledge known to many, looking at what millions of others can see as well as you, and finding the tiny something, the threads, that make a moment. And once these threads are found, you must isolate, immobilize, and immortalize the combination forever.

Great photography is as simple as that.



LENSES



BENDING LIGHT THE WAY YOU WANT IT

The image quality of any camera is only as good as the lens that forms the image.

This basic truth has steered Hasselblad's lens philosophy from the very beginning of our company. The Hasselblad lens range is the result of mutual collaboration with the world's best optic crafters, like our long, close co-operation with Carl Zeiss. The result, quite simply, is a range of the finest lenses ever produced.

CFi AND CFE LENSES

The latest generation of superior quality lenses from Carl Zeiss. The CFi lenses have built-in leaf shutters with speeds up to 1/500 s and flash sync on all speeds and can be used on all Hasselblad cameras. The CFi lenses feature extremely high image quality, long-lasting reliability, and ease of use.

The CFE lenses have, in addition to all the features of the CFi lenses, data bus connections for transmission of lens data to the metering system of the 203FE and 205FCC cameras.

FE LENSES

The FE-lenses are exclusively for the 203FE and 205FCC cameras. Since these cameras have a built-in focal-plane shutter, there is no need for a shutter in the lens. Instead, the maximum aperture has been made a full f-stop larger than corresponding CFi- or CFE-lenses. A data bus coupling automatically transfers the aperture setting to the camera's exposure-metering system.

PHOTO LUCIANO MONTI



LENSES CFi/CFE





CFi30

ZEISS DISTAGON CFi3.5/30 MM (3020178)

The CFi30 is an ultra wide-angle "fish-eye" lens with a large image circle that covers the entire 6x6 cm format. Designed for scientific and technical documentation under cramped conditions, this lens offers outstanding corner-to-corner sharpness and even illumination.



CFE40IF

ZEISS DISTAGON CFE4/40 MM (3020039)

An extreme retro focus lens with an 89° diagonal angle of view. Suitable for application areas such as advertising, interior, industrial, aerial, landscape, and wedding photography. Specially designed to make it ideal for digital applications.

The design incorporates a true floating mechanism, using a single focusing ring to achieve smooth and precise internal focusing and outstanding image quality over the entire focusing range from 0.5 m to infinity. Lens corrections are extremely well balanced.

Equipped with data bus connections for optimal use together with 203FE and 205FCC cameras.



CFi50

ZEISS DISTAGON CFi4/50 MM (3020047)

An all round, wide-angle lens. This lens is ideal for landscape, interior, architectural, and documentary photography.

With its moderate wide-angle effect, the Distagon CFi50 mm is a versatile all-purpose lens. It incorporates modern optical design with floating lens elements (FLE) to ensure high performance even at the close focusing range. Corner-to-corner illumination is very even with all aperture settings, and distortion and stray light are extremely well controlled.



CFi60

ZEISS DISTAGON CFi3.5/60 MM (3020209)

A fast and compact retro-focus wide-angle lens, ideal for detailed interiors, group portraits, and wedding coverage, as well as for many advertising and industrial applications. Even at full aperture in ambient-light conditions, this versatile lens provides superb image quality.

LENSES CFi/CFE





CFE80

ZEISS PLANAR CFE2.8/80 MM (3020034)

The CFE2.8/80 is the standard lens for all the cameras in the V system. It comes equipped with data bus connections, enabling optimal use with the 203FE and 205FCC.

The Planar design ensures exceptional color correction, a flat image plane, and low distortion. The wide aperture facilitates photography in poor light and provides a bright viewfinder image.

A lens suited for almost any task in general photography.



CFi100

ZEISS PLANAR CFi3.5/100 MM (3020127)

The CFi100 is designed to deliver virtually zero distortion and extremely well defined image details, regardless of aperture setting. This makes the lens the first choice of photographers when there are extremely high demands on exact reproduction of the geometry of the subject and resolution, such as in architectural, aerial survey, copy, industrial, and scientific photography.



CFE120

ZEISS MAKRO-PLANAR CFE4/120 MM (3020056)

The CFE120 has a Makro-Planar design, making the lens optimal for close-up photography. This means that the image quality and light distribution in the close focusing range are extremely good even at maximum aperture. The lens focusing mechanism allows a scale of reproduction of 1:4.5, which can be further increased by using close-up accessories.

Equipped with data bus connections for optimal use with 203FE and 205FCC.



CFi150

ZEISS SONNAR CFi4/150 MM (3020062)

This classic portrait lens provides the ideal perspective for head and shoulder portraits. The 150 mm focal length offers a moderate, but clearly visible, telephoto effect and the shallow depth-of-field can be used to set distracting backgrounds out of focus.

Can also be used favorably in other areas such as fashion and landscape photography.

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LENSES CFi/CFE





CFE180

ZEISS SONNAR CFE4/180 MM (3020074)

This Sonnar CFE4/180 mm lens is a universal telephoto lens with proven and outstanding performance. Ideal for use in application areas such as beauty, fashion, product, portrait, wedding, and Industrial photography.

The CFE180's optical system offers unusually high imaging quality even in the close-up range. For this reason this lens is particularly valued by the most demanding beauty and fashion photographers. It is equally suitable for other uses, such as sophisticated product photography in the studio.

The lens is equipped with data bus connections for optimal use with 203FE and 205FCC.



CFi250

ZEISS SONNAR CFi5.6/250 MM (3020081)

A lens with optical characteristics similar to the Sonnar CFE180 mm. The longer focal length is excellent for tightly framed shots with the option to use the shallow depthof-field to make the main subject stand out noticeably. The compact design is ideal for hand-held location work in portrait, fashion, advertising, nature, and industrial photography.



CFE250Sa

ZEISS SONNAR SUPERACHROMAT CFE5.6/250 MM Sa (3020195)

Featuring a hitherto unachieved level of chromatic aberration correction, this lens is ideal for photographs that are to be considerably re-enlarged. Widely used for technical and scientific IR photography.

The secondary spectrum, the dominating aberration of lenses of long focal length, has been corrected for the entire spectral range (400 - 1000 nm). Visual focusing in visible light guarantees optimum sharpness even on IR or falsecolor film. Equipped with data bus connections for use with 203FE and 205FCC cameras. Close-up focusing down to 3 m. Focusing ring can be set past infinity to allow use in a variety of temperature conditions.



CFE350Sa

ZEISS TELE SUPERACHROMAT CFE5.6/350 MM Sa (3020186)

A high performance telephoto lens especially suited for sports and wildlife photography. This lens produces exceptional image quality even at maximum aperture, a trait that also appeals to fashion photographers who often need a shallow depth-of-field to blur out distracting backgrounds.

With the Hasselblad Teleconverter APO 1.4XE, focal length is extended to 490 mm with virtually no loss of quality. The lens is equipped with data bus connections for optimal use with 203FE and 205FCC. An integral Hasselblad Quick-coupling plate S allows balanced mounting on a tripod.



LENSES FE

ZEISS



FE50

ZEISS DISTAGON FE2.8/50 MM (3020517)

The ideal choice for shooting in poor light locations. The superb correction of distortion and all monochromatic and chromatic aberrations provides truly superb image quality.

The Distagon FE 2.8/50 mm lens with an angular field of 75° is a superior wide-angle lens, designed for use with the Hasselblad 203FE and 205FCC, enabling a maximum aperture of f/2.8, a high value for a mediumformat wide-angle lens.

The nine-lens element design is extremely compact, despite the speed and large angular field and utilizes floating lens elements, improving image quality considerably in the close-up range and enabling the reduction of the shortest focusing distance to 0.42 m.



FE110

ZEISS PLANAR FE2/110 MM (3020524)

This 7-element Planar lens is an advanced model of the classic Planar lens developed by Zeiss.

The classic Planar lens was the first to offer excellent anastigmatic flatness of the image field for a fairly large angular field. The FE110 lens features a uniform sharpness across the entire image field.

The focal length of 110 mm allows full utilization of the correction potential of this type at the, for medium format lenses, extremely large f/2 aperture.



FE60-120

HASSELBLAD FE4.8/60-120 MM (3020583)

This lens has a zoom range from moderate wide-angle to short telephoto. The FE60-120 boasts exceptionally high image quality at all focal length settings, comparable with corresponding fixed focal length lenses. The lens is also easy to use with previous 2000 type camera models without metering systems, as the set aperture does not change when zooming.



FE350

ZEISS TELE-TESSAR FE4/350 MM (3020559)

Designed for the Hasselblad 203FE and 205FCC cameras, the 350 mm Tele-Tessar, with its high maximum aperture and excellent image quality, is primarily used for fashion, sports, and wildlife photography. This lens is a favorite for fashion work, with its long focal length and shallow depth-offield adding a new dimension to such images. The focusing range extends down to 1.9 m, a remarkable achievement for a lens of this focal length. An internal focusing system ensures that image quality is maintained - even at short focusing distances.

