



**H**

*HASSELBLAD*



Using

a Hasselblad...

It's not a matter of how good  
you are.

It's a matter of how good  
you want to be.

**A GREAT CAMERA** will never make a bad photographer good and a great photographer can surely wrangle decent images out of most any gear, but the real magic – a truly great image – only occurs when the greats get together.

**IN SHORT**, there are – and have always been – three basic things required to make a great image.

### **1: A Great Camera.**

To create a great image, you need a camera that is as serious about imaging as you are.

Your camera must be capable of capturing your images in a way that retains all the colour, detail, and feeling of the original. Otherwise, great images are things that you hope happen, not things that you can consciously create.

### **2: Great Glass.**

Naturally, images have to get into your camera from somewhere.

Your camera lenses are your window to the world, the tunnel through which light must pass before creating your images. If the first link in the photographic chain doesn't excel, then nothing that follows will either.

Simple as that.

### **3: You.**

At the end of the day, cameras, lenses, and all the rest are just tools, nothing more.

Our job at Hasselblad has been the same for over half a century: to produce the tools that enable photographers to unleash their creative potential and to create the greatest images possible.

So the question is,  
**HOW GOOD** do **YOU**  
want to be?

A HASSELBLAD  
is not a reward for  
a fantastic career.

A HASSELBLAD  
is a means to a  
fantastic career  
to begin with.

Add

Future.



FIND OUT HOW photographers  
around the world are finding their  
future in Hasselblad. And why.  
[www.hasselblad.com/future](http://www.hasselblad.com/future)



THERE IS NEVER any time like the present to start building for the future.

Smaller lenses, smaller sensors, and smaller camera systems will always have to make quality sacrifices compared to medium format systems. The question is whether you are willing to make sacrifices with your images? With your future?

And if you think 35 mm is good enough for this stage of your career, then you'd better hope that your clients are also willing to settle for "good enough".

Because the most demanding – and best paying – clients are almost never willing to settle for "good enough". And why should they? There are plenty of photographers out there who can – and do – provide the best, not just the "good enough".

And providing the best is what Hasselblad is all about.

**THE WORLD ISN'T WAITING.** Your clients aren't waiting. Your competition isn't waiting.

Why should you?

INTRODUCING THE  
HASSELBLAD H5D.



What's the difference between a good career and a great one?

Meet

the H5D.



**THE NEW H5D** is the flagship of the Hasselblad H System and is the latest step in over a decade of evolution of the most advanced digital camera system in the world.

The H5D, available in 40, 50, 60, and Multi-Shot configurations, features Hasselblad's proprietary True Focus technology, and can easily be the difference between a career that is "good enough" and one that is great.

An essential part of any serious photographer's arsenal, the H5D line of cameras combines the world's best optics and sensors with a modern, fresh design, resulting in a system that will ensure that both you - and your photographs - stand out from the competition.

The H5D is the proud heir to the world renowned Hasselblad tradition of quality and craftsmanship and is the ideal choice for any photographic application where image quality is key, and provides the ultimate platform for creative expression and technical quality.



## The Hasselblad H5D:

- 40, 50, and 60 million pixel sensors, with almost twice the capture area of the largest 35 mm DSLR sensors.

- “Best of Breed”, high performance HC/HCD lens line, featuring twelve central lens shutter lenses, 24 mm–300 mm, with two Zoom Options (and more than 15 Carl Zeiss V System lenses with the use of the CF Lens Adapter).

- An extremely large light path, providing more detail and clarity and the market’s brightest and largest viewfinder image.

- Advanced communication between camera components providing the foundation for a multitude of image quality enhancements.

- Perfect clarity and colour rendering without gradation break-ups in even the finest lit surfaces and cleaner images even at long exposures.

- Hasselblad’s Natural Colour Solution (HNCS) for outstanding and reliable out-of-the-box colours, with correct natural skin tones, specific product colours and other difficult tones reproduced easily and effectively, with no need for special colour profiles or templates.

