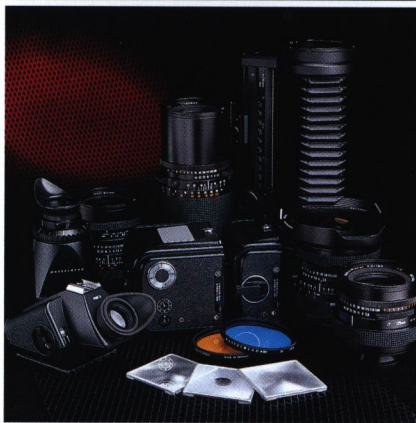


THE HASSELBLAD SYSTEM

For more than forty years Hasselblad cameras have proven themselves in the hands of the most demanding professional photographers. It has been this long, ongoing acquaintance with the world's best photographers that has given us the opportunity to perfect the Hasselblad system down to the smallest detail, and make it into a complete camera system for working photographers—a camera system with reliable performance under any conditions, in any situation, anywhere in the world. And a global network of Hasselblad service centers to turn to, should it be required.

Only your own imagination can limit the photographic possibilities a Hasselblad can offer, because the system includes five cameras, twenty-one lenses and a large range of accessories. The complete interchangeability of components, lenses, film magazines, screens and viewfinders gives you the flexibility to adapt the camera quickly to photographic situations as they present themselves. It will also make it easier to complete an assignment successfully, whether you use the camera professionally in fashion, architecture, commercial, industrial, portrait or wedding photography. Or just for your own and your family's enjoyment.

The Hasselblad philosophy of non-obsolescence means that most new items in the system can be attached to older model cameras, and older items can be attached to the latest models. So you never have to start from scratch. You can choose from five different camera models to achieve



your goal. While they may look more or less alike, each has its own special features to help you see and create the ultimate image. All of the cameras use the world-renowned Carl Zeiss lenses to create the final image.

As a Hasselblad photographer you have chosen a precision instrument of the highest class, a highly developed tool which gives you full freedom to expand your creativity. The Hasselblad camera system gives you ultimate security for years of unlimited photography.

The Hasselblad 500C/M

The 500C/M is the most popular medium-format camera in the world. It is a manually operated, rugged and reliable camera built to a unique mechanical design. The 500C/M opens the door to the entire Hasselblad system. It can be used with 15 different Zeiss lenses, 7 film magazines, 4 viewfinders and over 100 different accessories.

The Hasselblad System

The complete Hasselblad System includes 5 cameras, 21 Zeiss lenses and a large range of system accessories. In addition, most of the older camera models, lenses and accessories are interchangeable with today's products.