TELEPHOTO POWER PACK





TELEPHOTO POWER PACK (3021003)

ZEISS TELE Sa FE2.8/300 MM APO-MUTAR 1.7XE

The Zeiss Tele-Superachromat (Sa) FE300 mm, with a maximum aperture of f/2.8, is the ultimate telephoto lens option for demanding photographers, designed for use with the Hasselblad 203FE and 205FCC. Consisting of the most optically advanced telephoto lens in the professional medium format and a perfectly matched converter, it provides unsurpassed speed and performance.

Its outstanding optical design incorporates technologically advanced glass elements, such as fluor crown glass with anomalous partial dispersion in combination with barium dense flint glass.

AN UNUSUAL APPROACH IN LENS DESIGN

The design of the Telephoto Power Pack posed quite a challenge. No glass manufacturer was able to produce material within the extremely narrow tolerances required, so the lens designers at Carl Zeiss had to tackle the problem from the other direction. They purchased the specified materials, analyzed the actual values of the glass they could produce, and prepared for manufacture accordingly. The advanced nature of the optical glass allows for only a limited series of lenses and converters.

Combined with the Zeiss Apo-Mutar 1.7XE converter, the focal length extends to 500 mm. The effective aperture is reduced by only 1.5 EV-stops to f/4.8.

SUPERACHROMATIC PERFECTION

The superachromatic design of the lens and converter provides unsurpassed correction of chromatic aberrations over the entire spectral range – from 400 to 1000 nm – even at wide-open aperture. Color fringing has been virtually eliminated.

PRECISE INTERNAL FOCUSING

Close-up focusing is possible down to 2.5 m and the focusing ring can be turned beyond infinity to allow use in a variety of temperature conditions. The internal focusing system incorporates a special, smooth running drive mechanism, which axially moves the large diameter group of lens elements with utmost precision.

It is free of both reverse play and backlash. Focusing has never been as quick, easy, or accurate in medium format telephotography.

CONVERTERS

3020608

3020605

3020613



Hasselblad lens converters extend the focal length of the lens without affecting the close-up focusing limit. The converter 2XE with the CFE350 mm lens, for example, effectively increases the lens range to 700 mm. Converters are equipped with feed-through data bus connections for convenient use of CFE and FE lenses on the 203FE and 205FCC camera models with built-in metering system. All converters feature the same outstanding optical and mechanical quality as standard Hasselblad lenses.

TELECONVERTER 1.4XE (3020608)

A convenient way to expand your range of telephoto lenses by extending the focal length of the lens 1.4 times and reducing the aperture by only one f-stop. Closeup focusing limit is not affected. Can be used with all Hasselblad lens types of current and previous series with a focal length of 100 mm or longer (except the Makro-Planar CF5.6/135 mm).



CONVERTER 2XE (3020605)

A general converter optimized for telephoto lenses, but fine for all focal lengths. Doubles the focal length, reducing the aperture by two f-stops. An excellent solution for adding seldom-used focal lengths in an inexpensive way and with minimum reduction of image quality. Compatible with all current or previous Hasselblad lens types (except the Makro-Planar CF5.6/135 mm).



TELECONVERTER APO 1.4XE (3020613)

This teleconverter extends the focal length of the lens 1.4 times and reduces the aperture by only one f-stop. Close-up focusing limit is not affected. This converter is optimized for the Tele-Superachromat CFE5.6/350 mm, but can also be used with the following Hasselblad telephoto lenses: Sonnar CF/CFi5.6/250 mm, Tele-Tessar CF5.6/350 mm, Tele-Apotessar CF8/500 mm, and Tele-Tessar FE4/350 mm.





So this photographer's in a taxi, in some city in Brazil, and he's dropped his camera or someone's thrown it at him or something and he needs his camera serviced but bad. But the Hasselblad isn't just his baby, it's his livelihood, and he won't let just anyone mess about with it. So, being a modern kind of guy, he whips out his cell phone and rings the Hasselblad headquarters in Sweden, hoping they can help him find a service center. The voice across the oceans isn't surprised by the call and gives the photographer an address. The photographer repeats the address to the cabbie and the cabbie pulls away from the curb, drives 100 meters down the street and stops. "Here you are," says the cabbie.*

Of course, we can't always promise that service is only a couple of hundred meters away. Nor can we promise that in the most un-traveled part of Africa you will find one of our most remote service centers, sharing proprietor and premises with a pristinely decorated German Bierhaus (as used to be the case in Zimbabwe) so that you could enjoy a tall cool one while you waited. What we can promise is that our service network is more widely represented than any other medium format line and that help is never far away. Because when your money or your job is at stake, time is of the essence.

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So when your camera slips from your numbed hands and falls into an icy Alaskan stream or the Moroccan dust storm that looked so magical only moments before attacks you and your lens without mercy, Hasselblad will be close at hand. From the wilds of Africa to Wildwood, New Jersey, the jungles of Brazil to the jungle clubs of London. Wherever you are, we're not far away. Because service is sometimes the most valuable accessory one can offer.



A CHAIN IS ONLY AS STRONG AS ITS WEAKEST LINK

Nowhere is that more true than in the world of photography. That's why the Hasselblad approach to quality is not limited to our cameras and lenses.

Each one of our wide range of accessories is designed with the utmost care and concern for detail. This ensures that each accessory, no matter how small, will do its part in producing the finest images possible. And no other medium format system offers a higher quality of a greater range of accessories than Hasselblad, making it the most versatile system on the market.

As a photographer, you've got a million small things on your mind when taking a shot. The lighting, the pose, reflections, movement, everything. You shouldn't have to worry about whether your gear is up to the job. There are enough obstacles to deal with already. Your camera system shouldn't be one of them.

That's why the Hasselblad accessory range is designed, like the entire Hasselblad V System, to enable you to deal with whatever photographic situation that arises. Our unique modular concept allows you to custom build your kit to suit your specific needs – whatever they happen to be. PHOTO KEVIN BUBRISKI



LENS SHADES CFi/CFE/CF/CB STEP-UP RINGS

FROM LEFT TO RIGHT: 3040668, 3040670, 3040673, 3040771, 3040693, 3040703



Hasselblad lens shades are designed to efficiently shield the lens from stray light, in order to ensure the best possible image contrast.

They also help provide protection to the front lens element.

The system includes rigid lens shades for individual lenses as well as an adjustable professional lens shade, which suits a wide range of focal lengths. Ø60/38-60 **(3040668)**

For wide-angle lenses from 38 to 60 mm focal length with Ø60 mm front bayonet. Supplied with 905SWC. Bayonet mount.

Ø60/80 (3040670)

For the Planar CFE/CB/CF 80 mm. Bayonet mount.

Ø60/100-250

(3040673) For CFi/CFE/CF/CB lenses with focal lengths from 100 to 250 mm. Bayonet mount.

Ø70/CFi 50 (3040771)

For the Distagon CFi50 mm. Bayonet mount.

Ø93/40 (3040693)

For the Distagon CFE40 mm. Supplied with the lens. Also used as a holder for Ø93 filters. M86x1 mm thread mount.

Ø93/350-500 (3040703)

For the Tele-Superachromat CFE 350 mm. Supplied with this lenses. Also used as a holder for Ø93 filters. M86x1 mm thread mount.

STEP-UP RING Ø50-Ø60 (3040711)

For attaching Ø60 filters and lens shades to lenses with a Ø50 lens front mount (earlier C lenses and F80).

STEP-UP RING Ø60-Ø70 (3040714)

For attaching Ø70 filters and lens shades to lenses with a Ø60 lens front mount.

LENS SHADES FE LENSES

PROFESSIONAL LENS SHADE

FROM LEFT TO RIGHT: 3050767, 3040706, 3040739, 3040576



Ø93/FE60-120 (3050767)

For the Hasselblad FE60-120. Supplied with the lens. Also serves as filter holder for Ø93 filters. M96x1 mm thread mount.

Ø93/50 (3040706)

For the Distagon FE50 mm. Supplied with the lens. Also serves as filter holder for Ø93 filters. M86x1 mm thread mount.

Ø70/110-250 (3040576)

For FE lenses with focal lengths from 110 to 250 mm. Bayonet mount.

Ø93/FE350 (3040717)

For the Tele-Tessar FE350 mm. Supplied with the lens. Also used as a filter holder for Ø93 filters. M96x1 mm thread mount.



PROSHADE 6093T (3040739)

An adjustable bellows lens shade with an extension scale for various focal lengths. Provides highly efficient protection against stray light. Its compact, flat folding design saves space in the equipment case. By using the Proshade adapters, this shade can be fitted to all Hasselblad lenses except the Distagon CFi30 mm and Tele-Superachromat FE300 mm. The shade features a filter holder for glass, gelatine, or plastic filters. The bellows folds down for easy access to the filter holder or for viewing without filter. Supplied with Proshade mask 6093/250 3040312.

PROSHADE MASK 6093/250 (3040312) For optimum shading of the Proshade 6093T.

PROSHADE ADAPTER 6093/Ø60 (3040741)

For fitting the Proshade 6093T to lenses with Ø60 front mount. The adapter ring permits two glass filters attached to the internal front bayonet mount. Also used for C lenses (Ø50) with step-up ring Ø50-Ø60 (3040711).

PROSHADE ADAPTER 6093/Ø70 (3040744) For fitting the Proshade 6093T to lenses with Ø70 front mount.

