

H A S S E L B L A D

CAMERA GUIDE



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201F

For critical studio and on location work.

The 201F offers the professional photographer the widest choice of options and largest selection of lenses including the large aperture types.



Robust, durable rubberized, silk textile focal plane curtain assures reliable shutter operation with electronically timed precision from 1 to 1/1000 sec.

Shutterspeeds are lockable and can be set in 1/2 stop increments for exposure and bracketing versatility.

Focal plane shutter flash sync up to 1/90 sec.

Compact 6V battery with battery level check signal.

TTL dedicated flash system automatically measures the light off the film plane for excellent, consistent exposures with focal plane or lens shutter.

Flash exposure adjustable with ISO setting. Ready light and low light warning visible in finder.

Use of large aperture lenses for low light photography. Flexibility in shutter speeds and depth of field control are increased. Maximum apertures: F/2 on the 110mm Planar, f/2.8 on the 50mm wide angle and 150 tele, f/4 on the longer 250, and 350mm focal lengths.

Instant return mirror shows large viewfinder image on high resolution Acute Matte focusing screens.

Choice of manual or motor-driven film advance with accessory motor drive.

Self timer with programmable delay of 2 and 10 seconds operates with the mirror in locked up position for maximum image sharpness.

Self timer operating signal on camera.

Double or multiple exposure capability without removing film magazine for speed and registration accuracy.

203 FE

The ideal, versatile camera for the professional or amateur location photographer who wants good exposures in the simplest automatic fashion. Aperture priority, selective metering system provides excellent exposures automatically – also with CF lenses.



Automatic bracketing, programmable in 1/3 stops values, enhances the potential for perfect exposures when speed of shooting is crucial.

Manual exposure mode with optional Reference mode for monitoring changes in lighting conditions/ subject brightness.

Robust, durable rubberized, silk textile focal plane curtain assures reliable shutter operation with electronically timed precision from 34 minutes to 1/2000 sec. Flash sync up to 1/90 sec.

Shutterspeeds which are set automatically with an accuracy of 1/12-stop increments, can be set manually in 1/2 stop increments.

Finder display also shows the shutter speed that must be set on CF lenses for correct exposure.

For utmost reliability, digital electronics require only four contacts to couple camera body to lenses and film magazines.

TTL dedicated flash system automatically measures the light off the film plane for excellent and consistent exposures.

Programmable fill-flash function offers a professional solution for creating the desired lighting ratio between flash and existing light automatically.

Enables use of large aperture lenses for low light photography.

Flexibility in shutter speed and depth of field control are increased.

Maximum apertures: F/2 on the 110mm Planar, f/2.8 on the 50mm wide angle and 150 tele, f/4 on the longer 250, and 350mm focal lengths.

Instant return mirror shows large viewfinder image on high resolution Acute Matte focusing screen.

Choice of manual or motor-driven film advance with accessory motor drive.

Self timer with programmable delay from 2 to 60 seconds operates with the mirror in locked-up position for maximum image sharpness.

Double or multiple exposure capability without removing film magazine for speed and registration accuracy.

CF lenses and regular film magazines are compatible without losing the metering options and functions.

205 TCC

The ultimate camera with total exposure control and all the special features to help the demanding photographer in any field of photography, professional or non-professional, create images in a proven, most logical fashion.



▣ A precise built-in spotmetering system for the ultimate in exposure, tone and contrast control. The system is perfect for any subject and lighting on any type of film.

▣ Four aperture priority metering mode options to match your metering approach to your subject. All necessary data and warning signals are visible in the viewfinder.

▣ Zone mode allows reading the different subject areas, highlights and shadows, directly in zone values.

▣ Robust, durable rubberized, silk textile focal plane curtain assures reliable shutter operation with electronically timed precision from 16 seconds to 1/2000 sec. Flash sync up to 1/90 sec.

▣ Shutter speeds which are set automatically with an accuracy of 1/12-stop increments, can be set manually in 1/2 stop increments.