Hasselblad in space

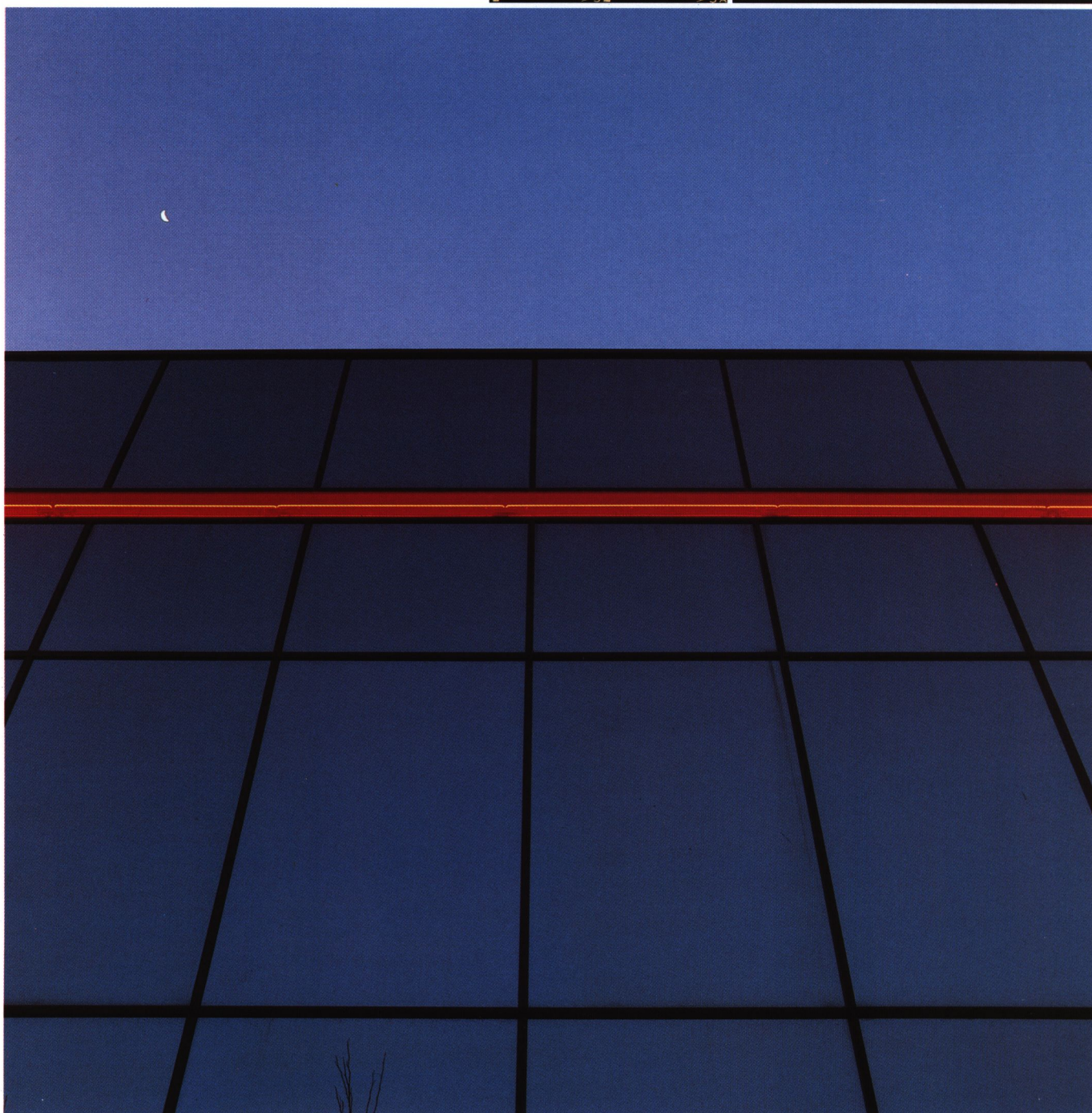
All manned US space flights, from Mercury and Gemini through to Apollo and the current Space Shuttle, have carried and still carry Hasselblad cameras as part of their regular equipment.

Photo: NASA

The medium format gives more

Every time you look at your 2 1/4 square negatives and transparencies you will find you have reason to congratulate yourself on your Hasselblad investment. The negatives and transparencies are 3 1/2 times larger than 35 mm. The large format offers advantages in image quality and working convenience—from the moment you view the image on the large focusing screen, to the moment you make the final print or project the finished slide.

You'll find the negative or transparency is large enough to be viewed and evaluated with the naked eye. Something your client will appreciate too.



CAMERA MODELS

In addition to the 500C/M there are four additional camera models in the Hasselblad line. These are not upgrades from one basic camera model—each is designed for different photographic applications. You will find one of them perfect for just your style of photography, whatever you have decided on for today. Even more valuable, your Hasselblad will more than likely be equally proficient for whatever you will be doing with your camera five, ten, or perhaps even twenty years from today. That is one reason why Hasselblad always has been, and still is, your best investment in the camera field. That is Hasselblad's long standing commitment to non-obsolescence, our concern for the working photographer.

Hasselblad 503CX

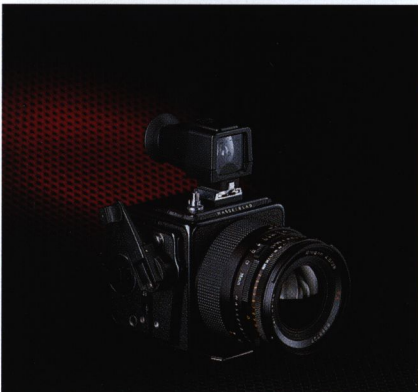
The 503CX is the perfect choice if your work includes flash photography. You can have automatic, dedicated TTL flash with OTF metering which combines the speed and convenience of automation with professional exposure accuracy. The 503CX comes with the bright Acute-Matte* focusing screen. The interior of the camera body has a Palpas coating for the ultimate in light absorption.

