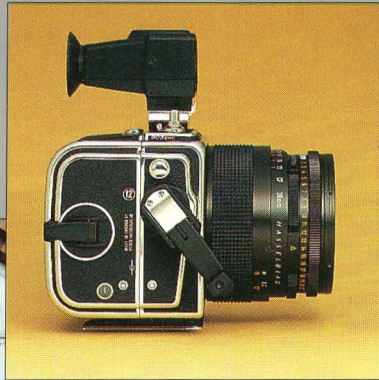


HASSELBLAD

903SWC





THE 903SWC. THERE IS NO CAMERA LIKE IT.

Industrial and architectural photography place special demands on the photographer's equipment. Often, a very short focal length is required. A picture quality that permits enlargement to exhibition formats. And a camera that can be handled even when you are balancing on scaffolding, hanging out of a helicopter or squeezed into a corner.

The Hasselblad 903SWC probably meets these demands better than any other camera.

It gives a large picture format and extremely high picture quality. Images that are razor-sharp from corner to corner and throughout the focusing

range – from 0.3 m to infinity. And virtually no distortion – vertical and horizontal lines are straight, even along the edges of a giant print. The depth of field is staggering, from 0.65 m to infinity at $f/22$.

The 903SWC is also very compact and handy, and its operation is as simple as it is obvious.

This has made the Hasselblad 903SWC a favorite of leading industrial and architectural photographers. And an excellent and often used general purpose camera for such things as photojournalism, landscape, aerial photography and reproduction work.

A TYPICAL HASSELBLAD.

The Hasselblad 903SWC is a typical Hasselblad when it comes to design, quality, reliability and the interchangeable film magazines. But in spite of all this, it is markedly different to the other models.

The 903SWC is smaller, and even easier to use. It has an optical view-finder with a built-in spirit level and a magnifier so that you can read off the scales on the lens at the same time as you concentrate on the picture. And it has a built-in 90° Biogon lens – acclaimed by many as the best wide-angle lens in the world. It is designed and built by Carl Zeiss according to the same uncompromising principles as the lenses for the very best view cameras.

BUILT WITHOUT COMPROMISES.

The design and construction of the 903SWC are based solely on picture quality, reliability, flexibility and simplicity.

Which is why the true wide-angle lens is mounted permanently on the camera. Which is why the camera body is precision-cast from a single block and built to extremely fine tolerances. Which is why the interchangeable film magazines are small miracles of precision and reliability.

GREAT FLEXIBILITY.

Switching magazine from color film to black-and-white, or from transparency to color negative, is simple and fast. You can take a Polaroid in the middle of a roll to check exposure and composition. And just as easily you can change from 6x6 to 6x4.5, and from 12 to 70 pictures per magazine in seconds.

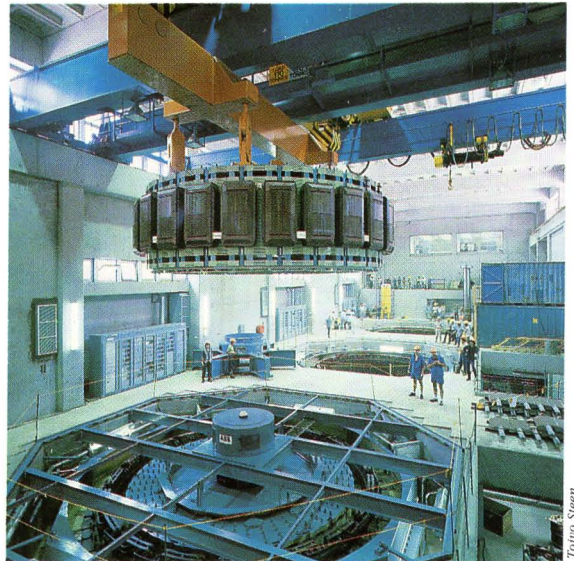
THE LARGEST SYSTEM.

A photographer investing in a Hasselblad should never be held back due to a lack of equipment. Which is why we have developed the largest medium format system, and designed it so that almost all the components and accessories fit Hasselblad cameras, both new and old.

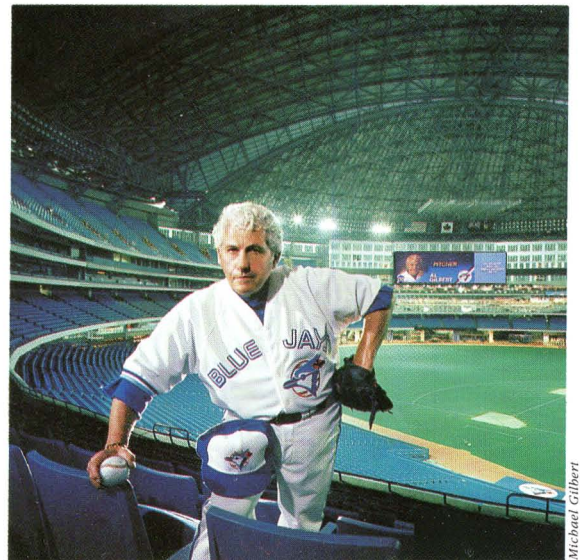
There are cheaper ways of building a camera and a system, but none that make it a better investment for photographers who earn their living from the pictures they create.



Dennis Krubowski



Toivo Steen



Michael Gilbert

HASSELBLAD 903SWC



Jäger Arén

The Hasselblad 903SWC is a mechanical wide-angle camera with a permanently attached 38 mm Biogon lens and detachable optical view-finder and optional interchangeable film magazines.

Film format. 2 1/4" x 2 1/4" (6 x 6 cm) and 2 1/4" x 1 5/8" (6 x 4.5 cm) with different magazines.

Film choices. 120 and 220 roll films, 70 mm perforated long rolls, sheet film and Polaroid film.

Lens. Carl Zeiss Biogon CF 38 mm f/4.5 T* true wide-angle lens with 90° diagonal (72° horizontal) angle of view and 60 mm front bayonet mount.

View-finder. Detachable optical view-finder with built-in spirit level and built-in magnifier for reading lens scales through the view-finder. A focusing screen adapter, which is attached to the camera in the same way as the film magazine, is available for checking picture composition and depth of field. The adapter is used

together with a focusing or magnifying hood, or a prism view-finder, with or without a meter.

Focusing. Focusing range of lens: 12 ins. (0.3 m) to infinity. Depth of field range: 10 feet (3 m) to infinity at f/4.5 and 26 ins. (0.65 m) to infinity at f/22.

Shutter. Leaf shutter in lens, 1-1/500 s and flash synchronization at all shutter speeds.

Film advance. Simultaneous manual shutter cocking and film advance. Foldable winding crank.

Camera body. One-piece cast aluminium alloy shell with 1/4" socket and plate for tripod quick coupling attachment.

System compatibility. The 903SWC accepts all film magazines made for other Hasselblad models. The Biogon lens mount will accept Ø 60 filters and Softars.

Dimensions. Camera body with lens and film magazine A12: 5 3/4" long, 4 1/2" wide

and 5 7/8" high (145 x 112 x 150 mm)

Weight. Camera body with lens and film magazine A12: 2 lb 15 oz. (1325 g).

Camera finish. Available with chrome or black finished bodies. Supplied with optical view-finder, carrying strap and front and rear protective covers.

The Hasselblad system for wide-angle photography also includes a 30 mm "fish-eye" lens and a 40 mm wide-angle lens, as well as a Mutar Shift Converter for perspective control.

Complete information on the whole system can be found in the Hasselblad product catalog.

We reserve the right to make changes without notice.

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HASSELBLAD

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