

H A S S E L B L A D

SYSTEM
GUIDE

The professional camera system



Photo: Heather Angel

Chasing the rainbow

Sooner or later you may reach the ultimate limit of what is possible to achieve with the camera you use. No matter how skilled you are or how hard you try, you simply cannot proceed any further. You are chasing the rainbow.

The only way out is to change to a professional camera system that permits you to utilize your full potential, today as well as tomorrow – a system called Hasselblad. It is designed to provide you with supreme image quality, unsurpassed reliability and unbounded creative freedom. It will be you who sets the limits, not the camera.

Within the Hasselblad system you have the choice of ten different camera models, all built for the medium format. You also get access to one of the world's largest systems of lenses, film magazines and viewfinders, as well as accessories for every conceivable photographic application.

Ever since the first Hasselblad camera was successfully introduced 50 years ago, all system components have been based on the same modular design. It means that most accessories will fit every camera, regardless of model and age. When new products are released, you can upgrade your equipment and increase its versatility. It will keep its value for years to come.

Your Hasselblad equipment will be your obedient tool. Together you can start chasing the rainbow, and be sure to reach it.

H A S S E L B L A D



THE CAMERA SYSTEM
50 YEARS · 1948-1998

Photo: John Mason

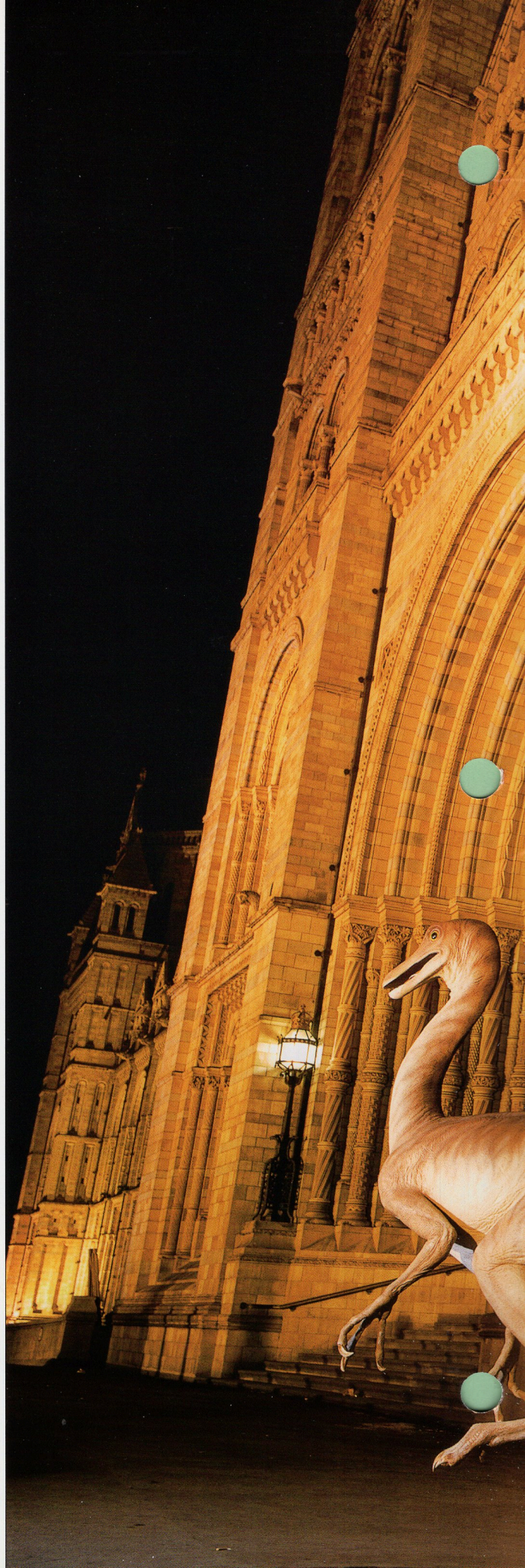






Photo: John Mason



501CM – *the primary model for a vast variety of photographic applications*

Hasselblad 500 series cameras

The 500 series is based on a fully mechanical design using leaf shutter lenses with flash synchronization at all shutter speeds.