Hasselblad 553ELX

The 553ELX has a built-in motor to advance the film for single pictures or sequences at 1.2 frames/sec. with or without the mirror locked up. Up to 4,000 exposures can be made from one set of five standard AA alkaline cells. A battery check is built into the camera. Rechargeable NiCad batteries can also be used. Convenient viewing and accurate focusing are assured by the Acute-Matte* screen. The option of remote camera operation using cables is also available.

Hasselblad 2003FCW

The most versatile Hasselblad has a focal plane shutter, so you can use the complete F lens line, which lack shutters. These lenses are one full f-stop faster than the equivalent shut-



ter types, and the line also includes an f/2.0 lens with a focal length of 110 mm. Instead of using the electronically controlled focal plane shutter, with speeds up to 1/2000 sec, you can use the leaf shutter CF lenses for flashsync up to 1/500 sec. No battery is needed in the camera when you use CF lenses. The 2003FCW also offers the option of advancing the film manually or with an accessory motor drive. The camera has the Acute-Matte* screen and interior Palpas coating.

Hasselblad 903SWC

Built for the photographer with the very highest demands in critical wide angle image quality, the 903SWC is the camera for wide angle pictures. As with the view camera type wide angle lens, the 38 mm Biogon has virtually no distortion and maintains its unsurpassed image sharpness from infinity down to the 12 inch minimum focusing distance. The lens is permanently attached to a compact camera body that can be used with any of the Hasselblad system film magazines. You can photograph from a tripod or handheld equally well and get architectural precision, because a spirit level is visible in the finder. You can also read the focusing and shutter speed scale without removing the eye from the finder.

*Acute-Matte designed by Minolta.

Photo: Erik Svensson



Photo: Ulf Sjöstedt

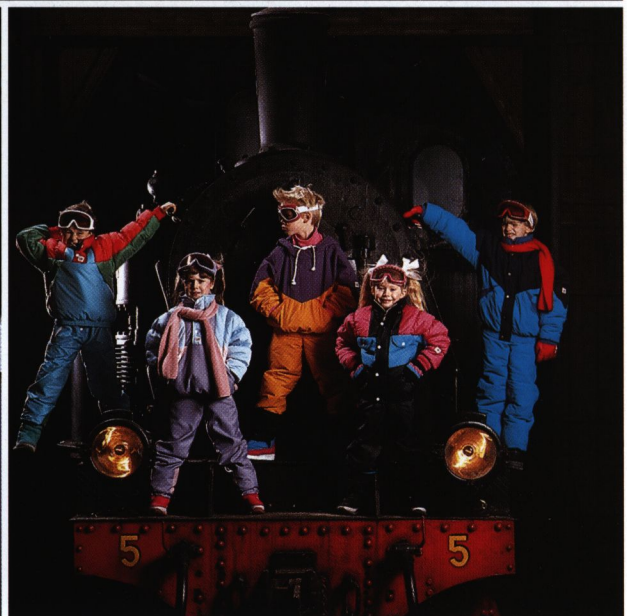


Photo: Dan Holmqvist

LENSES

Zeiss lenses give the Hasselblad system unlimited freedom of action. They are manufactured by Carl Zeiss in West Germany to Hasselblad specifications.

The lenses are available with focal lengths from 30 mm wide-angle to 500 mm telephoto, all made to the precision standards of scientific instruments. The goal is to satisfy all your artistic and professional needs.

All lenses have a T*-multicoating consisting of as many as six layers, each about 1/10,000 mm thick. Because of the T*-coating, a lens with five elements allows as much as 97% of the incoming light to reach the film. With reflected light thus reduced to a minimum, the result is exact color reproduction, high resolution and excellent shadow detail.

The Distagon CF f/4 50 mm (FLE) is a very compact, wide-angle lens with a floating element which provides high resolution over the entire aperture range. The lens has a 75° diagonal angle of view yielding a large image with a wide-angle effect.