PROSHADE ADAPTER 6093/Ø93 (3040746) For fitting the Proshade 6093T to lenses with Ø93 front mount.

GELATINE FILTER MOUNT 6093/75 MM (3051705)

GELATINE FILTER MOUNT 6093/100 MM (3051708)

Mounts for using gelatine filters in the Proshade filter holder, which holds four mounted filters. Supplied in packs of 5 for two different gelatine filter formats, 75x75 mm and 100x100 mm.

CLOSE UP ACCESSORIES



The Hasselblad V system contains a wide range of versatile closeup accessories such as extension tubes and automatic bellows extension. These close-up accessories can be combined in order to achieve the magnification scale desired.

EXTENSION TUBES 8 (3040649) 16E (3040654) 32E (3040655) 56E (3040656)

The series of extension tubes covers the range up to the shortest bellows extension. They automatically connect the lens and camera mechanism to utilize the camera's functions fully. With the exception of Extension tube 8, which cannot be connected directly to the 203FE and 205FCC cameras, all feature data bus coupling, transferring data from the lens to the exposure metering system cameras.



AUTOMATIC BELLOWS EXTENSION (3040517)

The bellows extension provides variable extension from 63.5 (2.5") to 202 mm (8") with all Hasselblad interchangeable lenses from 50 to 500 mm focal length. The scales on the bellow's rail show the actual extension and the exposure value reduction when used with the Makro-Planar CF135 mm lens.

A sliding quick-coupling plate, with tripod threads, enables you to move the bellows and camera up to 140 mm (5.5") in relation to the subject, without affecting the extension settings.

LENS SHADE FOR AUTOMATIC BELLOWS EXTENSION (3040525)

An adjustable accessory lens shade is attached with suitable lens mounting rings to the lens front mount. The rings feature a slot for gelatine filter holders.

Lens MOUNTING RING Ø60 (3040681)

Lens MOUNTING RING Ø70 (3040687)

NOTE

The light metering function of the 203FE and 205FCC cameras will be slightly restricted when using the bellows extension.



VIEWFINDERS

PHOTO NICHOLAS SINCLAIR



VIEWFINDERS

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What you see is what you get. Or as close to it as humanly

possible, at any rate. Hasselblad viewfinders, together with our extremely bright focusing screens, make precise focusing, depth-of-field accuracy, and composition easier than ever before. For general purpose photography, especially when working with the camera handheld at eye-level, a meter prism viewfinder is the obvious choice for most photographers. The un-reversed viewfinder image and the exposure metering option facilitate fast action and in the studio, the magnifying hoods eliminate stray light and provide perfect control of the screen image.

The Hasselblad V system includes a comprehensive range of viewfinders that match a wide variety of specific requirements, conditions, and applications.



FOCUSING HOOD CHROME (3042315) BLACK (3042323)

For 501CM, 503CW and 555ELD cameras only. The foldable Hasselblad focusing hoods shield the focusing screen from stray light and show the full image even with the camera at hip level. The built-in magnifier enlarges the image 4.5X and is interchangeable with correction magnifiers from –4 to +3 diopters. The 501CM, 503CW and 555ELD camera models are supplied with the standard focusing hood and the neutral magnifier.

FOCUSING HOOD CHROME (3042317) BLACK (3042325)

205FCC and 203FE camera models are supplied with focusing hood type E equipped with a –1 diopter magnifier. Both versions of the focusing hood fit all earlier Hasselblad SLR camera models.



MAGNIFYING HOOD HM2 (3072524)

The HM2 magnifying hood has an extra large eyepiece, designed to provide a full screen image when using eyeglasses and has an image magnification of 3.3X. The HM2 can be used with all Hasselblad SLR camera models.

With the appropriate focusing screen adapter, the HM2 can also be used with the 905SWC and the FlexBody. With a reflex camera model it provides a laterally reversed image. With the 905SWC or the FlexBody, the focusing image will appear upside down and laterally reversed.

Since the eyepiece is not adjustable to match individual vision, a correction lens mounting kit is supplied with the viewfinder. Correction lenses are not available from Hasselblad, but can be supplied by opticians.





REFLEX VIEWFINDER RMfx (3047070)

The Reflex Viewfinder RMfx is especially designed for the FlexBody and the 905SWC camera (together with the appropriate focusing screen adapter). The extra large, high eye-point eyepiece makes the viewfinder easy to use for users with eyeglasses.

With a viewing angle of 10°, the RMfx provides a comfortable working position and magnifies the image 3.3X leaving it vertically un-reversed, which simplifies composition, focusing, tilt and shift adjustments.

Since the eyepiece is not adjustable for individual vision requirements, a correction lens mounting kit is supplied with the viewfinder. Correction lenses are not available from Hasselblad, but can be supplied by opticians.



MAGNIFYING HOOD 4x4DPS (3072534)

Optimized for digital backs with sensor sizes up to 4x4 cm. Ideal for use with the 555ELD with all digital backs featuring area sensors.

Screen image is enlarged 5.5Xmaking critical focusing easy and exact. The eyepiece can be adjusted from -2.5 to +0.5 diopters (-1.5 to +1.5 with standard focusing screen adapter 3041057). If further correction is required, correction lenses supplied by opticians can be fitted using the accompanying mounting kit.





PHOTO PAOLO RANZANI



PRISM VIEWFINDER PM90 (3042288)

This viewfinder offers a large, high eye-point eyepiece making it especially suited for users with eyeglasses. Interchangeable eyepieces, with correction strengths from -4 to +3 diopters, are available.

The prism viewfinder PM90 is a 90° low profile viewfinder that provides an un-reversed 2X enlarged image. The PM90 cannot be used together with the Magazine 70 or the Magazine PolaPlus/PolaCombi 80/100 for Polaroid film.



METER PRISM VIEWFINDER PME90 (3042290)

This 90° prism viewfinder provides built-in TTL spot metering, center-weighted TTL integral metering, and incident light metering via a dome sensor. The PME90 is fully compatible with the entire Hasselblad system but can't be used with the Magazine 70 and the Magazine PolaPlus/PolaCombi 80/100 for Polaroid film.

The high eye-point eyepiece features diopter adjustment and magnifies the image 2X, making the PME90 ideal for users with eyeglasses. The 90° viewing angle is perfect for shifting between horizontal and vertical format orientation.

The LCD display is located beneath the viewfinder image and provides full information regarding readings, preset values, and functions. The basic settings for ISO, maximum lens aperture, and metering method are easily accessed by pressing their corresponding buttons. Seven different functions can be chosen, such as type of exposure data, shutter or aperture priority, reference mode, exposure correction factor, and audible warning signal. The reference mode, for example, can be used to evaluate the light reflected from different areas in the subject, or to monitor changes in the lighting conditions.



METER PRISM VIEWFINDER PME45 (3042297)

The Hasselblad PME45 is a 45° meter prism viewfinder that provides a convenient viewing angle for both studio and outdoor work. Its built-in exposure meter offers TTL spot metering, center-weighted TTL integral metering, and incident light metering via a dome sensor, a choice of shutter or aperture priority, and a wide range of pre-set possibilities.

The high eye-point eyepiece makes the viewfinder especially suitable for users with eyeglasses. The eyepiece features a diopter adjustment range of -2 to +1 diopters and magnifies the image 2.5X. Additional eyepiece correction lenses are available to expand the correction range to -4.5 to +3.5 diopters.

The built-in conspicuous Liquid Crystal Display is located beneath the viewfinder image. The basic settings for ISO, maximum lens aperture, and metering method are easily accessed by pressing their corresponding buttons. Seven different functions can be chosen, such as type of exposure data, shutter or aperture priority, reference mode, exposure correction factor, and audible warning signal. The reference mode, for example, can be used to evaluate the light reflected from different areas in the subject, or to monitor changes in the lighting conditions.

PRISM VIEWFINDER PM45 (3042309)

A prism viewfinder with a 45° viewing angle that provides an unreversed 2.5X magnified focusing screen image. The large eyepiece, especially suitable for users with eyeglasses, has a diopter adjustment range of -2 to +1 diopters. Additional eyepiece correction lenses are available to expand the correction range to -4.5 to +3.5diopters.





VIEW MAGNIFIER (3042459)

VIEW MAGNIFIER PM/PME45 (3042462)

Hasselblad view magnifiers enable accurate focusing by providing a 2X magnification of the central part of the focusing screen. The view magnifier is easily attached to the accessory shoe of the prism viewfinder and can be swung on and off between critical focusing and viewing.

The view magnifier can be adjusted from –3 to +5 diopters by turning the knurled setting ring. The Hasselblad View Magnifier 3042459 is the same as 3042462 but compatible with PM90 and previous models of 45° prism and meter prism viewfinders.



VIEWFINDER SWC (3052036)

Specially designed for the 905SWC camera model. Can also be used on earlier SWC and SW models, but does not show the focusing scale on C type lenses.