▣ For utmost reliability, digital electronics require only four contacts to couple camera body to lenses and film magazines.

▣ Metering system is in camera body eliminating electronic contacts to viewfinder for additional reliability.

▣ TTL dedicated flash system automatically measures the light off the film plane for excellent and consistent exposures.

▣ Enables use of large aperture lenses for low light photography. Flexibility in shutter speed and depth of field control is increased. Maximum apertures: F/2 on the 110mm Planar, f/2.8 on the 50mm wide angle and 150 tele, f/4 on the longer 250, and 350mm focal lengths.

▣ Instant return mirror shows large viewfinder image on high resolution Acute Matte focusing screen. Choice of manual or motor-driven film advance with accessory motor drive.

▣ Self timer with programmable delay from 2 to 60 seconds operates with the mirror in locked up position for maximum image sharpness.

▣ Double or multiple exposure capability without removing film magazine for speed and registration accuracy.

▣ CF lenses and regular film magazines are compatible without losing the metering options and functions.

501c

The 501C is for amateur photographers and aspiring professionals who want to enjoy medium format photography and be assured of complete professional performance, reliability and image quality.

Attractively priced Hasselblad camera packaged complete with Planar C 80mm f/2.8 lens and A12 film magazine, clearly the best investment in a medium format camera system.

Proven mechanical operation without the need for batteries based on Hasselblad's reputation for quality workmanship and reliability.

Lens shutter provides excellent shutter speed accuracy for consistent exposures.

Flash sync up to 1/500 sec with all CF lenses. This feature offers complete freedom for creating the desired lighting ratio between flash and ambient light.

Simplified operation and fast manual film advance with permanently attached winding crank.

Accessory masks that fits at rear of camera body provides choice of 6x4.5 cm horizontal or vertical format and a Panoramic mask 27x55mm.

Quick coupling plate with 1/4 in. and 3/8 in. tripod socket.

Capability to extend 501C system with CF lenses, film magazines, viewfinders, focusing screens and other accessories.

The Hasselblad 501C provides you with all the time-proven features that are characteristic of the entire Hasselblad system.

The advanced lens technology perfected at Carl Zeiss, assures the medium format's superior sharpness, contrast and color saturation.

Sturdy one piece metal body protects and maintains the critical alignment of all internal components.

Bright, high resolution Acute Matte focusing screen assures fast precise focusing through a choice of high magnification viewfinders.

Complete interchangeability, among all Hasselblad SLR camera models, of all CF lenses and all film magazines including Polaroid.

Convenient, through the lens metering with the center weighted PME meterprism finder.



503cXi

Perfect for the professional or amateur who prefers battery-free, mechanical reliability combined with an automatic dedicated flash system, with flash sync up to 1/500 sec.



❑ Proven mechanical operation with precision manufactured components tuned to work in perfect harmony without the need for batteries.

❑ TTL dedicated flash system automatically measures the light off the film plane for excellent, consistent exposures. The system provides simplicity and instant readiness for capturing the photographs in location flash photography.

❑ Ready light and exposure signal visible in viewfinder allowing uninterrupted viewing and contact with the subject.

❑ Power for the dedicated electronic flash system comes from the batteries in the flash unit.

❑ Flash sync up to 1/500 sec with all CF lenses provides complete freedom for creating the desired lighting ratio between flash and ambient light.

❑ ISO dial on camera offers convenient changing of flash fill lighting ratio.

❑ Lens shutters provide excellent shutter speed accuracy for consistent exposures.

❑ Fast manual film advance and simplified operation with all operating controls arranged by design, and function from a working photographers point of view.

❑ Accessory mask that fits at rear of camera body provides choice of 2 1/4 (6x6) square or 6 x 4.5cm horizontal or vertical format and a Panoramic mask 27x55mm.

❑ Quick coupling plate with 1/4 in. and 3/8 in. tripod socket.