The 501CM is the primary model of the Hasselblad system. As a complete unit with lens and film magazine it is the ideal model for entering the Hasselblad world of medium format photography. It is also available as a separate body, should you require an additional camera in your Hasselblad outfit.

The 503CW and 553ELX are equipped with the Hasselblad TTL/OTF flash metering system, which facilitates work with dedicated flash units. The 553ELX has an integral motor, while the totally battery-independent 503CW can be motorized by attaching an optional winder, which also includes a comfortable IR Remote control.

To provide you with a vignetting-free viewfinder image with virtually all lenses irrespective of focal length, the 553ELX has a long mirror and the 501CM and 503CW the unique Gliding Mirror System (GMS).



503cw

– the versatile and most advanced 500 series model for demanding professional photography, hand-held or on the tripod



553ELX

– the untiring motorized work-horse for heavy-duty studio work



205FCC

*– the precise photographic instrument
for total exposure control*

Hasselblad 200 series cameras

The Hasselblad 200 series models are the most versatile and technically advanced cameras within medium format photography. Yet, thanks to their user-friendly design, they provide a unique ease of operation and control.

Electronically controlled focal plane shutters offer the widest range of shutter speeds available in medium format – 34 min to 1/2000 s on the 203FE and 205FCC models.

A special range of large aperture Zeiss lenses, including the FE 110 mm lens with an aperture f/2, provides you with means to handle low light conditions as well as action shots with shorter shutter speeds. In order to increase the image contrast all 200 series camera bodies and lenses have a recently implemented internal light absorbing material that reduces flare to a minimum.

The 202FA, 203FE and 205FCC models feature extremely precise multi-mode exposure metering systems, offering a variety of programmable functions, including auto-bracketing and fill-in flash control.

The combination of spot metering and a unique zone mode in the 205FCC provides you with total control of the tone and contrast in both b/w and colour photography.

All 200 series models can be fitted with an optional winder.



203FE – fast and accurate for critical indoor or outdoor photography



201F – lightweight and professional in the studio and on location



202FA – easy to use for efficient hand-held work in varying lighting conditions



Photo: Luis Castañeda

Wide-angle perfection and shift & tilt

The 903SWC camera is uncompromisingly designed for top quality wide-angle photography. The permanently attached Zeiss Biogon CF 38 mm lens features a 91° diagonal angle of view, virtually distortion-free image reproduction, superb corner-to-corner sharpness and amazing depth-of-field. The ideal camera for all-round architectural, landscape and industrial photography.