The viewfinder features image field markings for 6x4.5 cm and 4x4 cm formats. The lens scales of the Biogon CFi4.5/38 mm lens and a built-in spirit level can be read through the viewfinder. The spirit level is also visible from above, which makes horizontal positioning of the camera easy, whether handheld or on a tripod. Fitted in the accessory shoe on top of the camera body and secured by a safety catch.

WINDER CW

PHOTO EMAD ASFOURI



GOT WINDERS IF YOU WANT 'EM

Several of the current Hasselblad camera models can be easily motorized by replacing the winding crank with a winder. The winder automatically rewinds the camera body and the lens shutter and advances the film after each exposure, increasing the photographer's efficiency and readiness.

The powerful motors of these winders ensure rapid, distinct starts, and smooth film and shutter winding. Used with the camera on a tripod the winder allows repeated exposures without disturbing the camera position.



WINDER CW (3044105)

The Winder CW is designed for the Hasselblad 503CW and 503CXi cameras and enables continuous exposures at a rate of up to 0.8 frames per second. It replaces the winding crank and provides a comfortable grip, which facilitates handheld photography.

The winder can be set to single, continuous or multiple exposure and infrared remote control. Using the IR Remote Control (included) or the Release Cord 3044123 it can be remotely operated.

A Self Adjusting Interface (SAI) adjusts the winder to each individual camera for perfect compatibility and a minimum of wear on the camera and the motor.

Capacity of up to 3000 exposures with six 1.5V size AA (LR6, UM3 or equal) alkaline batteries. Rechargeable NiCd or metal-hydride batteries can be used. The Winder CW comes equipped with a leather support strap for secure hand-held photography.

The IR Remote Control is powered by a CR2 battery with a normal working-life expectancy of 3 years. Battery included.

WINDER CW ACCESSORIES WINDING CRANKS WINDER F

PHOTO DIDIER COCATRIX



SUPPORT STRAP (3044118)

Supplied with Winder CW. For secure handheld photography with the Winder CW. Genuine leather.

RELEASE CORD (3044123)

Release cord for remote control of the Winder CW. Length: 3 m (10 ft).

IR REMOTE CONTROL (3044113)

When used with the 503CW fitted with the Winder CW the IR Remote control provides remote wireless camera operation as well as changing of winder modes from a distance (normal conditions, approx. 10 m (33 ft)). Supplied with Winder CW. Supplied with IR release unit ELD.

WINDING CRANK 1 (3044040)

Detachable winding crank for manual winding.

Winding crank 1 fits 503CX, 500 Classic, 500C/M and 500C bodies.

WINDING CRANK E (3044086)

Detachable winding crank for manual winding.

Winding crank E is supplied with 203FE, 205FCC and 503CW. It may also be used with the 201F and 202FA.





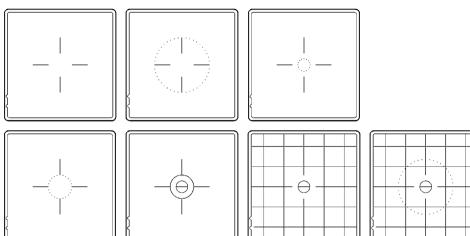
WINDER F (3044069)

Winder for the 203FE and 205FCC replacing the winding crank. It may also be used with the 2003FCW and 2000FCW, but with certain operational limitations. The Winder F is completely controlled from the camera, using the camera's release button. It enables sequence exposures at a rate of up to 1.3 frames per second.

Capacity of up to 3000 exposures with five AA (LR6, UM3 or equal) alkaline batteries, or about 1000 exposures with rechargeable NiCd or metal-hydride batteries.

FOCUSING SCREENS

FROM LEFT TO RIGHT: 3042204, 3042210, 3042213 FROM LEFT TO RIGHT: 3042207, 3042215, 3042217, 3042219



Hasselblad focusing screens are easily interchangeable and extremely bright and clear. They feature different combinations of split-image and microprism rangefinders, reference crosses, grids and markings for light metering zones. Two focusing screen adapters make it possible to focus and compose the image at the film plane of all camera bodies, or to use a meter prism view finder for TTL exposure metering.

FOCUSING SCREENS ACUTE-MATTE D

These screens combine extreme brightness and clearness with even illumination, which facilitates quick and precise focusing. The Fresnel lens is cut with such high precision that the rings cannot be seen through the viewfinder.

All current Hasselblad reflex cameras are supplied with the Acute-Matte D focusing screen 3042215.

BASIC (3042204)

Basic Acute-Matte D screen. Clean design with a reference cross in the middle.

202/203 (3042210)

Reference cross and a Ø28 mm ring corresponding to the 202FA and 203FE's metering zones.

205 (3042213)

Reference cross and a Ø6 mm ring corresponding to the 205FCC spot metering zone.

PME90/45 (3042207)

With a Ø12 mm ring corresponding to the PME90 and PME45's spot metering zones.

MICROPRISM AND SPLIT-IMAGE RANGE-FINDER (3042215)

A Ø6 mm split-image rangefinder, within a central Ø12 mm microprism area. Supplied with all current Hasselblad reflex camera bodies.



GRID AND SPLIT-IMAGE RANGEFINDER (3042217)

A Ø6 mm split-image rangefinder and grid, providing field markings for 6x4.5 cm (21/4x15/8") and 4x4 cm (1 5/8x15/8") formats. Rangefinder area corresponds to the 205FCC's spot metering zone.

202/203 WITH GRID AND SPLIT-IMAGE RANGEFINDER (3042219)

A Ø28 mm ring corresponding to the 202FA and 203FE's metering zones, and a Ø6 mm split image rangefinder corresponding to the 205FCC's spot metering zone. Grid provides field markings for 6x4.5 cm (21/4x15/8") and 4x4 cm (15/8x15/8") formats.



ADAPTERS

By using a focusing screen adapter the image composition and depth-of-field can be checked directly at the film plane. By fitting a Hasselblad viewfinder the screen will be shaded from stray light and the image magnified. Using a meter prism viewfinder makes TTL exposure metering possible with the 905SWC and FlexBody.

STANDARD (3041057)

For use with the FlexBody and Hasselblad reflex camera bodies. A built-in spirit level facilitates vertical leveling. Features a fixed Acute-Matte D focusing screen similar to the focusing screen 3042217.

SWC (3041050)

Designed exclusively for the 905SWC/903SWCE and all previous SWC and SW models. Features a fixed Acute-Matte D focusing screen similar to the focusing screen 3042217.

FILTERS

PHOTO CARLOS CASARIEGO



CHOOSING THE LIGHT YOU WANT

Hasselblad original filters are manufactured to meet and exceed the most stringent demands on optical flatness and transmission qualities. These filters are specially designed to complement Hasselblad's outstanding lenses in the best possible way.

Our filters are supplied in sizes to fit our various lens mounts and the Proshade 6093T. You can also attach larger Hasselblad filters on smaller lens mounts using step-up rings, or standard Ø67 or Ø77 mm filters using filter adapter rings.



UV (HAZE) FILTERS

Absorb UV radiation and reduce blue haze without affecting colors. Protects the front lens surface.

POLARIZATION FILTERS

For color or b/w films, to reduce or eliminate reflections and to increase color saturation, in the sky, for example.

POLARIZATION FILTER ADAPTER Ø93 (3041648)

Used for attaching the Polarization filter Ø93 to the FE350 mm and FE60-120 mm.

SOFTAR FILTERS

Provide controlled image softening. Available in three strengths, which can be combined for increased effect.

FILTER ADAPTER Ø60/ 67MM (3041530) Used for attaching Ø67 mm filters on Ø60 lens mounts.

FILTER ADAPTER Ø70/

77MM (3041548)

Used for attaching Ø77 mm filters on Ø70 lens mounts.

FILTER ADAPTER Ø70/60MM (3040775) Used for attaching Ø60 mm filters on CFi50 mm lenses.

FLASH EQUIPMENT



D-FLASH 40 (3055105)

V system with built-in TTL/OTF flash metering system. Since the unit works in automatic TTL-mode only, operation is very simple. Only two controls are used, a power switch and a flash test button, which glows when the flash is ready. The powerful Hasselblad D-Flash 40 is a dedicated flash unit for Hasselblad camera models.

The reflector, that produces symmetrical illumination of the 6x6 cm format, can be adjusted to normal or wide-angle position, or be removed for bare bulb lighting.

The flash head can be swiveled 330° sideways and tilted 90° upwards and 10° downwards for close range photography.

With a shortest recharging time of 0.3 s, convenient battery handling, external power-pack option, and a capacity of approximately 1500 flashes the D-Flash 40 can meet even the most stringent flash requirements.

V system with TTL/OTF metering. Fits all Hasselblad camera models.



RECHARGEABLE NiCd BATTERY PACK DF (3055126)

To get the absolute most from your D-Flash 40, power it with the rechargeable Hasselblad battery pack. Fully charged, its cluster of NiCd cells will supply power for up to 2250 flashes at low power and up to 270 flashes at full power.

The recycling time of the flash unit is from 0.3 s to a maximum 2 s, depending on the duration of the preceding flash. Using the optional Hasselblad Battery charger DF (3055129), the battery pack fully recharges within 8 hours.

The practical leather carrying case features both a belt clip and a detachable shoulder strap.

