

Gothenburg, 1st March 2017

Hasselblad announces four new XCD lenses for the X1D

Combining Compact Format with the Highest Optical Quality

Following the hugely successful launch of the ground-breaking X1D in 2016, Hasselblad is delighted to introduce four new XCD lenses. The XCD 120mm Macro lens is the first to complement the existing XCD lens family, and will be available at the end of June 2017.

The exceptionally high performing 120mm f/3.5 lens brings together the compact format of the XCD range with the maximum optical quality across the frame with a flat image field. Providing a new versatility to the X1D user, the lens is suitable for both close-up work up to a 1:2 image scale, and also as a mid-range telephoto lens for portrait or other photography requiring a longer focal length. Auto or manual focusing goes from infinity to 1:2 without the need for extension tubes.

Like the other XCD lenses, XCD 120mm Macro lens has an integral central shutter offering a wide range of shutter speeds and full flash synchronisation up to 1/2000th second.

Hasselblad Product Manager, Ove Bengtson commented: *"The XCD 120mm Macro lens complements the existing XCD dedicated autofocus lenses which were developed to support optical quality and portability. This is the first addition to the X1D range of lenses in 2017 and we are excited to launch more lenses later in the year."*

Over the next 12 months, Hasselblad will also launch the XCD 35-75mm Zoom*, XCD 65mm*, and XCD 22mm Wide Angle* lenses. By the beginning of 2018, the X1D will have access to seven dedicated XCD lenses and all twelve HC/HCD lenses using the XH lens adapter.

* Detailed XCD specifications to be announced later this year. Specifications are subject to change.

NOTES TO EDITORS:

Key features:

- 3.5/120 mm Macro
- Focal length: 120 mm
- Max aperture: f/3.5
- Min Aperture: f/32
- Image scale: 1:2
- Angle of view: (diag/hor/ver): 26°/21°/16°
- Integral central shutter
- Full flash synchronisation up to 1/2000 sec
- Size: diam 81 mm, length 150 mm
- Weight: 970 g

This press release and image material can be found online at the Hasselblad Press Lounge at hasselblad.com/press
For additional information visit www.hasselblad.com/product/lenses/x-system/xcd-macro-120mm
Prices will be announced at launch.

About Hasselblad

Founded in 1941, Hasselblad is the leading manufacturer of medium format cameras and lenses. Handmade in Sweden, Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality, Swedish craftsmanship and high performance. For over half a century Hasselblad cameras have captured some of the world's most iconic images – including the first landing on the moon - and helped shape the way we look at the world through genuine photographic artistry. Trusted by NASA and used by the greatest photographers in the world, Hasselblad continues to create products with uncompromising image quality that inspire.

The Hasselblad H Camera System with its professional lens family and unique advancements is widely acknowledged as the most comprehensive digital camera system of its kind available today. Hasselblad was the first to launch the fully integrated medium format camera system incorporating the latest in CMOS sensor technology. In 2016 Hasselblad launched the H6D, a technological feat with an all new electronic platform, delivering superior craftsmanship and image quality. Later the same year, Hasselblad introduced the world's first mirrorless digital medium format camera – the X1D.

Headquartered in Gothenburg, Sweden, where the cameras are handmade, Hasselblad is a global brand with offices in New York, London, Tokyo, Paris, Copenhagen and Hamburg with distributors throughout the world.

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GENERAL LENS DATA

Focal length	120.0mm
Aperture range	3.5-32
Angle of view diag/hor/vert	26°/21°/16°
Length/diameter	150mm/81mm
Weight (excl. covers and lens shade)	970g
Filter diameter	77mm

CLOSE FOCUS RANGE DATA

Minimum distance object to sensor plane	0.43m
Maximum image scale	1:2
Corresponding area of coverage	88 x 66mm
Corresponding exposure reduction	0.7 f-stops