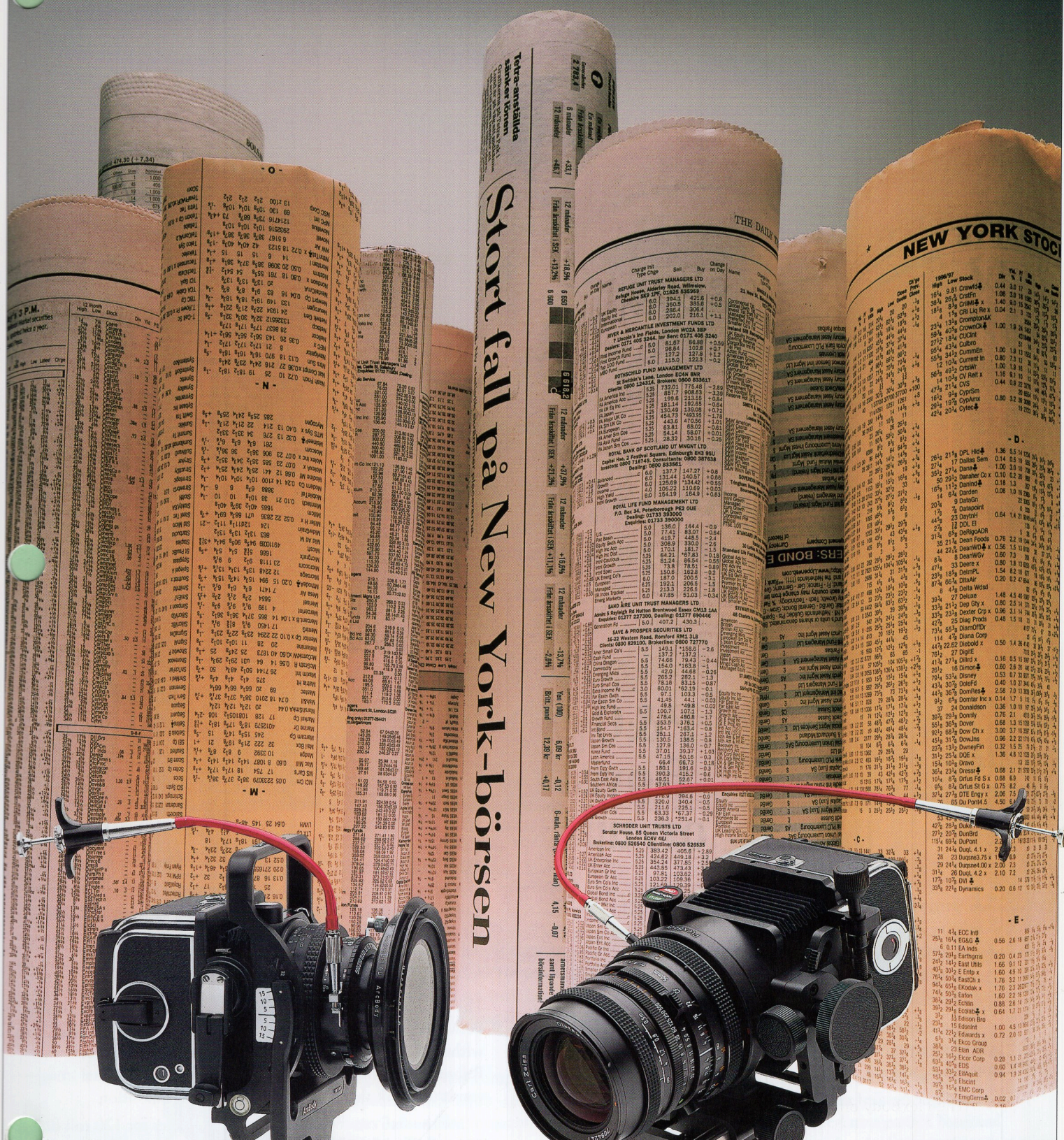
The ArcBody with its own accessory system and special range of lenses is the powerful medium format technical camera. The large image circles of the lenses provide a shift capability of 0-28 mm. With its generous shift potential and additional tilt function it is the perfect tool for controlling the perspective and depth-of-field in critical indoor or outdoor architectural photography.

The FlexBody offers the creative Hasselblad owner a broader spectrum of image variations and effects than conventional medium format cameras. The design provides a large tilt capability for depth-of-field control as well as offering a shift option. As it uses the standard Hasselblad leaf shutter lenses and film magazines, the FlexBody is easy to integrate into your existing Hasselblad outfit.



903swc

– the ultimate super wide-angle camera for all-round architectural, landscape and industrial photography



Stort fall på New York-börsen

ArcBody

– the compact shift and tilt camera system for perspective and depth-of-field control

FlexBody

– the ideal tilt and shift tool for creative and experimental work, easy to integrate into your Hasselblad outfit

Photo: Hans Wretling



Razor-sharp lenses

The wide range of lenses, built for Hasselblad by some of the world's most prominent lens manufacturers, such as Carl Zeiss in Germany, ensures the highest possible image quality.

Within three lens series – the CF, CB and FE – you have the choice of focal lengths from 30 mm fish-eye to 500 mm telephoto. The focal lengths can be further extended by using dedicated 1.4X and 2X converters.

The CF and CB lenses with built in leaf shutters allowing flash synchronization up to 1/500 s, can be used on both the 500 and 200 series cameras.

Amongst the leaf shutter lenses there are two superachromatic lenses of 250 mm and 350 mm focal lengths. Thanks to special optical materials the chromatic correction of these top-of-the-line lenses is so perfect that colour fringing has been eliminated.