BATTERY CHARGER DF (230-240V EUROPEAN PLUG) (3055129)

BATTERY CHARGER DF (100-250V AMERICAN PLUG) (3055130)

SYNC CORD 1.5M (3055117)

EXTENSION CORD SCA 1M (3055120)

EXTENSION CORD SCA 5M (3055147)

FLASH GRIP FLASH ACCESSORIES TRIPOD ACCESSORIES



1. SNAP-LOCK FLASH GRIP (3045169)

Supports the D-Flash 40 and other handheld flash units and functions as an adjustable ergonomic camera grip.

Comes with a leather wrist strap and a built-in cable release and a 360° swiveling snap-lock that allows the handle to be tilted forwards and backwards to any desired position. Handle and flash unit can be instantly detached for off-camera shooting. A coupling plate underneath the grip enables easy mounting to a tripod.

2. ADJUSTABLE FLASH SHOE (3043125)

The rotatable flash shoe slides onto the accessory rail on the left side of the 501CM, 503CW and 555ELD cameras. It is designed to hold a small electronic flash unit only.

3. FLASH ADAPTER SCA 390 (3051681)

For connecting flashes compatible with the SCA 300 system to Hasselblad cameras with TTL/OTF flash metering system. Can be attached to the accessory shoe on prism viewfinders or the accessory rail on the 503CW and 555ELD cameras.

4. TRIPOD QUICK-COUPLING (3043326)

Designed to fit all current V, H and X system camera models. Mounted on a tripod, this accessory facilitates rapid attachment and removal of the camera. The camera is firmly held in an exact and repeatable position. Two integrated spirit levels make horizontal positioning of the camera easy. The Tripod quick-coupling fits 1/4'' and 3/8'' tripod threads and has a safety catch.

5. QUICK-COUPLING PLATE S (3045152)

For adapting earlier Hasselblad camera models, bellows extensions, and telephoto lenses, as well as cameras from other manufacturers, to both Tripod quick-coupling S and Tripod quick-coupling. The coupling plate is placed over the existing base plate and fastened to the camera tripod thread.

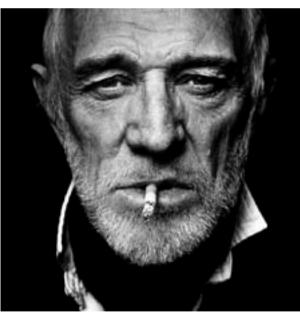
6. SPIRIT LEVEL (3043117)

The spirit level is particularly useful in wide-angle photography. It attaches to the accessory rail on the left-hand side of the camera and can be used on 501CM, 503CW and 555ELD camera models.

PCP80 ACCESSORIES

PHOTO HIROSHI WATANABE







Manufacture of the Hasselblad PCP80 projector body, lenses and most accessories has been discontinued. To accommodate owners of the PCP80 projector, the following accessories will still be available.

ROTARY SLIDE MAGAZINE (3070303) Holds 80 transparencies in 7x7 cm $(2^{3}_{4}x^{2^{3}_{4}})$ mounts.

REGISTRATION SLIDE MOUNTS 6x6 CM (2¹/₄x2¹/₄) (3070511)

 $6x6 \text{ cm} (2^{3}/_{4}x2^{3}/_{4}")$ slide mounts with special guide pins to simplify perfect image positioning in rostrum cameras or in Hasselblad multi-imaging. Box of 40 mounts.

PHOTO NIGEL PARRY



CASES AND **LENS POUCHES**



The Hasselblad range of cases includes soft, easily accessible camera cases of shoulder type as well as a spacious trunk. All Hasselblad cases are hand-made and specially designed to fit and protect Hasselblad cameras and accessories.

1. LEATHER CASE 580 (3054468)

An elegant shoulder bag in soft leather. Designed with the Hasselblad XPan in mind but also suitable for a small Hasselblad medium format outfit. Adjustable contoured shoulder strap with nonslip underside.

DIMENSIONS (LXWXH): 270x130x260 mm (10.8x5.2x10.4").

2. CAMERA CASE 540 (3058397)

A soft shoulder bag made of durable, blue Cordura material. Suitable for a medium-sized Hasselblad outfit. DIMENSIONS (LXWXH): 370x200x230 mm (14.5x8x9").

3. CAMERA CASE 712 (3058270)

A functional and spacious case for a large selection of Hasselblad equipment. The internal arrangement is flexible.

A protective rubber strip around the opening provides a weather tight seal and shields contents from dust and rain. Supplied with shoulder strap and movable leather pouch. Weight: 4.9 kg (10 lb. 13 oz).

EXTERNAL DIMENSIONS (LXWXH): 455x390x180 mm (18X15.5X7").

INTERNAL DIMENSIONS (LXWXH): 410x320x150 mm (16x12.5x6").

LENS POUCH 1 (3058408)

For 80 and 100 mm lenses, Teleconverter 1.4XE and Converter 2XE. Soft leather.

LENS POUCH 2 (3058416)

For 50, 60, 110, 120, 150 and 160 mm lenses (except FE50), Teleconverter APO 1.4XE. Soft leather.

LENS POUCH 3 (3058424)

For 180 and 250 mm lenses. Soft leather.

LENS POUCH 4 (3058432)For CFE40 and FE50 mm. Soft

leather.

LENS POUCH 5 (3058464)

For FE60-120 mm. Soft leather.

STRAPS AND PROTECTIVE COVERS



1. STANDARD STRAP (3059110)

Black polyester camera strap with rubber underside to prevent slipping. Width: 25 mm (1"). Length (approx.): max./min. 1500/ 900 mm (59/35.5"). Supplied with all camera bodies except the 555ELD.

2. CARRYING STRAP (3046140)

A short, black leather strap with a rubber insert to be attached to the camera's strap lugs. Supplied with the 555ELD camera body. Length: 325 mm (13").

3. WIDE CAMERA STRAP (3059080)

Long, adjustable 40 mm (1.5") wide strap made of black polyester with rubber underside. Length [approx.): max./min. 1500/900 mm (59/35.5").

4. CONTOURED SHOULDER STRAP (3059099)

A black leather strap contoured for the shoulder giving a comfortable, non-slip, well-balanced grip. Width: approx. 30 mm (1.2"). Length (approx.): max./min. 1280/980 mm (50.5/38.5").

5. REAR COVER MULTICONTROL (3051070)

Protects the rear of all Hasselblad medium format camera bodies. The internal surface is coated with a color similar to normal film emulsion, for testing a flash using the TTL/OTF flash metering system.

Small holes at the corners of the 6x6 cm format make it possible to visually check for vignetting. Supplied with all medium format bodies and the D-Flash 40.

FRONT PROTECTIVE COVER (3051438)

Protects the lens mount of all camera bodies and converters, except the teleconverters APO 1.4XE and Apo-Mutar 1.7XE.

FRONT PROTECTIVE COVER APO 1.4XE (3040764)

Protects the lens mount and protruding front element of the Teleconverter APO 1.4XE and Apo-Mutar 1.7XE.

FRONT LENS CAP Ø60 (3051643) Bayonet mount.

FRONT LENS CAP Ø70 (3051648) Bayonet mount.

FRONT LENS CAP Ø93-100 (3051654)

For lenses with a Ø93 front mount and attached lens shade. Frictionfit attachment.

FRONT LENS CAP DISTAGON CFi30 (3051659) Friction-fit attachment.

REAR LENS CAP (3050377)

Bayonet mount. Fits all Hasselblad lenses and converters.

ACCESSORIES 555ELD



IR RELEASE UNIT ELD (3046349)

Receiving unit for infrared remote release of the 555ELD. Attaches to the front release ports and can be set for conventional or digital photography. Uses IR remote control as transmitter. Powered by the camera batteries. Supplied with IR Remote control 3044113.

RELEASE CORD FK30 (3046043) Cord for front socket.

RELEASE CORD FK300 (3046051)

Cord for front socket.

RELEASE CORD SK150 (3046086)

Cord for side socket.

RELEASE BUTTON (3046120)

Used in either of the front sockets, enabling use of release cord in the free socket. Included with the 555ELD.



FUSE (3056111) 1.6 A (5x20 mm) medium-slow

fuse. Supplied with 555ELD and Winder F.

RELEASE ADAPTER (3046213) **OPEN L-CONNECTOR** (3050776)

For the 555ELD and previous

ELX/EL models when using the PC-Mutar 1.4X. Also used with the FlexBody to attach the cable release.

RECHARGE UNIT 110V AMERICAN PLUG (3056023)

RECHARGE UNIT 230V EUROPEAN PLUG (3056024)

For recharging Battery 1 in the 500ELX and earlier EL models. Connects to camera's side socket.