553ELX

The motor-driven Hasselblad for sequence shooting and remote camera operation in the studio or on location combined with dedicated flash photography at shutter-speeds up to 1/500 sec.

- Motor drive is integrated to camera body for most reliable motor operation and remote camera releasing.
- Five different motor/mirror operations give the choice of single exposure or sequences at 1.3fps, both with or without the mirror locked up for maximum image sharpness.
- Choice of readily available AA batteries or rechargeable AA cells. Battery level check feature.
- TTL dedicated flash system automatically measures the light off the film plane for excellent, consistent exposures.
- Ready light and exposure signal are visible in viewfinder allowing uninterrupted viewing and contact with the subject.
- Flash sync with all CF lenses up to 1/500 sec provides complete freedom for creating the desired lighting ratio between flash and ambient light.
- ISO dial offers convenient changing of flash fill lighting ratio. Compact size and light weight for extended hand held operation.



903SWC

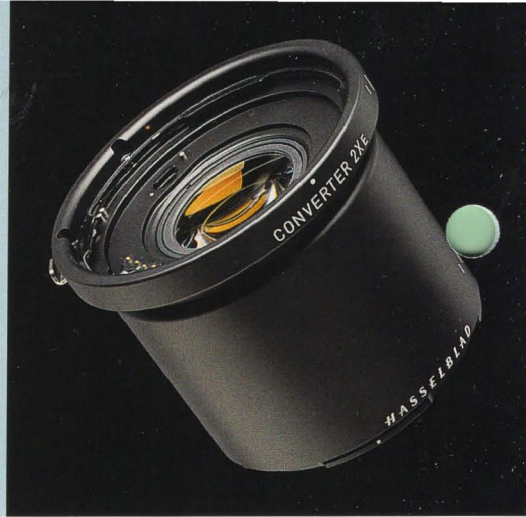
Based on view camera lens design, the permanently attached Biogon 38mm lens with 90° diagonal angle of view is a true wide angle type.

- The lens produces "architectural view camera quality", with virtually no distortion and superb corner to corner sharpness (even at full aperture and at all distances.)
- Focusing range from infinity down to 12 inches (0.3m) makes 903SWC also an excellent tool for copying. Depth of field from 26 inches (66cm) to infinity at f/22. Flash sync up to 1/500 sec.
- The compact size and the light weight of the camera, wide area coverage and great depth of field make the 903SWC an equally favorite tool for candid photography and journalistic work.
- Spirit level and distance setting on lens is visible in viewfinder.
- All the Hasselblad film magazines including the Polaroid unit can be attached to the 903SWC.
- Critical camera alignment and focusing through the lens is possible with focusing screen accessory.



HASSELBLAD

New accessories

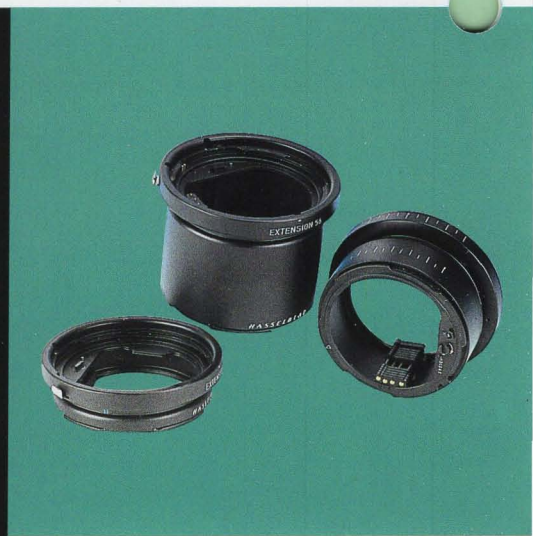


Hasselblad E Magazines

Film magazines with ISO film sensitivity dial from 12 to 6400 ISO. Designed for Hasselblad cameras with built-in metering system but also useable on all other Hasselblad camera models.

