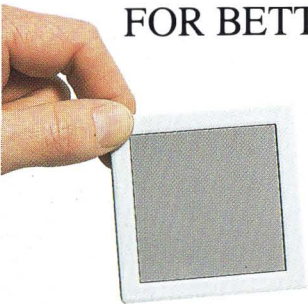


H A S S E L B L A D[®]



PCP80 THE NEW DIMENSION
IN PICTURE PROJECTION

A BIGGER FORMAT FOR BETTER QUALITY



If picture quality is what you need then the Hasselblad PCP 80 is for you. Its 6×6 cm (2¼ × 2¼") format ensures an image quality

vastly superior to the standard slide format. The Hasselblad PCP80, made to satisfy the ambitions of perfectionists. The projector that guarantees all the original quality of your pictures reaching the screen.

A LENS IN A CLASS OF ITS OWN

Light and images enter a Hasselblad camera through lenses made by Carl Zeiss, one of the best lens makers in the world.

And in the Hasselblad projector it's Carl Zeiss lenses that deliver light and images to the screen.



ONLY FOR THE AMBITIOUS

The PCP80 was developed ONLY for the ambitious, for those who need and demand only the best. Advanced photographers, professional communicators or anyone who takes a professional pleasure in quality image reproduction. For everyone who wants to give their audience a visual experience they will remember.



Two simple rules to follow that will help you give your audience more picture satisfaction:

1. Photograph in 6×6 cm format.
2. Show the results on a Hasselblad PCP80.







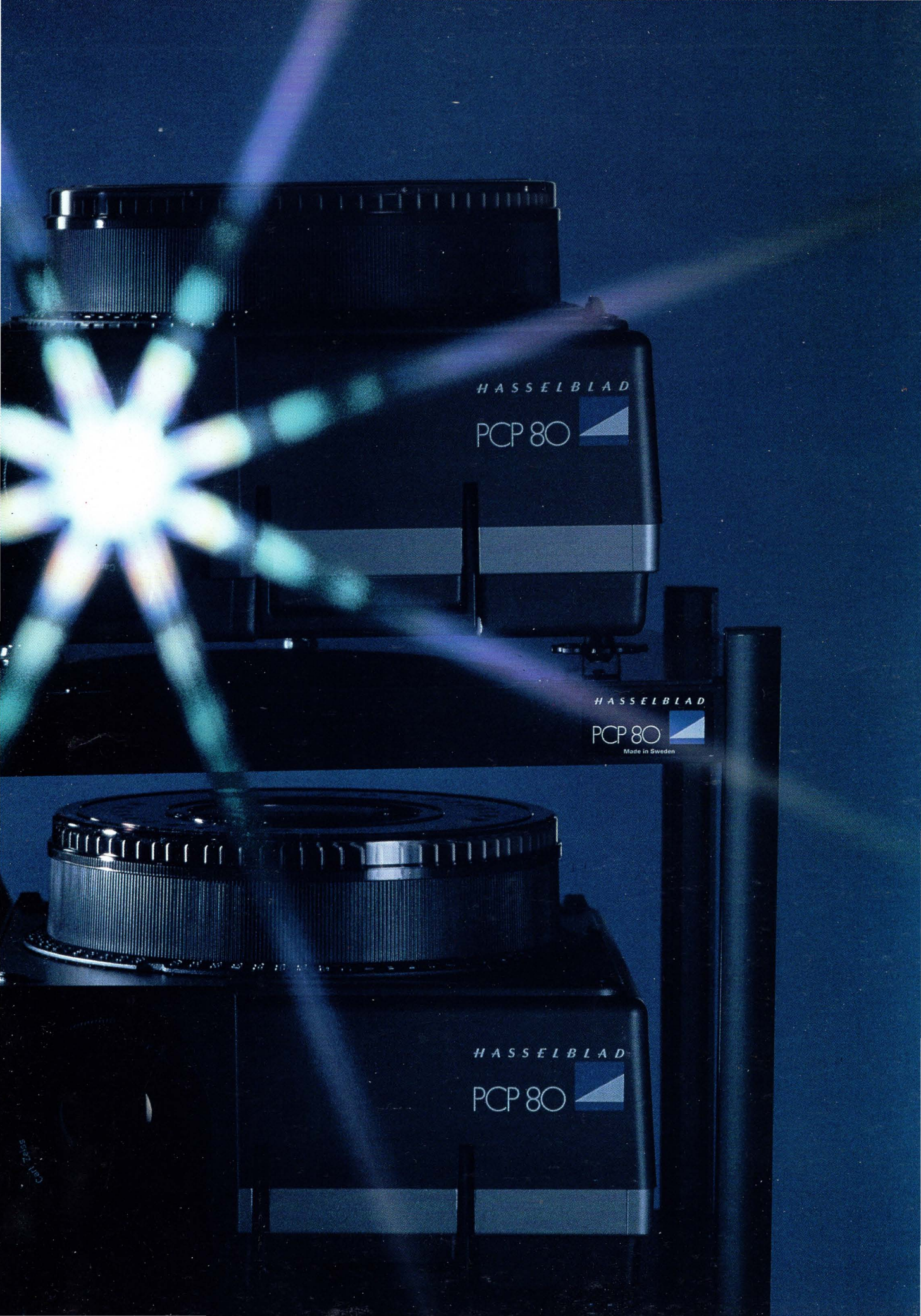
PCP80 MAKES LIGHT WORK

Now you don't need to tilt the projector or stack books under it to get the screen image at the right height. And no more projections smaller at the bottom than at the top, or vice versa.

Using the PCP80's perspective control you can raise or lower the screen image just as you want. One half image up or one third down, using the unique parallel shift function of the lens, instead of having to shift the projector itself.

So you can risk taking the PCP80 any place you've never been before.

The PCP80 makes light work!



HASSELBLAD

PCP 80



HASSELBLAD

PCP 80



Made in Sweden

HASSELBLAD

PCP 80



CPA 2000

THE POINT OF NO RETURN

Pilots have great respect for the point of no return. It's the point at which an aircraft is about to run out of runway and there's just one way out.

Up.

At which point a pilot has to put his trust in the technology at his disposal.

Perhaps you recognize the feeling. Your audience has taken their seats, the lights dim and the show is about to begin. In your own way you too have reached a point of no return. It has to work. You have to rely on technology.

When it comes to the crunch you can rely on the PCP80 completely.

There's no chance of projector failure ruining your presentation, because we've taken every precaution to ensure absolute reliability. Here are some of the details that will help you concentrate on your presentation rather than the projector.



This composite image is made up of three 6×6 cm transparencies projected simultaneously using three PCP80's. Normally eight standard format slide projectors would be needed to achieve the same effect. Three projectors instead of eight. Just think of what that means in terms of reliability.



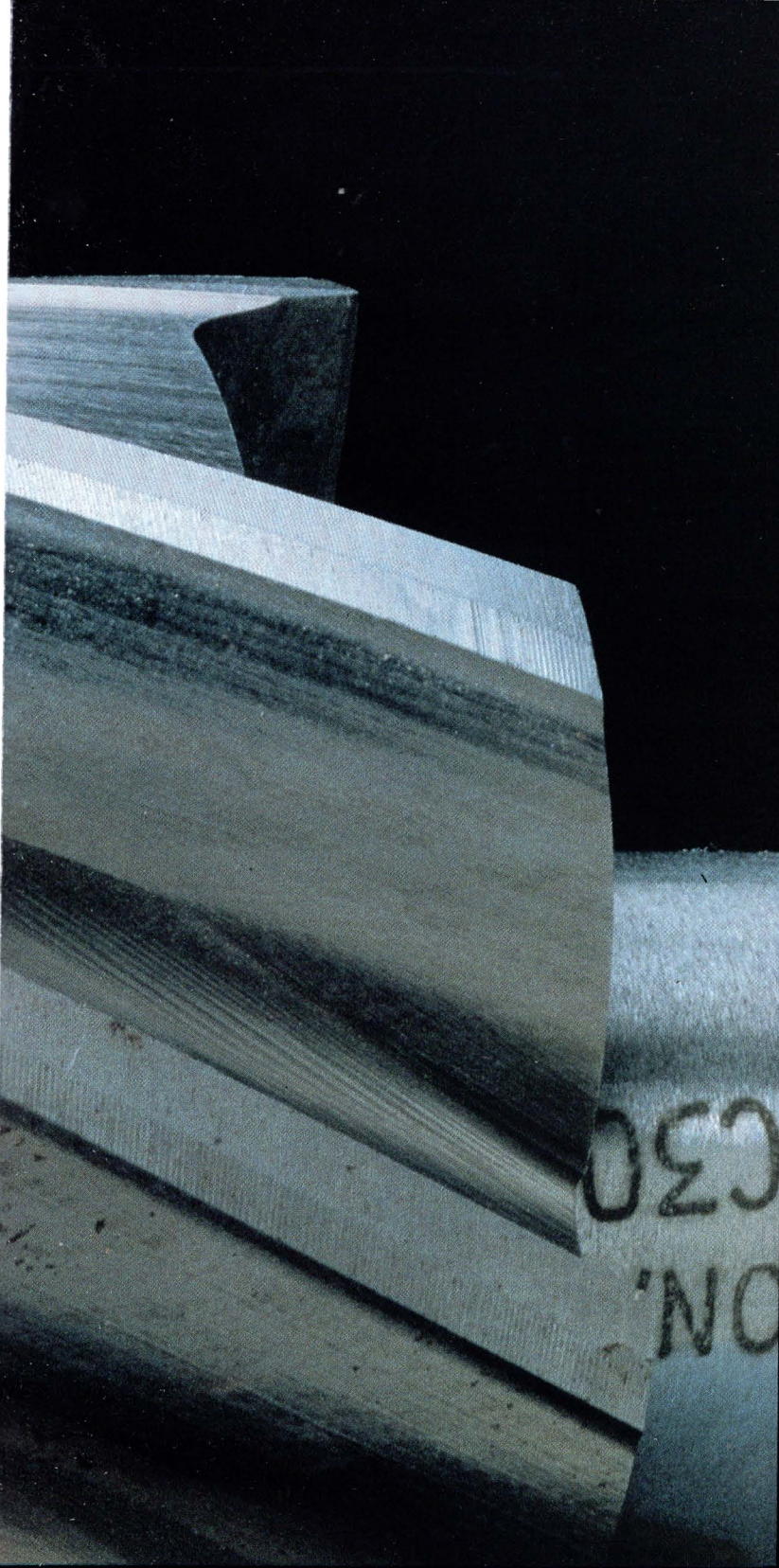
Using other projectors this would have been a fiasco. The lamps in two projectors have burned out at the same time. Nobody noticed because the reserve lamps automatically dropped into position and were working fractions of a second after the first lamps burnt out.

