

24 August 2005

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Hasselblad Launches Four New Products

Ixpress CF, Ixpress CFH, H2 and H2D

A year from the launch of the new Hasselblad, the company is setting a new benchmark for digital professional photography with the announcement of new flagship digital cameras and camera backs based on a new digital platform, satisfying the needs of both the general and specialist professional photographer. Building on the success of the H1 range of products, Hasselblad has developed the H2 cross-platform camera and the H2D fully-integrated digital camera. Both the cameras include a series of brand new features, and are fully compatible with Hasselblad's existing H system lenses. New products in the Ixpress digital back line include the Ixpress CF and Ixpress CFH, bringing new levels of flexibility to specialist professional photographers, enabling them to take full advantage of everything that leading-edge digital photography can offer. All four new Hasselblad products offer photographic professionals the quality of medium-format image capture, combined with the 'point-and-shoot' ease of use, portability and flexibility more often associated with smaller format DSLR technology. The H2 and H2D cameras deliver improved mobility, quality, and workflow. Brand new camera features include a highly advanced image approval and selection tool, called Instant Approval Architecture (TM + patent pending) providing a swift and easy way to select and classify images. Additionally, Hasselblad has built into the H2 cross-platform camera a new single-battery operation of the camera with the new Ixpress CFH digital back, offering one on/off switch and one operating system, facilitating streamlined, integrated operation. With existing digital backs already in the market, the H2 delivers the exact functionality of the H1. The H2 and H2D use an optical format much larger than 35mm, with a large format, high quality 22 Mpix CCD sensor measuring 37mm x 49mm. Coupled with an ultra bright, extra large 'H-size' viewfinder enabling better image composition, the final result is an image quality that exceeds normal expectations of medium format photography. Hasselblad's new products now offer the choice of the portable CF card storage, the flexible FireWire drive, or the tethered operation with extended, special capture controls. With these three operating and storage options, the photographer is able to select a mode to suit the nature of the work at hand, whether in the studio or on location. For specialist commercial photographers the full productivity and creative freedom offered by Hasselblad's FlexColor workflow software is also available via importing the DNG file. The new FlexColor now allows the photographer to manipulate colour temperature and compare image details across multiple images for precise image selection. The new Hasselblad products will be rolled out worldwide through Hasselblad's national subsidiaries and channel partners in Q3 of 2005. An extensive upgrade programme is available to pave a route for existing Hasselblad customers to enter the new product generation. This week, Softpedia News wants to know your opinion on the first beta of Windows Vista. Do you think it comes close to what users want or do you think that Microsoft will have problems with its latest operating system? Express your opinion in the [Softpedia News Poll](#).