Four electronic contacts transmit ISO film sensitivity with reliable, digital Databus system from magazine to metering system in camera body.

Available as E12 for 12 square images on 120 film, E24 for 24 square images on 220 rollfilm and E16 for 16 images in the rectangular 6 x 4.5cm format on 120 rollfilm.



Extension Tubes

Equipped with electronic coupling to transfer information from the lenses to the microprocessor in the 205 and 203 camera bodies. Also compatible with all other Hasselblad SLR camera models.

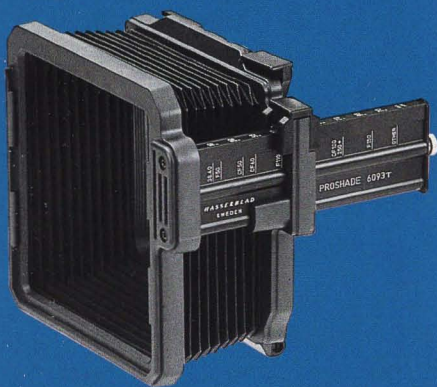
Hasselblad 2XE Teleconverter

Multicoated 7 element teleconverter doubles the focal length of any C, CF, F, TCC or FE lens (except Macro Planar 135mm) on any Hasselblad SLR camera.

4 gold contacts transmit the data from a TCC or FE lens to the 205TCC, or 203FE camera body in the most modern digital Databus fashion.

Optimized to produce the very best image quality with short tele lenses, but the 2XE produces excellent image sharpness, contrast and corner to corner brightness with all lenses.

For durability, lens elements are mounted into a one piece metal housing, maintaining the precise lens/camera body connection.



Hasselblad PM90 Prism Finder

The PM90 allows convenient viewing and focusing from eye level with all Hasselblad SLR models hand held or mounted on a tripod. Maintains convenient viewing when cameras are turned sideways for photographing vertical 6 x 4.5cm images therefore making all Hasselblad models ideal 6 x 4.5 cameras.

High eyepoint eyepiece for viewing the entire focusing screen and the display in 205 and 203 models, with or without eyeglasses. Special eyepieces with built-in diopter corrections from -4 to +3 diopters available for photographers who prefer viewing and focusing without eyeglasses.

Usable with all 120 and 220 rollfilm magazines.

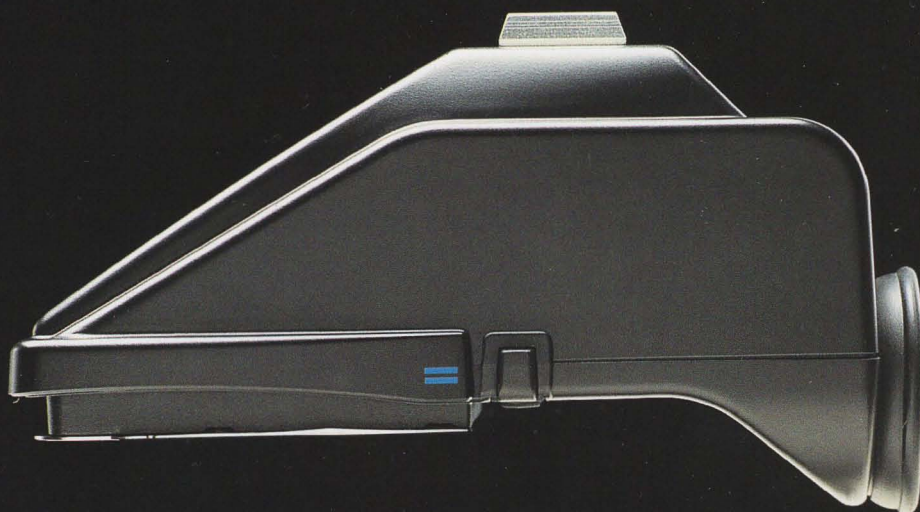
Also available: the new PME51 prism finder with built-in center weighted light metering and convenient 45° viewing.

