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Hasselblad's New 39MP Products

Digital Camera H2D-39 and digital backs CFH-39, CF-39 and CF-39MS

Hasselblad launched the world's first 39 megapixel DSLR camera, the H2D-39, and a comprehensive line of 39 megapixel camera backs.Based on the Hasselblad H2 camera with its range of high performance, digital central shutter-based lenses, and featuring extended features, such as DAC lens optimization and Instant Approval Architecture, the Hasselblad H2D-39 is the world's first high-end, 39 megapixel, digital auto-focus camera. Compatible with the entire range of Hasselblad H System lenses, the world finest digital lenses, as well as the Hasselblad V camera lens system, the H2D-39 brings the highest level of integration and flexibility to the professional photographer. The new Hasselblad 39 megapixel digital back products include the Hasselblad CFH-39, CF-39 and CF-39MS. The 39 megapixel digital back products match the design and functionality of the Hasselblad H2 camera and the Hasselblad CFH-39 digital back fits onto view cameras using the H-system interface plate for mechanical attachment and flash sync connection to trigger digital capture. The CFH-39 also fully integrates with the power system of the Hasselblad H2, so that both camera and digital back can be powered by the H2's Li-ion battery. "We are constantly striving to create the optimum photographic tools that will enable our customers to take the best possible pictures. With the new, 39 megapixel-based Hasselblad products, we are confident that the outstanding image quality of the captured files and the subsequent and substantially reduced need for post-processing work will be of significant benefit to our customers", Christian Poulsen, CEO of Hasselblad, said. "In over 15 years of working with the most advanced digital camera solutions, the combination of the 39 megapixel CCD sensor and the Digital APO Correction delivers a first for me, images files in which any moiré effect is reduced to a minimum, combined with superb sharpness and resolution on a single shot camera," he continued.Based upon the capture of an extended set of metadata, the Hasselblad H2D-39, CFH-39, and CF-39 line perform an automated correction for color aberration effects with every shot. This means that digital captures are, by default, optimized with regards to the finest detail the lens can resolve. This feature is called Digital APO Correction (DAC) to signal 'digital-capture-APO-chromatic' correction of the images. Implementation of the feature includes highly detailed mapping of each H system lens, resulting in head-turning image quality. To implement its unique Hasselblad Natural Color Solution, the company has developed a new Hasselblad raw file format called: 3F RAW (3FR). The new 3F RAW file format is designed to ensure that images captured on Hasselblad digital products are quickly, effectively and safely stored on the available media (CF card, Imagebank, etc). The file format includes lossless image compression, saving 33% of storage space. Combined with the architecture of the Hasselblad digital camera, this allows for capturing up to 35 images per minute. A 3FR file defines the colors in the Hasselblad RGB color space with its out-of-the-box quality and, used in FlexColor, it removes both the need for experimenting with different color profiles to get optimum colors and the need for selective color corrections. For the H2D-39, CFH-39, CF-39 the manufacturer suggested retail price is $29,995 and the CF-39MS is available for $37,995.