- Unique Hasselblad Modularity: HTS tilt-shift adapter, Macro converter, CF-adapter for Carl Zeiss lenses, battery adapter for view-camera operation of digital capture unit, and interchangeable focusing screens.

- Unique accurate focusing with new True Focus-II and Immediate Focus Confirm (IFC).

- Print ready JPEG-files in 1/4 resolution with Hasselblad Natural Colours.

Reaching  
ever higher.

The Hasselblad  
H System.

Add

Intelligence.



THE H5D combines extensive lens and capture information with data from more than 80,000 lens/converter/extension-tube combinations to correct even the smallest of variations and to bring about unparalleled imaging potential.

To see how Hasselblad is bringing you closer and closer to technical image perfection, follow the QR link.

[www.hasselblad.com/intelligence](http://www.hasselblad.com/intelligence)

## True evolution never ends.

**THE H5D** is the flagship of the Hasselblad H System and represents the most recent step in the on-going evolution of the greatest camera system in the world. But even we cannot achieve absolute perfection...



Every camera and every lens, no matter how perfectly produced, will have minor variations and minor imperfections. These variances may not bother most, but we at Hasselblad strive for perfection. And that's why we have devised numerous ways to overcome these small variations.



Each camera and body is individually calibrated with the exact measurements and values for your specific gear. And every single H and HCD lens is measured and calibrated in the factory in order to enable them to supply accurate calibration data to the camera.

This level of precision and detail ensures that each and every component of the Hasselblad H5D system communicates and interacts with the others in a very advanced and very precise fashion.



This allows improvements such as ensuring that the CCD sensor is in the optimum position for the image plane and enabling the camera's AF system to be electronically calibrated to ensure the most accurate focusing for your specific body / sensor unit combination.

It also makes such Hasselblad advancements as DAC, the first automated Lens Correction system on a Medium Format camera, and True Focus possible.

How do you  
improve upon  
the Perfect Lens?





## The Evolution of the HC/HCD Lenses.

**FIRST OF ALL** – there is no such thing as a perfect lens. No production technique is ever totally flawless. And all optics, all mechanics, have flaws; however tiny they may be. Perfection, therefore, is unattainable.

But that's never stopped us from trying.

For many years, the Hasselblad V System lenses, produced in collaboration with Zeiss, were widely held as the closest one could come to lens perfection, and were the standard by which all lenses were measured. That is no longer true. And nor should it be. The V System lenses may well have been the best optics of their time. But times have changed.

The knowledge and expertise that we have gained from over sixty years of lens design and the production of over one million lenses, combined with today's computer assisted design, advanced computational models, and vastly improved production techniques, now enable us to produce lenses that could not even be imagined when Victor Hasselblad first began producing cameras. Simply put, today's Hasselblad H System lenses outperform even the best of the much loved V System Zeiss lenses.

Optical design of the HC and HCD lenses is led by our own master lens designers in Gothenburg, Sweden, and production and assembly is carried out to our exact specifications by Fujifilm in Japan. This collaboration has resulted in the remarkable HC and HCD lenses. These lenses provide a previously unheard of level of accuracy that makes our even more advanced digital lens corrections, and the image quality they provide, possible.

This unmatched quality may explain why other high-end camera manufacturers, such as Leica, have gone to great lengths to develop an adapter that allows their cameras to use Hasselblad lenses. We can only assume that they are trying to give their customers access to the best lenses that money can buy.

And we can only agree – every photographer should be able to experience the quality of the H System lenses.

Add  
Vision.



READ MORE about the science behind the best lenses on the market and what this technology can mean to your photography. [www.hasselblad.com/vision](http://www.hasselblad.com/vision)

Some Lead,

Others Follow.