Proshade 6093T

Provides best possible image contrast and color saturation without vignetting on wide angle, standard or tele lenses.

Compatible with Hasselblad lenses 38mm to 500mm in combination with different accessory lens mounting rings. Holds 4 inch (100mm) resin filters, and 4 inch (100mm) or 3 inch (75mm) gelatin types in combination with accessory gelatin filter mounts.

Front section folds down for convenience in adding, changing, removing filters in shade or on the lens without removing the shade from the lens.



The full range of lenses, film magazines and Hasselblad accessories for all camera models is described in detail in the Hasselblad Product catalog.

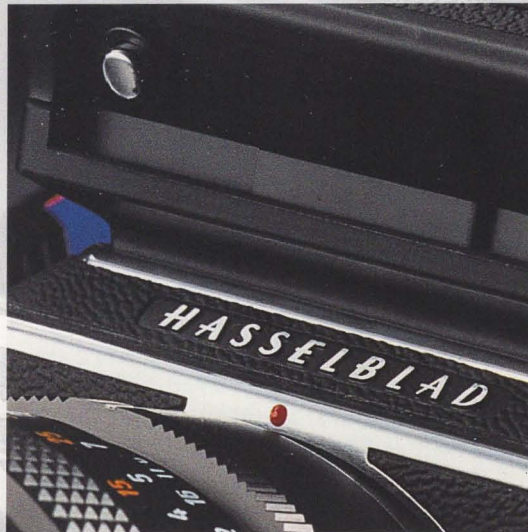
H A S S E L B L A D

- The camera system without a compromise in quality or performance.

Since 1948, Hasselblad cameras in the hands of the world's greatest photographers, have helped to create the world's greatest images. The cameras have earned a legendary reputation for quality engineering and workmanship, lasting value, unfailing reliability and obsolescence-proof component interchangeability. They are tools to help you produce photographs of lasting value. By working with Hasselblad, the recognized tool of the "Masters of photography", you give yourself a definite competitive edge.

A Hasselblad is not an ordinary camera, but a solid investment in a camera system that lasts, that will perform and produce professional results today, tomorrow, and years

ually tuned to work in perfect harmony. The result is a camera built for unrelenting hard use, a camera which produces work of a consistently high quality.



Every time you actuate the shutter release you hear the "Hasselblad sound of quality..." a sound that keeps you inspired to create successful photographs.

THE CHOICE OF SQUARE OR RECTANGLE

With all Hasselblad cameras you have the choice of photographing square or rectangular images in the camera, and you also have the choice of changing the square into verticals or horizontals afterwards.

Photographing square simplifies and

from now. It is a camera system that you will never outlive, nor outgrow.