TECHNICAL DATA CAMERAS

501CM CAMERA BODY

501CM KIT

503CW CAMERA BODY

CAMERA BODY	One-piece, cast aluminum alloy shell with tripod socket ¹ /4" and ³ /8" and tripod plate for rapid mounting	One-piece, cast aluminum alloy shell with tripod socket ¹ /4" and ³ /8" and tripod plate for rapid mounting	One-piece, cast aluminum alloy shell with tripod socket $^{1/4^{\prime\prime}}$ and $^{3/8^{\prime\prime}}$ and tripod plate for rapid mounting
CAMERA RELEASE	Front release with cable release thread	Front release with cable release thread	Front release with cable release thread, IR and electrical cable remote release with Winder CW
FILM TYPES	120 and 220 roll film, 70 mm perfor- ated film and Polaroid film with accessory magazines	120 and 220 roll film, 70 mm perfor- ated film and Polaroid film with accessory magazines	120 and 220 roll film, 70 mm perfor- ated film and Polaroid film with accessory magazines
FILM FORMAT	6x6 cm and 6x4.5 cm with accessory magazines	6x6 cm and 6x4.5 cm with accessory magazines	6x6 cm and 6x4.5 cm with accessory magazines
FORMAT MASKS	6x4.5 cm and 6x3 cm panorama format	6x4.5 cm and 6x3 cm panorama format	6x4.5 cm and 6x3 cm panorama format
FILM ADVANCE	Manual	Manual	Manual or motor driven with Winder CW, maximum speed 0.8 frames/s
SHUTTER	Lens leaf shutter, 1 to $^{1\!/_{500}}$ s and B	Lens leaf shutter, 1 to $^{1\!/_{500}}$ s and B	Lens leaf shutter, 1 to $^{1\!/_{500}}$ s and B
LENSES	All CFi/CFE/CF/CB/C 30–500 mm, Teleconverter 1,4XE, Converter 2XE, PC-Mutar 1.4X Shift converter	All CFi/CFE/CF/CB/C 30–500 mm, Teleconverter 1,4XE, Converter 2XE, PC-Mutar 1.4X Shift converter	All CFi/CFE/CF/CB/C 30–500 mm, Teleconverter 1,4XE, Converter 2XE, PC-Mutar 1.4X Shift converter
FLASH SYNCH	At all shutter speeds up to $^{1\!/_{500}}$ s	At all shutter speeds up to $^{1\!/_{500}}$ s	At all shutter speeds up to $^{1\!/_{500}}$ s
FLASH CONTROL			TTL center-weighted dedicated SCA system with OTF metering. Controls flash duration automati- cally, ISO 64-4000
EXPOSURE METERING	TTL spot metering, center-weighted TTL integral or incident light metering with meter prism finders PME45, PME90	TTL spot metering, center-weighted TTL integral or incident light metering with meter prism finders PME45, PME90	TTL spot metering, center-weighted TTL integral or incident light metering with meter prism finders PME45, PME90
VIEWFINDER/ FOCUSING SCREEN	Foldable focusing hood with 4.5x magnification, interchangeable with 90° or 45° prism viewfinders or hoods Bright Acute-Matte D screen	Foldable focusing hood with 4,5x magnification, interchangeable with 90° or 45° prism viewfinders or hoods Bright Acute-Matte D screen	Foldable focusing hood with 4.5x magnification, interchangeable with 90° or 45° prism viewfinders or hoods Bright Acute-Matte D screen
BATTERY	No batteries, fully mechanical operation	No batteries, fully mechanical operation	No batteries, fully mechanical operation
SYSTEM COMPABILITY	All CFi/CFE/CF/CB/C lenses, film magazines, viewfinders, and other accessories	All CFi/CFE/CF/CB/C lenses, film magazines, viewfinders and other accessories	All CFi/CFE/CF/CB/C lenses, film magazines, viewfinders and other accessories
WEIGHT	590 g (1 lb. 5 oz.)	1565 g (3 lb. 7 oz.)	610 g (1 lb. 6 oz.)
SUPPLIED WITH	Focusing hood, chrome 3042315 Focusing screen Acute-Matte D 3042215 Standard strap 3059110 Front protective cover 3051438 Rear Cover MultiControl 3051070	501CM camera body, chrome/black (3010238/3010240) Planar CFE 2.8/80 mm 3020034 Magazine A12-6x6, chrome/black. (3030212/3030213)	Winding crank E 3044086 Focusing hood, chrome 3042315 Focusing screen Acute-Matte D 3042215 Standard strap 3059110 Front protective cover 3051438 Rear Cover MultiControl 3051070
ORDERING NUMBER	501CM camera body, chrome 3010238 501CM camera body, black 3010240 (supplied as 3010238 but with black Focusing hood 3042323)	501CM standard kit, chrome 3011053 501CM standard kit, black 3011055	503CW camera body, chrome 3010243 503CW camera body, black 3010246 (supplied as 3010243 but with black Focusing hood 3042323)

TECHNICAL DATA CAMERAS

555ELD

CAMERA BODY

COLOR SERIES

ORDERING NO

CAMERA BODY	One-piece, cast aluminum alloy shell with tripod socket $^{1/4^{\prime\prime}}$ and $^{3/8^{\prime\prime}}$ and tripod plate for rapid mounting	501CM Body Chrome/Yellow 3010211 Body Chrome/Red 3010212 Body Chrome/Blue 3010213	503CW Body Chrome/Yellow 3010251 Body Chrome/Red 3010252 Body Chrome/Blue 3010253	
CAMERA RELEASE	Electronic front release with sepa- rate ports for film and digital backs. Optional IR release unit	Body Chrome/Green 3010214 Body Chrome/Green 3010254 501CM KIT MAGAZINES		
FILM TYPES	120 and 220 roll film, 70 mm perfor- ated film and Polaroid film with accessory magazines	Chrome/Yellow 3011161 Chrome/Red 3011162 Chrome/Blue 3011163 Chrome/Green 3011164	A12 6x6 Chrome/Yellow 3030181 A12 6x6 Chrome/Red 3030182 A12 6x6 Chrome/Blue 3030183 A12 6x6 Chrome/Green 3030184	
FILM FORMAT	6x6 cm and 6x4.5 cm with accessory magazines		A24 6x6 Chrome/Yellow 3030191 A24 6x6 Chrome/Red 3030192 A24 6x6 Chrome/Blue 3030193 A24 6x6 Chrome/Green 3030194	
FILM ADVANCE	Automatic motorized film advance, maximum speed 1.3 frames/s			
SHUTTER	Lens leaf shutter, 1 to $^{1\!/_{500}}$ s and B			
LENSES	All CFi/CFE/CF/CB/C 30–500 mm, Teleconverter 1,4XE, Converter 2XE, PC-Mutar 1.4X Shift converter			
FLASH SYNCH	At all shutter speeds up to $^{1\!/_{500}}$ s.	and the second		
FLASH CONTROL	TTL center-weighted dedicated SCA system with OTF metering. Controls flash duration automati- cally, ISO 64-4000	200		
EXPOSURE METERING	TTL spot metering, center-weighted TTL integral or incident light metering with meter prism finders PME45, PME90		1200 S	
VIEWFINDER/ FOCUSING SCREEN	Foldable focusing hood with 4,5x magnification, interchangeable with 90° or 45° prism viewfinders or hoods Bright Acute-Matte D screen			
BATTERY	5 pcs standard 1.5 V AA size alka- line batteries (LR-6 or AM-3) or rechargeable NiCd types	- AC	6.96	
SYSTEM COMPABILITY	All CFi/CFE/CF/CB/C lenses, film magazines, viewfinders and other accessories	600	Sale -	
WEIGHT	1125 g (2 lb 8 oz) without batteries	and have a star		
SUPPLIED WITH	Focusing hood, chrome 3042315 Focusing screen Acute-Matte D 3042215 Carrying strap 3046140 Front protective cover 3051438 Rear Cover MultiControl 3051070 Fuses, 2pcs 3056111 Release button 3046120 Release cord FK30 3046043 Socket cap 3046175	PHOTO BRIGITTE CARNOCHAN		
ORDERING NUMBER	555ELD camera body, chrome 3010277 555ELD camera body, black 3010279 (supplied as 3010277 but with black Focusing hood 3042323)			