### The Hasselblad HC/HCD Lens Line: The First Step to the World's Greatest Images

#### 1. HCD 4.8/24

An Ultra-wide angle lens with a 104° diagonal angle of view providing outstanding performance over the entire image field. The most extreme wide-angle lens currently available in the medium-format.  
35 mm Lens equivalent: 18 mm

#### 2. HC 3.5/35

89° diagonal angle of view. Advanced optical design with rear focus mechanism to ensure high performance even at close range.  
35 mm Lens equivalent: 26 mm

#### 3. HC 3.5/50

A versatile lens with a moderate wide-angle effect and very low distortion.  
35 mm Lens equivalent: 37 mm

#### 4. HC 2.8/80

The standard H system lens, suited for almost any task in general photography.  
35 mm Lens equivalent: 60 mm

#### 5. HC 2.2/100

A fast lens particularly suited to low-light situations or for action shots where higher shutter speeds are required as well as creative portrait work.  
35 mm Lens equivalent: 73 mm

#### 6. HC Macro 4/120

A very versatile lens for both close-up work and general applications.  
35 mm Lens equivalent: 87 mm

#### 7. HC 3.2/150

The perfect portrait lens. Also very suitable for landscape photography.  
35 mm Lens equivalent: 110 mm

#### 8. HC 4/210

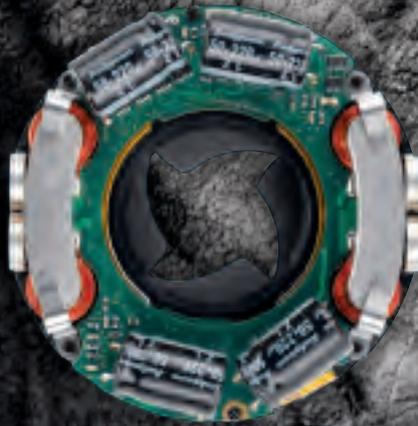
Another perfect portrait lens, providing optimum perspective for head and shoulder portraits. Also very suitable for landscape photography.  
35 mm Lens equivalent: 155 mm

#### 9. HC 4.5/300

The longest lens in the H System lens range, featuring a very fast autofocus, making it suitable for certain sports and wildlife applications.  
35 mm Lens equivalent: 214 mm

## The Hasselblad Central Lens Shutter

**Why accept poor imitations?** For over 60 years, in more than one million lenses, Hasselblad central lens shutters have set the standard for professional image capture.



13

OTHER MEDIUM FORMAT manufacturers have copied our approach, but no other central shutter lenses are as fast, accurate, durable, and energy efficient as the Hasselblad. It is one thing to produce a rapid action central lens shutter. It is quite another to produce one that lives up to and surpasses the extreme demands of today's digital shooting.

All Hasselblad cameras utilize central lens shutters and a locking mirror, which results in far less mechanical vibration and allows flash sync at any speed.

This provides a very stable camera platform, ideal for demanding digital capture and longer exposures. Hasselblad lens shutters open and close extremely rapidly, without causing damage to the blades and without using too much power. And they do this many tens of thousands of times, accurately and reliably.

Read more about the unique and unduplicated design of these electro-mechanical wonders and how they can help you get dramatically better images below.

### 10. HC 3.5-4.5/50-110

Range from wide-angle to short telephoto with exceptionally high image quality at all focal length settings. 35 mm Lens equivalent: 38-79 mm

### 11. HCD 4-5.6/35-90

The new HCD 4.0-5.6/35-90 zoom lens combines our advanced optical design models and the H-system's unique digital lens correction with a new aspheric lens element design to create what we think is the highest performing zoom lens on the market today. 35 mm Lens equivalent: 27-64 mm

### 12. HCD 4/28

95° diagonal angle of view. Advanced optical design with rear focus mechanism to ensure high corner to corner sharpness even at close range. 35 mm Lens equivalent: 21 mm

### 13. Converter H1.7x

Attaches between the lens and body to increase the focal length by a factor of 1.7 and expands your range of lenses.

### 14. Macro Converter

The Macro Converter attaches between lens and camera and is designed to be used with the wide angle lenses and to give them a better close range. The function is similar to a 6.5 mm extension tube, but the optical system of the converter provides much better performance.