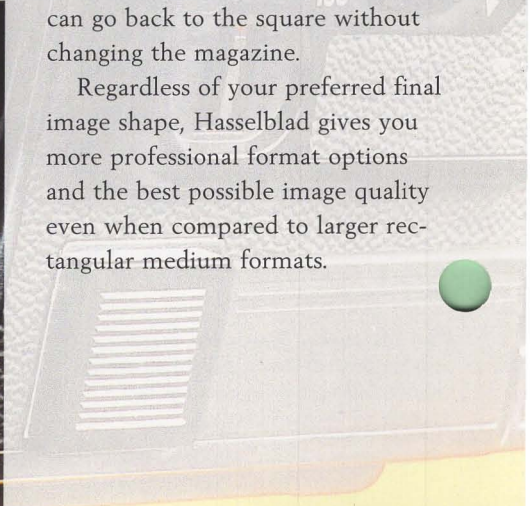
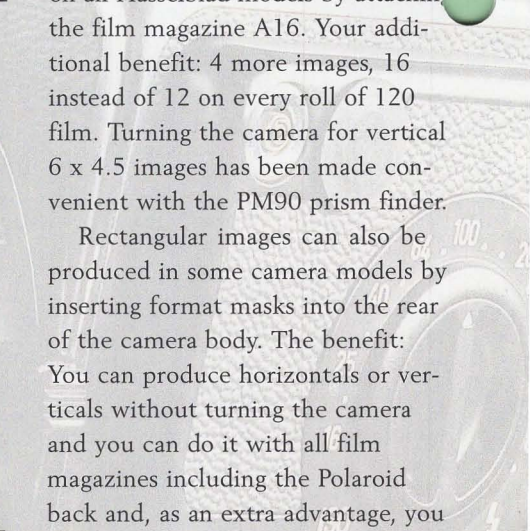
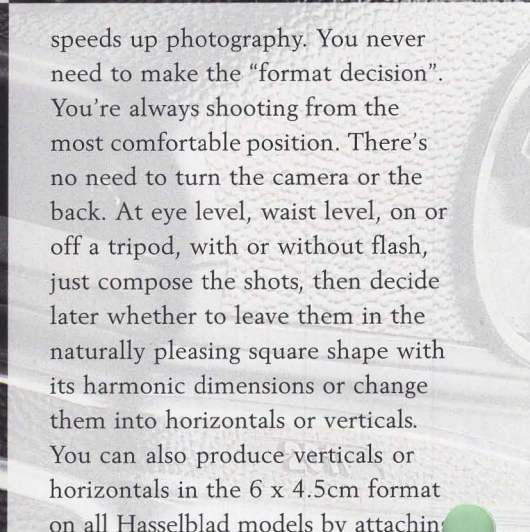
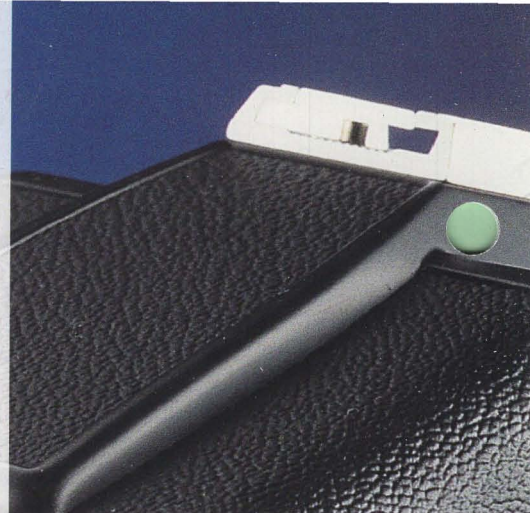
A Hasselblad is a precision instrument that successfully solves the most critical studio jobs, but is also compact and lightweight, so you can enjoy your handheld location work. At Hasselblad, no step in the image-making process is over-looked. All the 800 to 900 precision manufactured components in a camera are individ-



speeds up photography. You never need to make the "format decision". You're always shooting from the most comfortable position. There's no need to turn the camera or the back. At eye level, waist level, on or off a tripod, with or without flash, just compose the shots, then decide later whether to leave them in the naturally pleasing square shape with its harmonic dimensions or change them into horizontals or verticals. You can also produce verticals or horizontals in the 6 x 4.5cm format on all Hasselblad models by attaching the film magazine A16. Your additional benefit: 4 more images, 16 instead of 12 on every roll of 120 film. Turning the camera for vertical 6 x 4.5 images has been made convenient with the PM90 prism finder.

Rectangular images can also be produced in some camera models by inserting format masks into the rear of the camera body. The benefit: You can produce horizontals or verticals without turning the camera and you can do it with all film magazines including the Polaroid back and, as an extra advantage, you can go back to the square without changing the magazine.

Regardless of your preferred final image shape, Hasselblad gives you more professional format options and the best possible image quality even when compared to larger rectangular medium formats.



THE MEDIUM FORMAT SYSTEM THAT CAN DO IT ALL

Choosing a medium format camera system has everything to do with image size but even more important is the size and weight of the camera.