The Sonnar CF f/4 150 mm is a short telephoto lens with a moderate but still unmistakable telephoto effect. An ideal lens for portraits but also perfect for many other uses.

The Mutar 2X teleconverter doubles the focal length of any Hasselblad lens it is used with and gives excellent results even at the largest apertures. The close-up focus limit of the lens is not affected, but the aperture is reduced two f/stops.

Hasselblad CF lenses

All 15 lenses in the CF series have comfortable, ergonomically designed grip rings and controls. Among their features



are built-in leaf shutters, manual and automatic diaphragm stop down, as well as shutter speed and aperture rings which operate independently but can be cross-coupled.

Wide-angle

You have a wide choice of area coverage with the Distagon wide angle lenses. They are available in 30, 40, 50 and 60 mm focal lengths. Two of them have the latest floating lens element design, to produce the best image quality, even at close distances.

For the ultimate in wide angle sharpness you should consider the Biogon 38 mm, which is a permanent part of the 903SWC camera body. It has practically zero distortion.

Normal

In addition to the 80 mm Planar lens, the 100 mm is also a great allround lens for reproduction of subjects almost as we see them with our own eyes. It has the very best corner-to-corner sharpness and the distortion value is practically zero.

Telephoto

The Sonnar and Tele-Tessar lenses represent two different lens concepts, both with long focal length and a compact, easy-to-handle design.

Zoom

The Schneider Variogon CF 140-280 mm zoom lens offers new and exciting possibilities for creative photography.

Special-purpose

This group includes two lenses designed to produce the ultimate quality in close-up photography—the Makro-Planar 120 and 135 mm, as well as the UV-Sonnar CF f/4.3 105 mm lens for photography within the ultraviolet part of the spectrum. The Sonnar CF Superachromat f/5.6 250 mm lens is designed for the ultimate chromatic correction in both visible and infrared light.



Photo: Per Nagel



Photo: Palma Kolansky

(Maria von Hartz, model)



F lenses

The Hasselblad F lenses are specially designed for the Hasselblad 2003FCW with its built-in focal plane shutter. Consequently the lenses have no built-in leaf shutter. They are renowned for their high speed and ability to focus at very close range.

The F lenses, like the CF lenses, are designed and built to Hasselblad specifications, offering high optical quality and ergonomically designed controls.



Wide-angle

The Distagon F f/2.8 50 mm (FLE) has floating lens elements for outstanding performance across its entire focusing range. The shortest lens-to-subject distance is less than 13" (0.32 m) and the brilliant viewfinder image makes viewing easy even in very dim light.

Normal

The Planar F f/2 110 mm is chosen by many photographers as standard lens for the 2003FCW. The brilliant viewfinder image facilitates composing and focusing and the large aperture offers single-subject focus through a shallow depth of field.

Telephoto

The telephoto lenses in the F series include 150, 250 and 350 mm lenses with brilliant viewfinder images. Combined with the fast shutter speeds of the camera's focal plane shutter, they are excellent for handheld photography.

FILM MAGAZINES

The large 2 1/4 square format is a prime reason why Hasselblads are such superb and versatile cameras, whether you work in a controlled studio environment or on location where you need to move around, working fast with a hand-held camera.

Photographers have always prized the Hasselblad square format and found many good reasons for considering it the ideal working medium. You can photograph from any angle or position you choose—with the camera held to your eye, at waist level, ground level—whatever you think the situation demands. If necessary, the square can be cropped to a horizontal or vertical image without increasing the degree of enlargement which would cause a loss of sharpness or increased graininess.

The square also makes the perfect projection format, with every image filling the same area on the screen, thus eliminating the visually distracting switch from verticals to horizontals.

On all Hasselblad cameras the magazine that holds the film can be removed instantly and replaced with another of the same or different type. Or it can be attached to another Hasselblad camera body without wasting a frame of film or a second of photographic opportunity.

With total magazine interchangeability you have three important options. You can instantly switch film lengths, film types or film formats at any point during a shooting assignment.