The large aperture FE lenses are exclusively designed for the 200 series cameras. In this series you will find the fastest lens in

medium format, the FE 110 mm with an aperture of f/2.

A special range of lenses with larger image circles is produced by Rodenstock for the ArcBody to provide its wide shift and tilt potential.

Film magazines for different formats

The interchangeable film magazines make it possible to switch between film types, formats and film capacity in seconds, without losing a single frame. Or to make test shots on Polaroid film whenever you need a preview of the final image result to check the exposure, lighting or composition.

For the 6x6 cm format there are magazines for 120 roll film, 220 roll film and 70 mm perforated film, giving 12, 24 and up to 70 frames per load respectively.

If you prefer to work on the 6x4.5 cm format you can choose between one magazine for 120 film giving 16 frames



per load and another one for 220 film giving 32 frames.

Another way to change film formats is to use the set of format masks, which fit the current 500 series camera bodies. The masks can be turned to provide either a horizontal or vertical 6x4.5 cm or 6x3 cm cropping of the film area.

Viewing system

The large range of bright Hasselblad focusing screens, the viewfinders' optical performance and the virtually vignetting-free mirror systems of the Hasselblad SLR cameras ensure accurate focusing and image composition regardless of lens focal length and lighting conditions. The wide variety of magnifying hoods, prism and reflex viewfinders offers the option to choose the viewing angle and magnification which suits you the best.

With the PME90 meter prism viewfinder, adding TTL light metering to the camera, you can instantly change between spot metering, centre-weighted integral metering and incident light metering.

Winders

Most of the Hasselblad SLR cameras can be readily motorized. Just replace the winding crank with a winder and the powerful motor will provide smooth film and shutter winding.

The Winder CW, designed for the Hasselblad 503CW, can be set to single, continuous or multiple exposure and its IR Remote control offers wireless operation. A Self Adjusting Interface (SAI) adjusts the winder to the camera ensuring minimum wear on the camera and the motor.



The modular design means a unique compatibility within the Hasselblad system. Most accessories will fit every camera, regardless of model and age.

The modular design also makes the Hasselblad system ideal for digital photography. Today, all leading manufacturers have adapted their digital backs to fit Hasselblad cameras.

Using the fast Winder F on the 200 series cameras not only increases your efficiency and rediness, it also enables you to fully utilize the useful auto bracketing feature of the 203FE and 205FCC cameras.

A wide range of useful accessories

The variety of useful accessories provides you with the option to select and combine the equipment you need for most conceivable photographic applications. The Hasselblad close-up accessories, flash equipment and accessories for digital photography are good examples.

Close-up accessories

A bellows extension and a variety of extension tubes and Proxar close-up lenses facilitate work below the close focusing limit of the lens. Most can be combined to achieve the scale of magnification you desire.

Flash units

The Hasselblad D-Flash 40 is a powerful and compact flash unit for all-round and fill-in flash photography, while the Macro flash with its two light sources is specially designed for the close-up range. Both are dedicated to the Hasselblad TTL/OTF flash metering system.

Accessories for digital photography

As the modular design of the Hasselblad system provides the ideal platform for digital photography, all leading manufacturers have adapted their digital backs to fit our cameras. A special range of Hasselblad accessories is designed to facilitate the use of digital backs.

Hasselblad personalities



501cm

Uses leaf shutter lenses. Shutter speeds from 1 s to 1/500 s. Flash sync on all speeds. Gliding Mirror System (GMS) provides a full viewfinder image with virtually all lenses, irrespective of focal length. Accepts format mask accessory. Battery independent, all mechanical operation.



503cw

Uses leaf shutter lenses with shutter speeds from 1 s to 1/500 s. Flash sync on all speeds. TTL/OTF flash metering. Equipped with Gliding Mirror System (GMS). Accepts format mask accessory. Battery independent, all mechanical operation. Accepts optional winder, which also provides IR Remote control.



553ELX

Uses leaf shutter lenses. Shutter speeds from 1 s to 1/500 s. Flash sync on all speeds. Accepts format mask accessory. Heavy-duty integral motor, approx. 1.2 frames/s. Up to 4000 exposures with each set of batteries. Five different motor/mirror modes. Remote shutter release option.