Add

Stability.



FIND OUT WHY all central lens shutters are not created equal. [www.hasselblad.com/stability](http://www.hasselblad.com/stability)

Heavy, Slow,  
and Expensive.





**A HASSELBLAD CAMERA IS NOT** the fastest camera you will own. It is not the lightest camera or the cheapest camera you will own. It isn't the best at many areas of photography where 35 mm cameras (or cell phones, or computer tablets, or whatever) excel. **WHAT A HASSELBLAD CAMERA IS,** simply put, is the best tool in the world for any type of photography where ultimate image quality, colour, and detail are important.

**A HASSELBLAD CAMERA,** should be your tool of choice for any type of shooting where your images need to stand out from the competition.

Or for any situation where you want to differentiate yourself from all the masses of cell phone, point and shoot photographers who are willing to settle for less than the best.

A Hasselblad is the camera for any shot where you refuse to sacrifice image quality, colour, or detail. For everything else there are other cameras.

If your camera system has features that a Hasselblad doesn't, then you've sacrificed image quality to get them. It's as simple as that.

At Hasselblad we take our cameras and your images very, very seriously.

And if you are a serious photographer, we think you should too.

Add

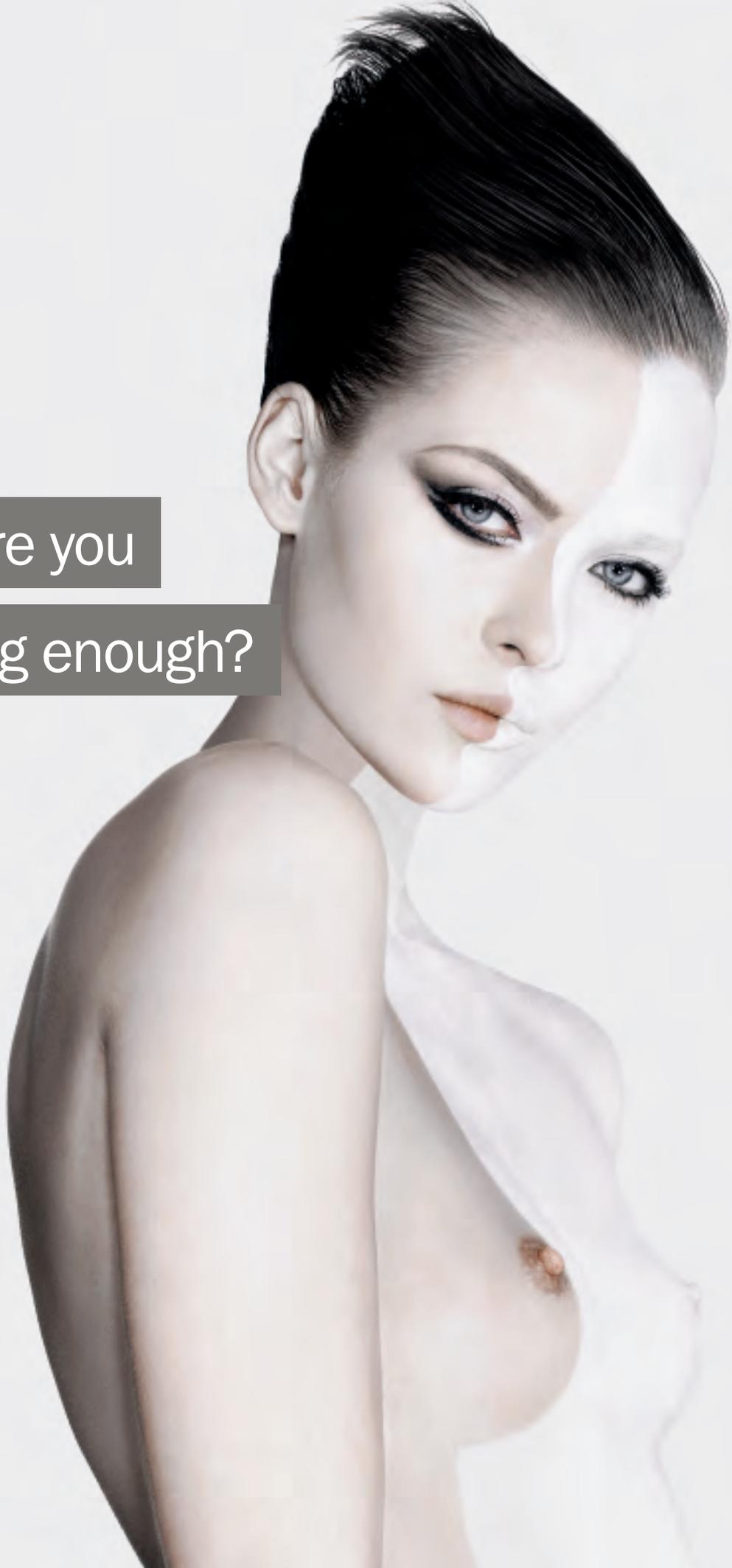
Quality.