Medium format cameras are recognized as the "cameras in the middle" because they can combine the image creating features of large format cameras and yet offer the handling speed and convenience of the 35mm.

Investing in a system that can do it all must be the ultimate reason for selecting the medium format. It eliminates the need for two separate camera systems, one for studio work and one for location photography, (hand held if necessary).

To accomplish this and really enjoy medium format photography, size and weight of the equipment must be a major consideration. Your final choice will be Hasselblad.

Hasselblads are superb cameras for critical studio work primarily because of the complete visual control on the large, bright focusing screen, and the interchangeability of lenses and film magazines (including the use of Polaroid.)

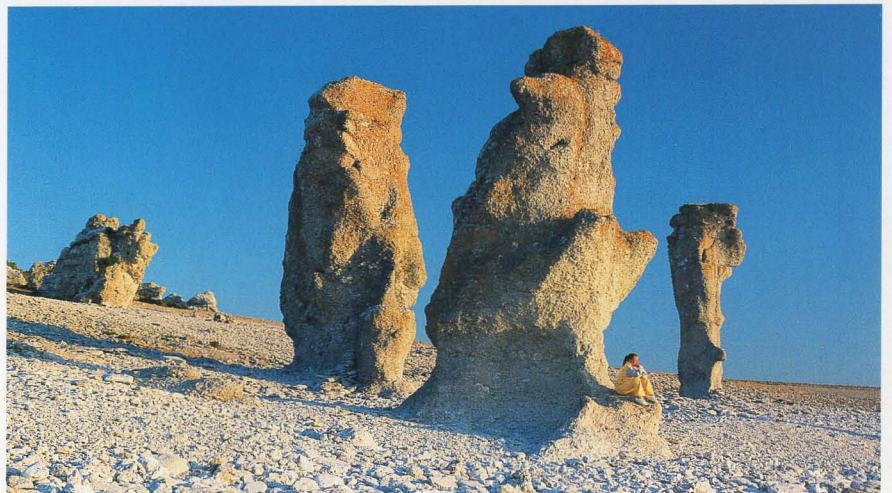
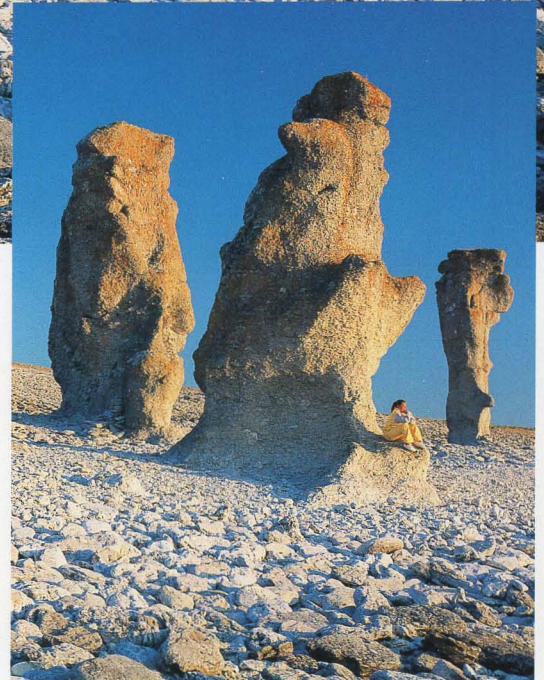
They are equally great for all location photography, because they are easy to carry, handle and operate, weighing and offering the 35mm speed and versatility needed for hand held photography.

Choosing a Hasselblad system that can do it all is doubly important for the professional who needs back-up equipment. Going into two different systems can become a very costly affair. With Hasselblad, your back-up camera need not even be the same model. Your back-up can be a different model, perhaps with a different shutter or metering system, viewfinder and film transport.

Use of the same lenses, film magazines and most accessories become a decisive advantage.



Photo: Jan Grahn





The world's largest medium format camera system.



Photo: Tore Hagman.

H A S S E L B L A D

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