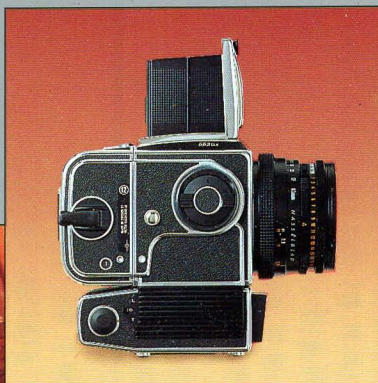


HASSELBLAD

553ELX





Victor Srebneski for Estee Lauder.

THE 553ELX. A BEAUTIFUL SMILE EVERY SECOND.

When it comes to fashion and advertising photography as well as portraits, family photos and photo journalism, the photographer's most important task is to get the person in front of the camera to express exactly what he wants. And capture the right moment before it has gone forever.

This is why more leading fashion and studio photographers use the Hasselblad 553ELX, and its predecessors, than any other medium-format camera. Both when they work inside the studio, and on location. It is, of course, the large picture format and the high picture quality that determines

their choice of a Hasselblad. As well its reliability and ease of handling.

But the main reasons why their first choice out of all the Hasselblad models is the 553ELX, are primarily the built-in motor which cocks the shutter and advances the film in less than a second. The automatic flash metering system that provides the correct exposure, irrespective of how the flash is used. And the remote release which allows them to concentrate on what they are photographing, instead of on the camera they are using.

And to enjoy every beautiful smile.

ALWAYS READY.

The Hasselblad 553ELX is a "true" motorized camera, where the motor is an integral part of the camera and its mechanism. It is designed and built for demanding studio work – day after day, year after year.

It is fast, reliable and simple to work with. The instant-return mirror is entirely non-vignetting with all lenses. Its batteries are good for up to 4,000 exposures. And its function release modes allow you to take sequences of more than one picture per second as well as interval exposures via a timer. And its plug-in shutter release means that you are not tied to the camera, but can take either individual pictures or sequences via a release cable or remote control unit.

SIMPLE TO USE.

The large viewfinder image and the bright focusing screen make it easy to focus and compose, even with weak modelling lights. Switching lenses and viewfinders takes only seconds, and exchanging a magazine with color film for one with black and white takes no longer. Changing from 6x6 to 6x4.5 cm, or from 12 to 70 exposures per magazine, is just as fast. And you can take test pictures on Polaroid film in the middle of a roll.

THE FLEXIBLE FORMAT.

The square 6x6 format is 3.5 times larger than 35 mm. Big enough for giant enlargements as well as allowing you to crop the picture in several different ways without affecting the degree of magnification, and thus the quality.

THE COMPLETE SYSTEM.

The Hasselblad 553ELX is a part of the world's largest medium format camera system. With a wide range of high-quality Carl Zeiss lenses. With interchangeable film magazines for different film formats, types of film and numbers of exposures. With viewfinders, and a range of other accessories for different needs and types of photography. And with a unique interchangeability within the system so that almost all the accessories can be used with all the cameras, irrespective of model or age.

SIMPLER WITH A FLASH.

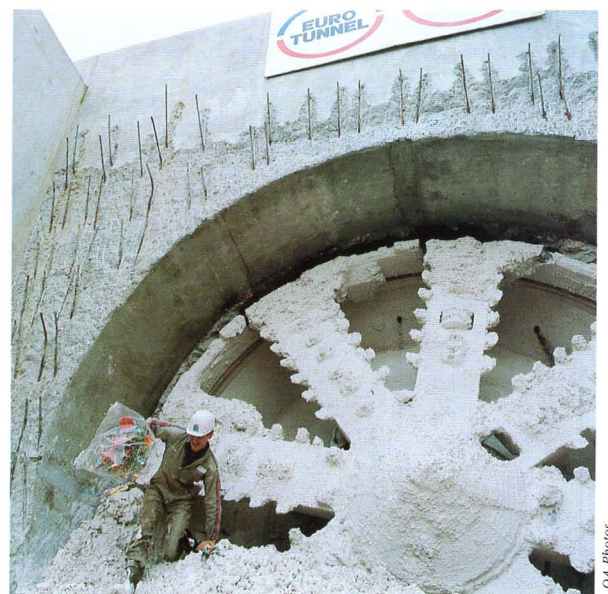
A built-in flash metering system automatically gives you the correct exposure when shooting pictures with the dedicated Hasselblad Proflash and other system flash units. The light is measured through the lens and off the film plane (TTL/OTF), and the system functions equally well with all lenses, whether the flash is used as the main light source indoors or as a fill-in outdoors.



