

Press Release

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US Winner of Final Round of Hasselblad Anniversary Quiz Picks up Top-of-the-Range Hasselblad H3D-39

The fourth and final round of the Hasselblad Anniversary Quiz, which was run as part of the 100th anniversary celebrations to mark the birth of the company's founder, Victor Hasselblad, has been won by Jeff Amberg, a professional photographer from South Carolina in the USA, who specializes in photographing people for corporate, marketing and advertising materials. Jeff was one of nearly 30,000 photographers worldwide who entered the online competition. Mark Duhaime, Marketing Director, Hasselblad USA Inc., presented Jeff with his prize, a top-of-the-range, 39 Megapixel, Hasselblad H3D-39 DSLR with an 80mm lens, worth almost \$32,000.

Jeff began his professional career as a photojournalist in 1980, having been inspired by the likes of Richard Avedon, Elliott Erwitt, Steichen, Eugene Smith and Karsh, although, as he comments, "It wasn't until I met Charleston photographer, Bernie Maloney, that my fate was sealed." Jeff developed his photographic skills over the following ten years and then switched to commercial photography to increase his earning potential. It's a decision he hasn't regretted and his photojournalistic background has given him a unique style much admired by clients. One advertising agency client has remarked that he enjoys working with Jeff "...because his photojournalistic background has prepared him to get the shot in under less-than-perfect conditions. And many photo shoots, after all, wind up taking place under less-than-perfect conditions."

A Hasselblad user for almost 15 years up to about two years ago, Jeff loved his Hasselblad 500CM (2) and 500ELX. However, with digital photography overtaking analogue and Hasselblad not having the specification of DSLR that he wanted at the time, Jeff compromised and switched to another supplier. The switch didn't stop him following the development of Hasselblad's digital camera system and when the opportunity to win an H3D arose, Jeff jumped at the chance to enter the Hasselblad Anniversary Quiz.

Jeff remarked: "I remember thinking how much I liked using the Hasselblad system, and how nice it would be to get back into it. Having rented a 22 Megapixel Hasselblad and loved it, I thought the 39 Megapixel Hasselblad would be something special, so I entered the quiz."

When Jeff heard that he'd won the competition, he was astounded: "Needless to say, I thought the guy from Hasselblad was pulling my leg. I remember checking the option on the quiz, asking me if a Hasselblad representative could contact me about more information. When I finally recovered from the surprise, I was really excited – and still am!"

Jeff is working on a project for which he thinks his prize will be the ideal camera system: "I'm currently assembling data for a portrait book of women from many different professions and the impact they've had on their professions. I'm so excited about winning the Hasselblad H3D-39, because I want to light

these portraits very dramatically, with lots of rich dark tones and convert them to either tri-tone or quad tone reproductions. I can't wait to get my hands on the H3D-39."

Jack Showalter, President of Hasselblad USA Inc., comments: "I'd like to congratulate Jeff on winning his top-of-the-range, Hasselblad H3D-39 DSLR camera. We're extremely proud of the H3D's flagship, the H3D-39, which we consider to be the finest DSLR camera in the world today; and judging by the total number of quiz entrants worldwide – an amazing 30,000, a lot of other people think it's pretty good too! The H3D-39 therefore makes a very fitting 'Grand Prize' for the Hasselblad Anniversary Quiz and I'm sure that, from a digital image quality perspective, it will meet and even exceed Jeff's every expectation."

The Hasselblad H3D-39 camera is the world's first 48mm full-frame DSLR camera system and offers an unsurpassed 39 megapixels on the largest image sensor currently available in digital photography. Built around a brand new digital camera engine, the H3D takes photographic flexibility and image quality to new levels. When compared with high-end 35mm DSLRs, the H3D delivers unmatched pixel resolution, better colors and detail rendering and a new choice of viewfinders for creative image composition. In comparison with digital backs, the H3D delivers image quality with a higher level of detail and true sharpness thanks to Hasselblad's Digital APO Correction (DAC) and the advances of its new Ultra-Focus functionality. The H3D's full-frame concept offers unique control of image composition and with its new 28mm lens, the H3D allows photographers for the first time ever to take wide angle shots on a 36 x 48mm sensor.

To view some of Jeff Amberg's work, please visit: www.jeffamberg.com

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Press material:

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Mark Duhaime, Marketing Director, Hasselblad USA Inc., (on the left) presenting Jeff Amberg with his new Hasselblad H3D-39