201F

Electronically controlled focal plane shutter with speeds from 1 s to 1/1000 s. Uses wide aperture FE lenses as well as all Hasselblad lenses with built-in leaf shutter for shorter flash sync speeds. TTL/OTF flash metering. Accepts optional winder.



202FA

Selective area TTL exposure metering. Electronically controlled focal plane shutter. Shutter speeds from 34 min to 1/1000 s. TTL/OTF flash metering with fill-in flash function. Uses all Hasselblad FE and CF lenses, but utilizes focal plane shutter only. Accepts optional winder.



203FE

Selective area TTL exposure metering. Electronically controlled focal plane shutter. Shutter speeds from 34 min to 1/2000 s. TTL/OTF flash metering with fill-in flash function. Uses all Hasselblad FE and leaf shutter lenses. Fully automatic bracketing with optional winder.



205FCC

Extremely precise TTL spot metering. Unique zone mode for advanced b/w and colour photography. Electronically controlled focal plane shutter. Shutter speeds from 34 min to 1/2000 s. TTL/OTF flash metering with fill-in flash function. Uses all Hasselblad FE and leaf shutter lenses. Fully automatic bracketing with optional winder.



903swc

Super wide-angle camera with permanently attached Biogon CF 38 mm lens. Virtually distortion-free 91° diagonal angular field with superb corner-to-corner sharpness. Focusing range down to 0.3 m (12") and depth-of-field from 0.65 m (26") to infinity at f/22.



ArcBody

A complete technical camera system. The camera body features a rear standard with shift and tilt functions for controlling perspective and depth-of-field. A special series of Rodenstock lenses with large image circles allows 0-28 mm shift. Compatible with all Hasselblad film magazines and viewfinders.



FlexBody

Lightweight and compact tilt and shift camera primarily designed for correcting the perspective and depth-of-field in all-round photography. Uses the Hasselblad leaf shutter lenses, film magazines and viewfinders, which makes it an integrated part of the Hasselblad system.

For detailed information about the Hasselblad system and products, please contact your local dealer.

At the moment of creation the photographer needs a camera built to perfection. The Hasselblad camera should deliver the qualities required. Not only for the benefit of quality and perfection, but also for the benefit of artistic freedom.

With this philosophy as a guide-line the very first Hasselblad camera was designed and produced fifty years ago. The design was futuristic and completely new – a single lens reflex camera body for the 6x6 cm film format with interchangeable lenses, film magazines, viewfinders and optional accessories. When introduced in New York in 1948, it was instantly acclaimed as a technical break-through within photography.

Constantly being further developed and refined the Hasselblad system has for decades been considered the world's most comprehensive and professional system for medium format photography. Today it consists of more than 300 different items.

The camera bodies, film magazines, viewfinders and other accessories are produced in the Hasselblad factory in Göteborg, Sweden, whilst the lenses are produced for Hasselblad by world-leading manufacturers, such as Carl Zeiss in Germany. The demands made on precision and quality are rigorous at every stage of the production process, from research, design and material specifications to manufacturing, surface treatment and assembly.

The result is a camera system built to withstand years of hard professional work – equipment you can rely upon. No wonder that Hasselblad cameras have been used on every manned American space flight since 1962, including the landings on the moon.



In 1962, the American astronaut Walter M. Schirra carried a Hasselblad camera into space. On every successive American manned space mission Hasselblad cameras have been used to take pictures for documentation and publicity.

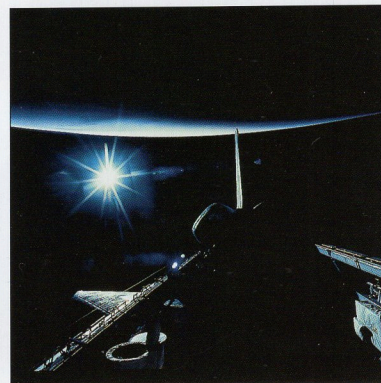


Photo: Nasa

The Hasselblad head-quarters and production facility are situated in the city centre of Göteborg on the Swedish west coast.



HASSELBLAD

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