↑ You can just make out a join here. It's difficult to see because the perspective control gives such perfect alignment. No gap, no overlap. Even though the projectors are at different levels.



Pressurized cold air is filtered before reaching the inside of the projector, guaranteeing that no dust interferes with the projector mechanism.

Light from the projector lamp is reflected by dichroic mirrors with much of the heat diffusing through the mirrors and removed by a fan. Very little heat actually reaches the transparency so heat filters, which absorb light and cause color loss, are not required.



With three pictures edge to edge it's extra important to deliver a sharp, evenly illuminated image on the screen. So we've let the optics experts at Carl Zeiss work out the optical system. The result? The variation in extremes of illumination between any two points on the projection surface is less than one third of an aperture stop.

THE PERFECTIONISTS

Like Hasselblad's world-famous cameras the PCP80 projector was designed and constructed by perfectionists for perfectionists. Uncompromising quality right down to the minutest detail.

The PCP80 is crammed with interesting technology too. Technology that lies behind the PCP80's two most remarkable characteristics. Perfect picture quality and total reliability.

PERSPECTIVE CONTROL

Tilting an ordinary slide projector to get the screen image at the right height also means you get a distorted picture. With the perspective control on the PCP80 you can position the image on the screen without tilting the projector or putting books under it. Adjust the perspective control and the lens moves in parallel instead of tilting, keeping the optical axis of the lens perpendicular to the screen. Simultaneously the entire optical system realigns itself in relation to the lens intake pupil.

That's why the screen image can be shifted without causing distortions or reducing its sharpness. It's a feature unique to Hasselblad projectors.

THE OPTICS

The lens from Carl Zeiss is of the same superlative quality as the world famous Zeiss camera lenses, delivering an image that guarantees outstanding brightness and extremely uniform corner-to-corner illumination. The variation in extremes of illumination between any two points on the

projection surface is less than one third of an aperture stop.