LEARN THE SECRETS behind Hasselblad's quest for the perfect image.  
[www.hasselblad.com/quality](http://www.hasselblad.com/quality)

Are you

big enough?



An experienced person can do pretty good things with small equipment.

But if you know how to use your gear, then extra size sure never hurts.



**IN A WORLD** where technology grows smaller and smaller, some things are still better large. Like imaging sensors and lenses, for instance.

Simply put, digital photography has made the advantages of Medium Format DSLRs even more obvious. And now with the launch of the H5D camera line, Hasselblad is bringing these advantages – larger lenses and sensor size, more advanced optics, increased resolution and clarity, and more – within reach of a whole new generation of photographers.

Add

Size.



LEARN MORE about why size matters and what you can do with extra resolution and detail.  
[www.hasselblad.com/size](http://www.hasselblad.com/size)

Are you  
flexible  
enough?



Add

Freedom.



LEARN MORE about our powerful Phocus image processing software.  
[www.hasselblad.com/freedom](http://www.hasselblad.com/freedom)

## Working the way photographers work.

**LIGHTROOM OR PHOCUS, THE CHOICE IS YOURS.** Today's H cameras are part of a highly flexible system designed to meet the ever changing demands of high-end photography. In addition to a range of user customised options, with the H5D System, you can work within our own powerful image processing software Phocus, ensuring that you have access to all the most recent and useful functions and developments. Or you can choose to work with your Hasselblad files straight in Lightroom if you are more familiar with Adobe's software. All H5D cameras ship with a free copy of Adobe's Lightroom 4.

**PHOCUS.** Hasselblad's proprietary image processing software allows you to get the most from the world's most detailed image files and to achieve groundbreaking new levels of image quality and technical precision. Phocus combines with Hasselblad's Natural Colour



Solution and our advanced lens correction software to provide ultimate image quality for every file. Phocus offers various highly specialized tools such as Multi-Shot support, as well as providing the platform for our Phocus Mobile App, available from the Apple App Store, which enables wireless connectivity for the iPad and iPod Touch.

**LIGHTROOM.** In today's hectic world, you may wish to work with what is most familiar to you, instead of learning something new. Adobe's Lightroom is the world's most popular image processing software, and we are continually improving the integration between Lightroom and Phocus. You can even operate your Hasselblad camera tethered to



Lightroom thanks to a recently released plug-in. The Hasselblad Natural Colour System has also been ported into Lightroom together with our digital lens correction profiles.

Ideal for medium format photography as well as for aspirational 35 mm professionals, advanced amateurs and enthusiasts alike, Lightroom enables you to perfect, search, process and organize your images in a single solution regardless of their source or your own experience or skill level.