TECHNICAL DATA CAMERAS

	905SWC	203FE	205FCC
	CAMERA	CAMERA BODY	CAMERA BODY
CAMERA BODY	One-piece, cast aluminum alloy shell with tripod socket. ¹ /4" and ³ /8", and tripod plate for rapid mounting	One-piece, cast aluminum alloy shell with tripod socket $^{1/4^{\prime\prime}}$ and $^{3/8^{\prime\prime}}$, and tripod plate for rapid mounting	One-piece, cast aluminum alloy shell with tripod socket. $^{1/4^{\prime\prime}}$ and $^{3/8^{\prime\prime}}$, and tripod plate for rapid mounting
CAMERA RELEASE	Top release with cable release thread, T locking lever	Front release with cable release thread. Instant mirror return	Front release with cable release thread. Instant mirror return
FILM TYPES	120 and 220 roll film, 70 mm perfor- ated film and Polaroid film with accessory magazines	120 and 220 roll film, 70 mm perfor- ated film and Polaroid film with accessory magazines	120 and 220 roll film, 70 mm perfor- ated film and Polaroid film with accessory magazines
FILM FORMAT	6x6 cm and 6x4.5 cm with accessory magazines	6x6 cm and 6x4.5 cm with accessory magazines	6x6 cm and 6x4.5 cm with accessory magazines
FILM ADVANCE	Manual	Manual or motor driven with Winder F (1.3 frames/s)	Manual or motor driven with Winder F (1.3 frames/s)
SHUTTER	Lens leaf shutter, 1 to $^{1/500}$ s and B	Focal plane shutter with speeds 90–1/2000 s, in manual mode up to 34 minutes	Focal plane shutter with speeds $90^{-1/2000}$ s, in manual mode up to 34 minutes
LENSES	Fixed Biogon CFi 4.5/38 mm lens with 91' diagonal coverage	CFi/CFE/CF/CB 30-500 mm F/TCC/FE 50-350 mm, Teleconverter 1.4XE, Converter 2XE, PC-Mutar 1.4X Shift Converter	CFi/CFE/CF/CB 30-500 mm F/TCC/FE 50-350 mm, Teleconverter 1.4XE, Converter 2XE, PC-Mutar 1.4X Shift Converter
FLASH SYNCH	At all shutter speeds up to $1\!/\!_{500}$ s	$^{1/_{90}}$ s with F-type lenses, $^{1/_{500}}$ s with C-type lenses	$^{1/90}$ s with F-type lenses, $^{1/500}$ s with C-type lenses
FLASH CONTROL		TTL center-weighted dedicated SCA system with OTF metering. Controls flash duration automatically. ISO 25-1000	TTL center-weighted dedicated SCA system with OTF metering. Controls flash duration automatically. ISO 25-1000
EXPOSURE CONTORL		Aperture priority with Automatic, Auto bracketing, or Differential modes, manual mode	Aperture priority with Zone, Differential or Auto bracketing modes, manual mode
EXPOSURE METERING	With dedicated focusing screen adapter and meter prism finders	Built-in selective area meter (diam 28 mm)	Built-in spot meter (diam 6 mm)
METER SENSITIVITY		EV 0.5 to 21.5, IS0100, f/2.8	EV -1 to 20, IS0100, f/2.8
SELF TIMER		2–60 s	2-60 s
OPERATING MODES		Manual, Automatic, Differential, Auto bracketing, Programming	Manual, Zone, Differential, Auto bracketing, Programming
PROGRAMMING MODE SETTINGS		ISO, self-timer, fill-in flash, Ab, reference warning level	ISO, self-timer, fill-in flash, Ab, reference warning level
VIEWFINDER/ FOCUSING SCREEN	Add-on viewfinder with built-in spirit level. Lens scales visible in the finder	Foldable focusing hood with 4.5x magnification, interchangeable with 90° or 45° prism viewfinders or hoods. Bright Acute-Matte D screen	Foldable focusing hood with 4.5x magnification, interchangeable with 90° or 45° prism viewfinders or hoods. Bright Acute-Matte D screen
BATTERY	No batteries, fully mechanical operation	6V, PX28L, or equivalent	6V, PX28L or equivalent
SYSTEM COMPABILITY	All film magazines, viewfinders with focusing screen adapter	CFi/CFE/CF/CB/F/TCC/FE lenses, magazines, viewfinders, and accessories	CFi/CFE/CF/CB/F/TCC/FE lenses, magazines, viewfinders, and accessories
WEIGHT	940 g (2 lb. 1 oz.)	760 g (1 lb. 11 oz.)	760 g (1 lb. 11 oz.)
SUPPLIED WITH	Biogon CFi 4.5/38 mm (fixed attached) Lens shade Ø 60/38-60 3040668 Viewfinder SWC 3052036 Standard strap 3059110 Front lens cap 3051643 Rear Cover MultiControl 3051070	Winding crank E 3044086 Focusing hood E, chrome 3042317 Focusing screen Acute-Matte D 3042215 Standard strap 3059110 Front protective cover 3051438 Rear Cover MultiControl 3051070	Winding crank E 3044086 Focusing hood E, chrome 3042317 Focusing screen Acute-Matte D 3042215 Standard strap 3059110 Front protective cover 3051438 Rear Cover MultiControl 3051070
ORDERING NUMBER	905SWC camera body, chrome 3010304	203FE camera body, chrome 3010561	205FCC camera body, chrome 3010588



TECHNICAL DATA LENSES CFi/CFE

	CFi30	CFi38	CFE40IF	CFi50	CFi60	CFE80	CFi100
FOCAL LENGTH	30 mm	38 mm	40 mm	50 mm	60 mm	80 mm	100 mm
MAX. APERTURE	3.5	4.5	4	4	3.5	2.8	3.5
APERTURE RANGE	3.5 - 22	4.5 - 22	4 - 22	4 - 32	3.5 - 22	2.8 - 22	3.5 - 22
ANGLE OF VIEW DIAGONAL/HORIZONTAL	180°/112°	91°/72°	89°/69°	75°/57°	67°/50°	52°/38°	42°/30°
NO OF ELEMENTS	8 T*	8 T*	12 T*	9 T*	7 T*	7 T*	5 T*
CLOSEST FOCUSING DISTANCE	0.3 m 1'	0.3 m 1'	0.5 m 1' 7''	0.5 m 1' 7''	0.6 m 2'	0.9 m 3'	0.9 m 3'
WEIGHT	1365 g 3lb. 14oz.	875 g 1lb. 15oz.	1130 g 2lb. 10oz.	800 g 1lb. 12oz.	680 g 1lb. 8oz.	510 g 1lb. 2oz.	605 g 1lb. 5.25oz.
LENGTH	118 mm 4.6''	126 mm¹) 5''	122 mm 4.8''	95 mm 3.75''	83 mm 3.27''	65 mm 2.55''	75 mm 2.95''
FILTERS	Ø26	Ø60	Ø93	Ø70/ Ø60²)	Ø60	Ø60	Ø60
LENS SHADE		3040668	3040693	3040771	3040668	3040670	3040673
PROSHADE ADAPTER		3040741	3040746	3040744	3040741	3040741	3040741
ACCESSORIES INCLUDED							
FRONT LENS CAP	3051659	3051643	3051654	3051648	3051643	3051643	3051643
REAR LENS CAP	3050377	3050377	3050377	3050377	3050377	3050377	3050377
LENS POUCH/CASE	3058157		3058432	3058416	3058416	3058408	3058408
FILTER	3)						
LENS SHADE		3040668					
ADAPTER RING				3040775			
ORDERING NUMBER	3020178		3020039	3020047	3020209	3020034	3020127

¹) Including 905SWC camera body
²) One Ø60 filter can be used with adapter 3040775
³) 3050660 (neutral), 305636 (yellow), 3050644 (orange) and 3050652 (conversion filter for daylight film)

TECHNICAL DATA LENSES CFi/CFE

	CFE120	CFi150	CFE180	CFi250	CFE250Sa	CFE350Sa
FOCAL LENGTH	120 mm	150 mm	180 mm	250 mm	250 mm	350 mm
MAX. APERTURE	4	4	4	5.6	5.6	5.6
APERTURE RANGE	4 - 32	4 - 32	4 - 32	5.6 - 45	5.6 - 45	5.6 - 45
ANGLE OF VIEW DIAGONAL/HORIZONTAL	37°/25°	30°/21°	24°/17°	17°/12°	17°/12°	13°/9°
NO OF ELEMENTS	6 T*	5 T*	5 T*	4 T*	6	9 T*
CLOSEST FOCUSING DISTANCE	0.8 m 2' 7''	1.4 m 4' 6''	1.55 m 5' 2''	2.5 m 8' 6''	3 m 10'	3.75 m 12' 6''
WEIGHT	695 g 1lb 8.5oz	785 g 1lb 11.25oz	1075 g 2lb 5.75oz	1165 g 2lb 9oz	1020 g 2lb 4oz	1800 g 3lb 15oz
LENGTH	99 mm 3.89''	101 mm 4''	128 mm 5.03''	160 mm 6.3''	154 mm 6.05''	235 mm 9.25''
FILTERS	Ø60	Ø60	Ø60	Ø60	Ø60	Ø93
LENS SHADE	3040673	3040673	3040673	3040673	3040673	3040703
PROSHADE ADAPTER	3040741	3040741	3040741	3040741	3040741	3040746
ACCESSORIES INCLUDED						
FRONT LENS CAP	3051643	3051643	3051643	3051643	3051643	3051654
REAR LENS CAP	3050377	3050377	3050377	3050377	3050377	3050377
LENS POUCH/CASE	3058416	3058416	3058416	3058424	3058424	3058378
LENS SHADE						3040703
ORDERING NUMBER	3020056	3020062	3020074	3020081	3020195	3020186