When you change lens on the PCP80 you also change the condenser lens. This ensures you get the same uniform light distribution with all the lenses in the system. You can choose from the following range of lenses:

Zeiss P-Distagon 3.5/75 mm

Zeiss P-Planar 3.5/150 mm

(standard lens)

Zeiss P-Sonnar 4/250 mm

AUTOMATIC LAMP REPLACEMENT

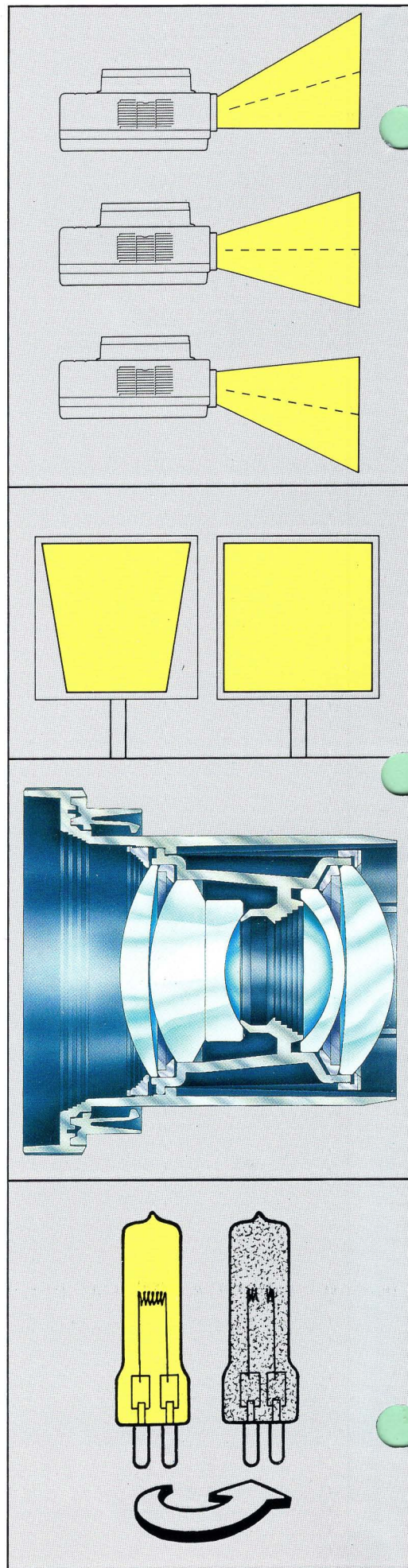
Only the PCP80 has this refinement. If the projector lamp burns out a reserve lamp drops into position within fractions of a second.

SMOOTH, PRECISE SLIDE CHANGES

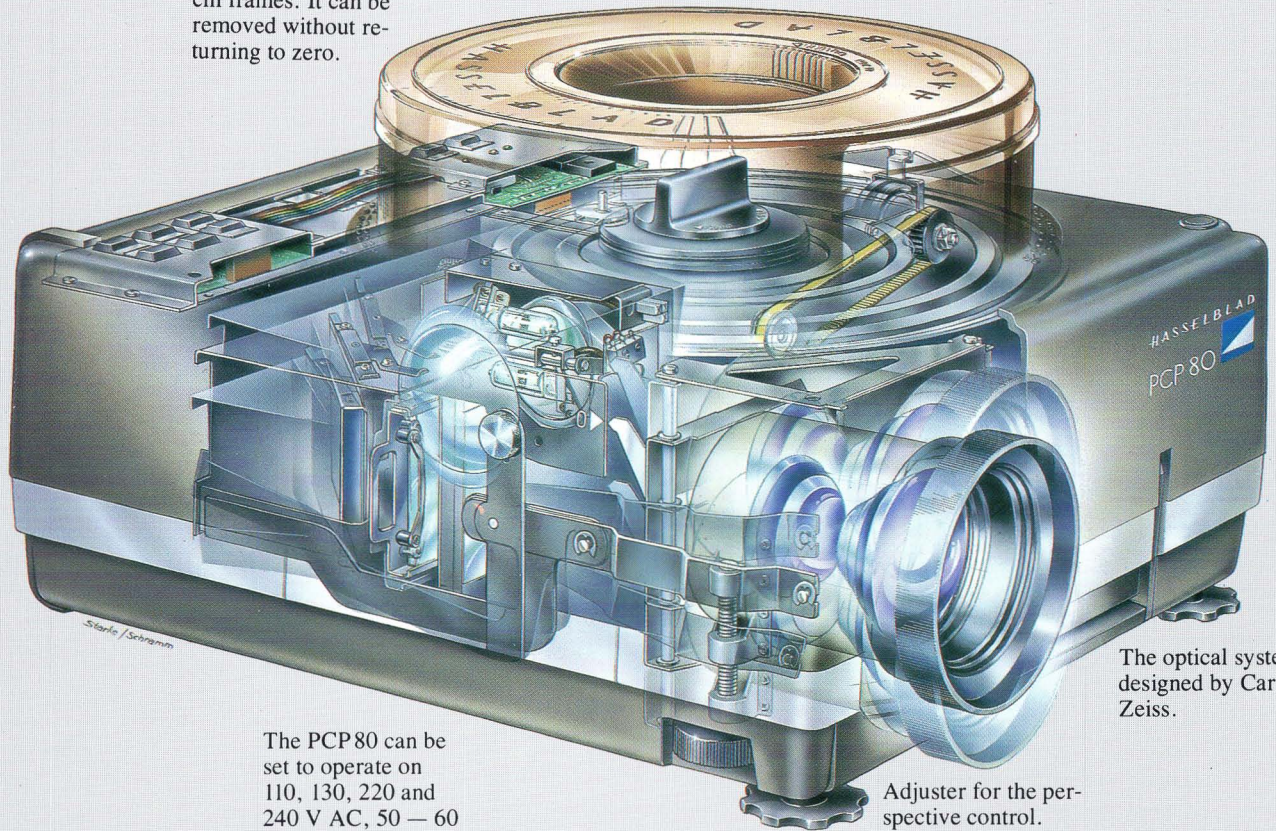
Precision is probably our strongest point. Take a look at the slide changing mechanism, it's special in two important respects. Your fragile transparencies get the smoothest possible handling. And it locates a new slide in exactly the same position as the one preceding. The same position for height, depth and lateral alignment. That's important if the screen image is to remain in focus and not jump around during a presentation.