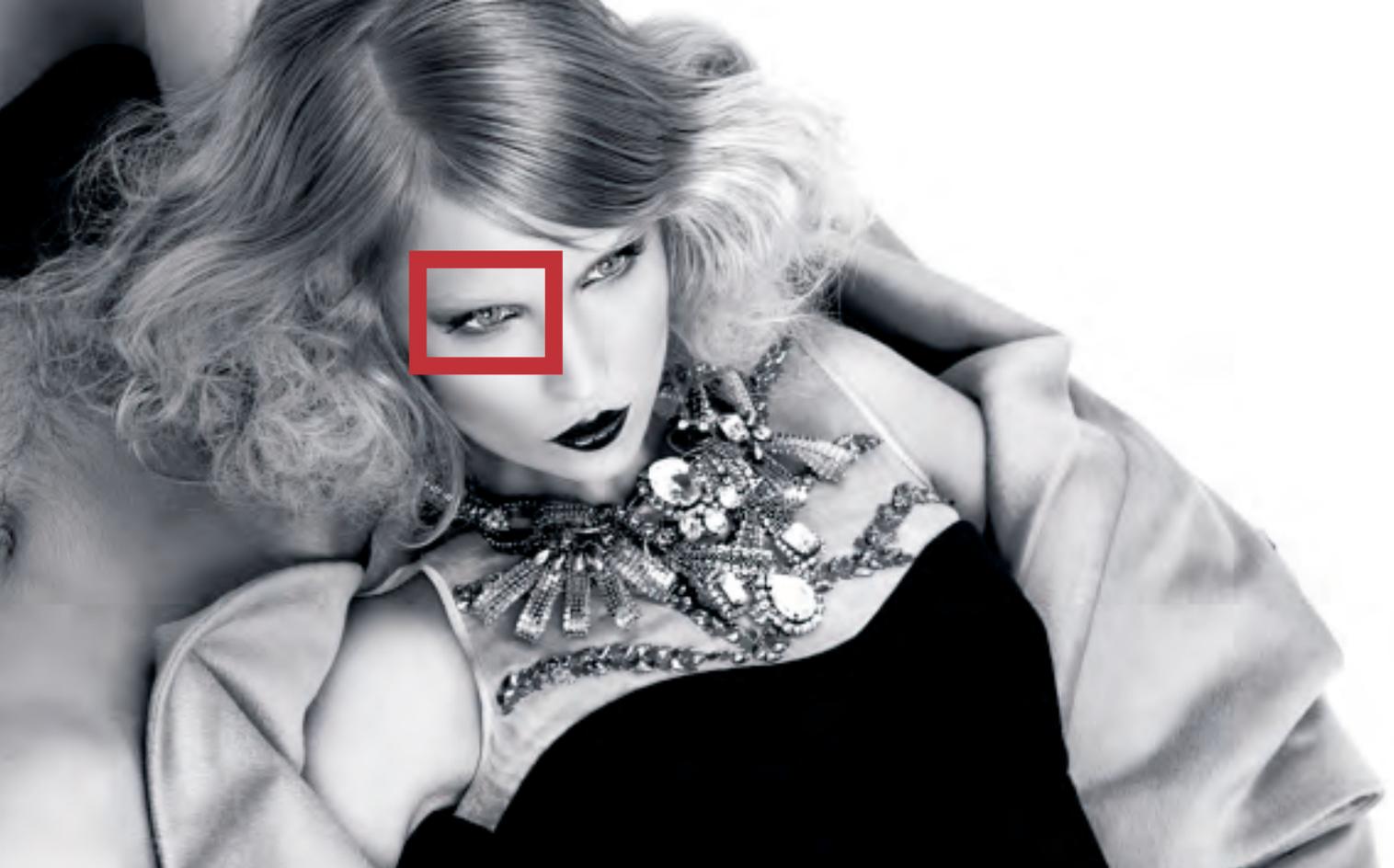
Does your system give  
you what you want,  
or only what you need?

Add

Possibility.