Lennart Malbasson

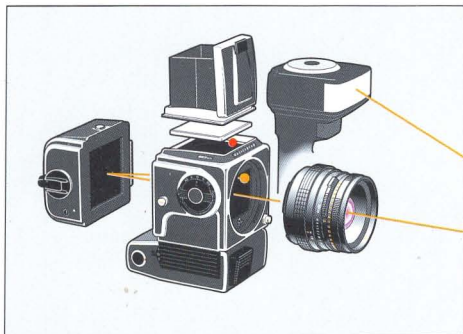


Lennart Sjöberg

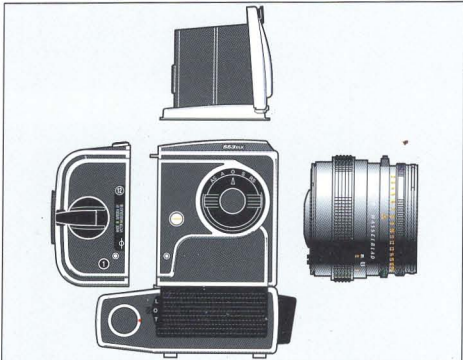


Q4 Photos

HASSELBLAD 553ELX



An electronic sensor measures the light reflected from the film plane and automatically controls the flash output. Flash ready light and exposure signals in the viewfinder.



The 553ELX accepts all C- and CF-lenses, film magazines, viewfinders and almost all the other accessories within the comprehensive Hasselblad system.



Jens Karlsson

The Hasselblad 553ELX is a mechanical, medium format single-lens reflex camera with a built-in motor, and with interchangeable lenses, film magazines, viewfinders and accessories.

Film format. 6x6 cm and 6x4.5 cm with different magazines.

Film choices. 120 rollfilm, 220 rollfilm, 70 mm long perforated rolls, sheet film and Polaroid film with different film magazines.

Camera body. Camera shell and motor housing are made of precision-cast aluminum alloy and magnesium respectively. 1/4" tripod socket and a tripod plate for quick coupling attachment.

Film advance. Automatic, motorized film advance, mirror return and shutter cocking with function modes for single exposures or sequences. Exposure rate of approx. 1.2 frames/s. Remote shutter release via a release cord or remote control units.

Battery/capacity. Five standard 1.5 V AA alkaline or rechargeable NiCd batteries. Up to 4,000 exposures with a set of alkaline batteries. Electronic battery power indicator.

Lenses. 15 interchangeable Carl Zeiss T* CF lenses, from 30 mm to 500 mm. Schneider Variogon Zoom lens, 140-280 mm.

Zeiss Mutar 2x teleconverter (doubles the focal length with optional lenses). Zeiss PC-Mutar Shift converter (for perspective control with optional lenses).

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

Flash control. Centre weighted TTL/OTF metering for films 16 to 1000 ISO. Area measured is Ø40 mm. Dedicated to the Hasselblad Proflash. Adapters available for SCA 300 and 500 flash systems and certain studio units.

Viewfinder. Fast folding, all steel focusing hood with 5X magnifying lens. Interchangeable with prism viewfinders, with or without a light meter, and a magnifying hood.

Focusing screen. Hasselblad Acute-Matte**. Interchangeable with a wide range of accessory screens.

System compatibility. The 553ELX accepts all CF lenses, older C lenses, film

magazines, viewfinders, focusing screens and other accessories made for the 500 series camera models.

Dimensions. Camera body with 80 mm Planar CF-lens and film magazine A12: 7" (180 mm) long, 4" (100 mm) wide and 5 7/8" (150 mm) high.

Weight. Camera body alone: 2 lbs 11 oz. (1240 g). Camera body with 80 mm Planar CF-lens and film magazine A12: 4 lbs 11 oz. (2130 g).

Camera finish. The camera body is available with chrome or black trim, and is supplied complete with a focusing screen, focusing hood, fuses, hand carrying strap, release plate and release cord as well as front and rear protective covers.

**Designed by Minolta

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

We reserve the right to make changes without notice.

Exclusive U.S. distributor

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HASSELBLAD

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