MULTIVISION

The PCP80 has several remote options via standard 6 or 8-pin DIN connectors, or with a 12-pin connector. AV connectors are available for most standard remote systems.



The rotary magazine takes 80 6×6 cm format slides in 7×7 cm frames. It can be removed without returning to zero.



The optical system designed by Carl Zeiss.

The PCP80 can be set to operate on 110, 130, 220 and 240 V AC, 50 — 60 Hz. Special versions are available for 100 and 120 V. Built-in TRIAC circuitry regulates the lamp output.

Adjuster for the perspective control. With one simple adjustment the screen image can be raised or lowered without causing distortion.



Accessories available for the PCP80 projector include: remote control cable units, adapters to suit most standard remote systems, modular type projector stands, Hasselblad registration slide mounts that ensure perfect image registration in multivision presentations as well as over twenty other components for full scale format presentations.

THE TOTAL CONCEPT SYSTEM

The introduction of the first Hasselblad camera marked the beginning of the world's most extensive camera system for advanced photography. Today the system comprises a total technology package for photography, adaptable for conditions on the ocean floor or in outer space.

A basic concept of the system is maximum compatibility. The products we develop tomorrow will still be compatible with the equipment you buy today. That's why investing in Hasselblad equipment is a secure investment.

You can depend on us.

THE CAMERA SYSTEM

The Hasselblad camera system consists of four basic camera bodies, 8 film magazines, 23 lenses with focal lengths between 30 and 500 mm (1000 mm with teleconverter) and a range of nearly 300 other components.

The Hasselblad 500C/M is the basic camera in the system. It's a manual general purpose camera using the 6×6 cm format. The right camera for advanced amateurs.



The Hasselblad 500ELX is our motorized camera for the professional photographer.

The Hasselblad 2000FCW has electronically controlled shutter curtains for exposure times from one second to 1/2000 of a second. It can be fitted with a motorized winder for rapid picture sequences, making the 2000 FCW the world's fastest medium format camera.

The Hasselblad SWC/M is a wide-angle camera with a 38 mm integral lens. Ideal for photographing architectural subjects.

With the Hasselblad camera system you have all the high technology help you need to compose the best pictures in the world.



THE PROJECTOR SYSTEM

Up till now it wasn't possible to project 6×6 format transparencies and do full justice to the superb quality they offer. We've taken care of that by introducing the Hasselblad PCP 80, a 6×6 format projector that produces the same uncompromising quality as Hasselblad cameras. A projector that guarantees you unique Hasselblad quality from subject to screen.

Whether you need a single 6×6 format projector, two projectors combined, or if you want to build up a multivision system based on several projectors working together, the PCP 80 is the right, the *only* projector for you.

Today you can choose from three projector lens options with 75, 150 and 250 mm focal lengths, adaptors to fit most standard remote systems and all the other accessories needed for full scale presentations.

Now we've put you in the picture. Hasselblad — all the technology you need, not just to CREATE but to SHOW the world's best pictures.

H A S S E L B L A D[®]

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