TECHNICAL DATA LENSES FE CONVERTERS

	FE50	FE110	FE60-120	FE350	FE300	FE300 +1.7XE
FOCAL LENGTH	50 mm	110 mm	60 - 120 mm	350 mm	300 mm	510 mm
MAX. APERTURE	2.8	2	4.8	4	2.8	4.8
APERTURE RANGE	2.8 - 22	2 - 16	4.8 - 32	4 - 32	2.8 - 22	4.8 - 37
ANGLE OF VIEW DIAGONAL/HORIZONTAL	75°/56°	39°/28°	36-66°/ 26-49°	13°/9°	14.6°/ 10.4°	8.7°/6.2°
NO OF ELEMENTS	9 T*	7 T*	13 (multi- coated)	8 T*	9 T* (filter included)	16 T* (filter included)
CLOSEST FOCUSING DISTANCE	0.42 m 1' 5''	0.8 m 2' 6''	1.2 m 4'	1.9 m 6' 3''	2.5 m 8' 3''	2.5 m 8' 3''
WEIGHT	1040 g 2lb 4.73oz	760 g 1lb 10.75oz	1520 g 3lb 6oz	2000 g 4lb 6.5oz	3800 g 8lb 6oz	4230 g 2lb 5.3oz
LENGTH	110 mm 4.33''	87 mm 3.42''	150 mm 5.91''	262 mm 10.3''	236 mm 9.3''	300 mm 11.8''
FILTERS	Ø93	Ø70	Ø93	Ø93	Drop-in type	Drop-in type
LENS SHADE	3040706	3040576	3050767	3040717	Integrated	Integrated
PROSHADE ADAPTER	3040746	3040744	3040746	3040746		
ACCESSORIES INCLUDED						
FRONT LENS CAP	3051654	3051648	3051654	3051654	3051729	3051729
REAR LENS CAP	3050377	3050377	3050377	3050377	3050377	3050377
LENS POUCH/CASE	3058432	3058416	3058464	3058378	3058494	
LENS SHADE	3040706		3050767	3040717		
ORDERING NUMBER	3020517	3020524	3020583	3020559	3021003	*)

*) Only available as a kit included in 3021003

	1.4XE	2XE	APO 1.4XE	APO-MUTAR 1.7XE
REDUCTION OF LENS APERTURE	-1 f-stop (-1 EV)	-2 f-stop (-2 EV)	-1 f-stop (-1 EV)	-1.5 f-stop (-1.5 EV)
NO OF ELEMENTS	4 multicoated	7 multicoated	5 multicoated	7 T*
WEIGHT	235 g 8oz.	350 g 12oz.	430 g 15oz.	450 g 1lb.
LENGTH	40 mm 1.57''	70 mm 2.75''	100 mm 4''	76 mm 3''
ACCESSORIES INCLUDED				
FRONT LENS CAP	3051438	3051438	3040764	3040764
REAR LENS CAP	3050377	3050377	3050377	3050377
LENS POUCH	3058408	3058408	3058416	
ORDERING NUMBER	3020608	3020605	3020613	*)

*) Only available as a kit included in 3021003



TECHNICAL DATA FILTERS VIEWFINDERS

	DESIGNATION	Ø60	Ø70	Ø93
UV (HAZE) FILTERS	1XUV-SKY-0 Haze	3051610	3051349	3051411 ¹)
POLARIZATION FILTERS	3XPola - 1.5 Pola	3051603	3051578	3041646 ²)
SOFTARS	1	3051670	3051527	
	2	3051673	3051535	
	3	3051675	3051543	

UV-SKY filter Ø93 is designated HZ-O
Requires Polarization filter adapter Ø93 3041648 when used with FE 350mm and FE60-120mm

FOCUSING HOOD FOCUSING HOOD E PM45 PM90

VIEWING ANGLE	Vertical	Vertical	45 Degrees	Horizontal
MAGNIFICATION	4.5X	4.5X	2.5X	2X
DIOPTER POSITION STANDARD	-0.5	-1	-2 to +1	-0.5
DIOPTER CORRECTION RANGE OPTIONAL	-4 to +3	-4 to +3	-4.5 to +3.5	-4 to +3
ORDERING NUMBER	Chrome3042315Black3042323	Chrome3042317Black3042325	3042309	3042288

	HM2	RMfx	4X4DPS ***)	VIEWFINDER SWC
VIEWING ANGLE	Vertical	Vertical *)	Vertical	Horizontal
MAGNIFICATION	3.3X	3.3X	5.5X	0.25X
DIOPTER POSITION STANDARD	-0.5	-0.5	-2.5 to +0.5	-0.5
DIOPTER CORRECTION RANGE OPTIONAL	**)	**)	**)	
ORDERING NUMBER	3072524	3047070	3072534	3052036

*) Attached to 905SWC or FlexBody **) Contact your optician for assistance ***) Maximum image format 4x4 cm

TECHNICAL DATA METER PRISM VIEWFINDERS

	PME45	PME90
VIEWING ANGLE	45 Degrees	Horizontal
MAGNIFICATION	2.5X	2X
DIOPTER POSITION STANDARD	-2 to +1	-2 to +0.5
DIOPTER CORRECTION RANGE OPTIONAL	-4.5 to +3.5	-4.5 to +3
SPOT METER AREA	Ø12 mm	Ø12 mm
SPOT METER SENSITIVITY *)	EV1 to EV21	EV1 to EV21
INTEGRAL METER AREA	35 x 45 mm (v and h)	40 x 40 mm (v and h)
INTEGRAL METER SENSITIVITY *)	EV-1 to EV19	EV-1 to EV19
INCIDENT LIGHT METER SENSITIVITY *)	EV-3 to EV17	EV-3 to EV17
BATTERY TYPE	CR2	CR123A
ORDERING NUMBER	3042297	3042290

*) At f/2.8 and ISO 100

INTERCHANGEABLE CORRECTION EYEPIECES

	FOCUSING HOOD	PM/PME45	PME90	PM90	OLD TYPE 45° PRISM VIEWFINDERS
DIOPTER -4	3042340			3042413	3042415
DIOPTER -3	3042358			3042414	3042418
DIOPTER -2	3042366			3042415	3042420
DIOPTER -1	3042374			3042418	3042423
DIOPTER 0, NEUTRAL	3042331			3042411	3042412
DIOPTER +1	3042382			3042420	3042426
DIOPTER +2	3042390			3042423	3042429
DIOPTER +3	3042404			3042412	3042432
DIOPTER -4.5 TO -1.5		3042469			
DIOPTER 0 TO +3		3042467			
DIOPTER4.5 TO -2			3042453		
DIOPTER +0.5 TO +3			3042450		

FORUM HASSELBLAD BOUTIQUE



HASSELBLAD FORUM

Hasselblad Forum is Hasselblad's quarterly photo magazine. Since 1965, Forum has served as a meeting-place for photographers, purchasers of photographs, and for anyone interested in serious photography, as well as a source of news about the Hasselblad system and an information channel where experience and expertise is shared and technical issues are discussed. And, of course, as an ideal place to see stunning photography from some of today's finest photographers. Forum is published in English, German, Spanish, and Swedish.

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Explore www.hasselblad.com and get the whole picture. Here you will find product information, application areas and the latest news, events, promotions and digital imaging tips from the world of Hasselblad. Not to mention our web gallery and links to local language sites. Being a photographer is about being many things: stylist, logistics expert, technical engineer, psychologist, mother, father, or friend. It's about being creative. About being 110%. About being in the mood when you're not in the mood.

It's about being relaxed. Being on edge. Being instinctive. Being inspired and inspirational.

It's about being where things happen. It's about being the thing that makes things happen. It's about being a part of things and apart from them at the same time.

It's about being the eyes of others. It's about being strong, about being soft, about being the one person in the room that sees the way the light hits the side of a person's face at a particular moment. About being alert. It's about being focused.

About being in the moment. So you learn to juggle. To somehow get all the components in the right place at the right time and keep them there long enough to prove that it happened.

And when that moment happens only one thing matters. And it's not the schedules and the overtime or the equipment rentals or the fact that the model has the best tofu and shitake sandwiches that money can buy, or that the best stylist in all of Manhattan has the best new boyfriend in the world that she just can't stop telling you about (again) or even the smiles (or frowns) of the customers.

When the moment comes, only one thing matters. That you get the shot. The camera in your hand has to be the best it can be, it has to be able to capture your vision time after time after time. You want a camera that is an extension of yourself, not a barrier between you and what you see. When the moment comes, you want a Hasselblad. Be special, be different, be heavy, be hard, be as soft as a new born lamb. Be stunning, be a shrinking flower, be shy, be audacious, be the first person on your block with color TV. Be afraid, be lonely, be the tallest kid in your class, be the first person someplace, be brave, be kind, be honest, be wise, be foolhardy.

Be expensive, be cheap as you want to be, be a smooth talking, flower scented city dude. Be all that you can be, be exact, be footloose and fancy free, be in the mood all the time, be delightful, be amazing, be creative, be depressing and gloomy, be strong, be tender and gentle, be ahead of your time. Be the man, be the woman, be James Cagney for a day, be alert, be a pistol toting, steer roping cowboy, be the apple of their eye. Be hated, be feared, be a Frenchman's little cabbage, be a Frenchwoman's anything at all, be alive, be needed, be needy, be unafraid. Be your own best friend, be ready, be timely, be prepared, be flexible, be rugged, be dependable, be clean, be on the edge, be someone's safe harbor.

Be in the stream, be on the banks of the river, be a watcher, be watched. Be focused, be in the moment, be creative, be in the right place at the right time. Be a channel through which people can see. Be their eyes and ears, be the page upon which history is written, be a tool, be an engine of change. Be the light in someone's eyes.



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