

HASSELBLAD NEWS - PHOTOKINA 2010

FOR IMMEDIATE RELEASE

Press Release

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Hasselblad expands its H4D line with the new H4D-31

The H4D-31 – the perfect digital medium format alternative for 35mm DSLR photographers and for V-customers who are ready to transition to digital.

Following the enthusiasm with which the H4D-40 has been embraced, Hasselblad was inspired to offer photographers the H4D-31, bringing the ultimate in image quality to high end 35mm DSLR photographers who want to step up to medium format. At the same time, Hasselblad wanted to offer its V-System customers a digital alternative by bundling the H4D-31 with a CF-lens adapter for mounting V-System lenses.

The H4D-31 delivers the same superior image quality that is the hallmark of the Hasselblad name. Thanks, in part, to the combination of its low noise color filters, Hasselblad Natural Color Solution (HNCS), with its single color profile, and exquisite performance of the HC/HCD line of lenses, the H4D-31 provides color accuracy, excellent detail and clarity – everything you'd expect from a Hasselblad camera and more.

Equipped with the same advanced technology as the H4D-40, the H4D-31, features Hasselblad's True Focus, which provides focusing accuracy throughout the image field – even at close range with shallow depth-of-field. Hasselblad's innovative use of yaw rate sensor technology solves the challenge of having to focus and recompose in order to acquire a focus point outside the center area of multi-point AF systems. True Focus ensures that photographers quickly and accurately achieve the desired focus at any point.

Currently shipping, the H4D-31 is available in two configurations, both with the latest version of Hasselblad's Phocus 2.6 software. The first, designed for high end 35mm DSLR photographers comes bundled with an 80mm lens. The other offers a digital medium format solution for V-System users by bundling the H4D-31 with a CF-lens adapter. Both options are priced at 9,995 Euro (+tax).

Press material

This press release and high resolution images can be found online at the Hasselblad Press Lounge at press.hasselblad.com



Hasselblad H4D-31



Hasselblad HC 80mm



Hasselblad CF Lens Adapter

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