EXPLORE an entirely new world  
of creative and technical freedom.  
[www.hasselblad.com/possibility](http://www.hasselblad.com/possibility)



**GO WITH THE FLOW - IT'S YOUR CAMERA, NOT OURS.** Over the years we have learned a lot about how photographers work. We have also learned that you cannot always predict how you will need to work in a given situation.

For that reason we have designed the H5D to be highly customizable so that you can work precisely the way you want to work, depending on your mood, the situation, or the job at hand. A single button press lets you load your preferred profile and the H5D will be set up for action, with AF-mode, aperture/exposure time, user button configuration, etc., pre-defined according to your preferences.

Any complete set-up of the camera can be saved as a custom profile, and you can even export and upload your profiles to other H5D cameras.

**FREEDOM OF VIEW.** With a Hasselblad system you can see – and capture – images in a variety of ways. You can choose, for instance, between an eye-level or waist-level viewfinder. This choice of viewfinders enables you to shoot in the fashion that suits you or

the shoot the most; maintaining eye contact with the model, or gaining impact by shooting from a lower perspective, for example. And with the use of our unique Tilt and Shift adapter, you get an even wider wide range of creative focusing possibilities. You can also easily attach your H5D to a view camera for advanced studio work.



**STAYING STRAIGHT (OR NOT).** All H5D cameras feature a Digital Spirit Level function, which assists the user in placing the camera vertically or horizontally, in order to attain the desired positioning, guided by information on the rear display and on the viewfinder display.



**IS WHAT YOU SEE, WHAT YOU GET?**

Often, the first obvious thing to check after capture is whether an image is in focus or not. Removing your hands from the camera to enter a menu system, touch screen or otherwise, can waste valuable time.

For this reason, we have designed the H5D to provide instant focus confirm via one of six reprogrammable buttons (AE-L, True Focus, Mirror Up, Stop Down, P1 and P2).

## Accessories

**THE HASSELBLAD APPROACH** to quality is not limited to our cameras and lenses. Each one of the specially designed H System accessories plays its part in producing the finest images possible. In true Hasselblad style, our accessory range is constantly evolving and expanding to meet changing photographers' needs. For a full description of all Hasselblad accessories, follow the link at the bottom of this page.

**THE CF ADAPTER** breathes new, digital life into your prized collection of Hasselblad V System Zeiss lenses, allowing all lenses from the V system to be used on H system camera bodies, automatically expanding the potential lens range for H System cameras by more than a dozen different focal lengths.



**THE MACRO CONVERTER** attaches between lens and camera and is designed to be used with the wide angle lenses to give them a better close range.

The function is similar to a 6.5 mm extension tube, but the optical system of the converter provides much better performance.



**HTS 1.5 TILT AND SHIFT ADAPTER**

Designed for the HCD 24 mm, HCD 28 mm, HC 35 mm, HC 50 mm, HC 80 mm and the HC 100 mm lenses, the HTS 1.5 in effect adds six different "tilt and shift lenses" to the Hasselblad HC/HCD lens range.

Not for sale in the U.S.A

22



Add

What you want.



EXPLORE the range of Hasselblad professional accessories and add-ons.  
[www.hasselblad.com/extras](http://www.hasselblad.com/extras)



# System Overview and Camera Specs



<p><b>Camera Type:</b> Large sensor medium format DSLR.</p> <p><b>Sensor size:</b> 40 Mpixels (5478×7304). 50 Mpixels (6132×8176). 60 Mpixels (6708×8956).</p> <p><b>Sensor dimensions:</b> 40 Mpixels 32.9×43.8 mm. 50 Mpixels 36.7×49.1 mm. 60 Mpixels 40.2×53.7 mm.</p> <p><b>Image size:</b> RAW 3FR capture 50/65/80 MB on average. TIFF 8 bit: 120/150/180 MB. <b>H5D-200MS:</b> RAW 3FR capture 75/300/1200 MB on average. TIFF 8 bit: 150/150/600 MB.</p> <p><b>File format:</b> Lossless compressed Hasselblad RAW 3FR. Optional 1/4 resolution print-ready JPEG files.</p> <p><b>Lenses:</b> Hasselblad HC/HCD lens line with integral central lens shutter.</p>	<p><b>Shutter speed range:</b> 32, 128 or 256 seconds to 1/800 second depending on model.</p> <p><b>ISO speed range:</b> 50 to 800 or 100 to 1600 depending on model.</p> <p><b>Colour definition:</b> 16 bit.</p> <p><b>Colour management:</b> Hasselblad Natural Colour Solution.</p> <p><b>Focusing:</b> Autofocus metering with passive central cross-type sensor. Metering range EV 1 to 19 at ISO 100.</p> <p><b>Viewfinder options:</b> <b>HVD 90x:</b> 90° eye-level viewfinder w. diopter adjustment (-5 to +3.5D). Image magnification 3.1 times <b>HV 90x:</b> 90° eye-level viewfinder w. diopter adjustment (-4 to +2.5D). Image magnification 2.7 times.</p>	<p><b>HVM:</b> Waist-level viewfinder. Image magnification 3.2 times.</p> <p><b>IR filter:</b> Mounted on CCD sensor.</p> <p><b>Exposure Metering options:</b> Spot, Centre Weighted and CentreSpot. Metering range Spot: EV2 to 21. Centre Weighted: EV1 to 21. CentreSpot: EV1 to 21.</p> <p><b>Power supply:</b> Rechargeable Li-ion battery (7.2 VDC/2900 mAh).</p> <p><b>Storage options:</b> CF card type U-DMA (e.g. SanDisk extreme IV) or tethered to Mac or PC.</p> <p><b>Storage capacity:</b> 8 GB CF card holds 120 images on average.</p> <p><b>Colour display:</b> Yes, 3 inch TFT type, 24 bit colour, 230 400 pixels.</p> <p><b>Histogram feedback:</b> Yes.</p>	<p><b>Software:</b> Phocus for Mac and Windows.</p> <p><b>Platform support:</b> Macintosh: OSX. Windows: XP (32 and 64 bit), Vista (32 and 64 bit), Windows 7 (32 and 64 bit).</p> <p><b>Host connection type:</b> FireWire 800 (IEEE 1394b).</p> <p><b>View camera compatibility:</b> Yes, Mechanical shutters controlled via flash sync. Electronic shutters can be controlled from Phocus.</p> <p><b>Operating temperature:</b> 0-45°C/32-113°F.</p> <p><b>Dimensions complete camera:</b> w. HC80 mm lens: 153×131×213 mm (W×H×D).</p> <p><b>Weight:</b> 2290 g (Complete camera w. HC80 mm lens, Li-Ion battery and CF card). <b>H5D-50/200MS:</b> 2500 g (Complete camera w. HC80 mm lens, Li-Ion battery and CF card).</p>
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Specifications subject to change without notice

**MEET THE FAMILY** The New Hasselblad H5D line comes in 40, 50, 60 megapixel and Multi-Shot configurations up to 200 megapixels.

All feature access to the HC/HCD central lens shutter lenses, our unique True Focus autofocus system, our proprietary lens corrections software, and all the features and benefits of the Hasselblad System.



# H

HASSELBLAD

*Lunar*



**INTRODUCING LUNAR, A CELEBRATION  
OF THE 50TH ANNIVERSARY OF  
HASSELBLAD PHOTOGRAPHY IN SPACE.**

Lunar's legendary forerunner, the Hasselblad 500C, captured some of the most iconic images of our time and was an object of desire for every photographer around the world.

Lunar, with its mirrorless technology,

ergonomic and beautiful form, selection of exclusive materials, and design inspiration from the past, revives the timeless charm of the 500C, with a decisively elegant and modern appeal.

Lunar. Combining Hasselblad tradition with cutting edge technology in a revolutionary new design.

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



# H

HASSELBLAD