Choice of film format

If you prefer a rectangular format you can change any square Hasselblad into a "6×4.5 cm Hasselblad" with the A16 magazine. It gives you four more images per film roll—16 instead of 12 squares on a roll of 120 film. That's one more than on other 6×4.5 cameras.

Choice of film length

You also have a choice of film length—120 roll film for twelve 2 1/4 squares (sixteen 6×4.5s), 220 roll film for 24 squares or 70 mm long rolls for seventy 2 1/4 squares on 70 mm perforated film from a daylight loading 35 mm type cassette. The 70 mm film on a Hasselblad does not need to be re-wound since it is fed from one cassette to another. There is also a sheet film holder for single pictures.

Choice of film type

By changing Hasselblad magazines you can change from one type of film to another instantly without having to finish the roll first. You can photograph the same subject on different films and always use the type of film best suited to produce the ultimate image.

The Hasselblad Polaroid magazine can be used at any time to produce a Polaroid test exposure which is a dramatically simple way to see how the image will be recorded on the film. Exposure, lens settings and lighting can all be checked. This further enhances your opportunities to experiment with the camera and see the results instantly without wasting film or time.

ACCESSORIES

With your basic equipment consisting of a camera body, lenses and magazines, you have made the first step into the Hasselblad system. Once you have become more familiar with the various functions and characteristics of the camera, you might find the need for accessories to solve specific tasks.

The system is very broad and includes viewfinders, focusing screens, accessories for film advance or easier camera operation, equipment for close-up photography and copying, filters and much, much more.

In this section are described some of the accessories most photographers sooner or later will add to their camera systems.

Quick tripod coupling

Used on a tripod to facilitate quick attachment and removal of the camera. Can be attached to a tripod with either 3/8" or 1/4" thread.

Quick-focusing handle

With a quick focusing handle mounted on the lens, focusing becomes faster and more convenient, especially with shorter focal length lenses. The handle does not make the camera bulkier since it can be folded down flat when not in use.

Extension tubes

Absolutely necessary in many photographic situations. For example, the Sonnar CF 150 mm with extension tube 8 is perfect for portrait work.

There are tubes with fixed and variable (64-85 mm) extension and these can be combined, while the variable type can also be used for focusing.

Flash Gun bracket

Besides being used for attaching a flash unit to the camera body, the Flash Gun bracket also allows you to carry the camera conveniently, even for long periods.



Prism viewfinders

The two prism viewfinders PM and PME3 yield an unreversed image three times larger than the focusing screen image. Supplied with an adjustable, removable rubber eyecup, they can be fitted with correction lenses to match the photographer's vision.

The PME3 offers center-weighted, through-the-lens exposure metering using a silicon cell to measure the light within the EV range 2-19.

Focusing screens

The new Acute-Matte* focusing screen has over 7 million lens elements and combines a brilliant viewfinder image and high resolution with excellent focusing characteristics.

There are a number of other focusing screens available, such as split-image, split-image with central grid, checked focusing screen with central grid and plain glass screen.

Professional lens shades

The Hasselblad professional bellows lens shades are adjustable for various focal lengths engraved on the adjustment slide. They can be collapsed when not in use.

Filters

The product range includes Hasselblad original filters for both color and black & white photography. They match the quality of the Carl Zeiss lenses.

Flash adapters

These adapters are used to connect the ELX and CX Hasselblad cameras to SCA 300 or SCA 500 flash systems. The adapter allows automatic, dedicated TTL flash photography and has a "ready light" and exposure signal which is visible in the viewfinder.

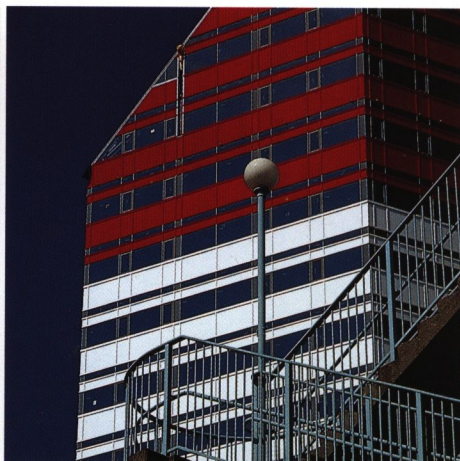
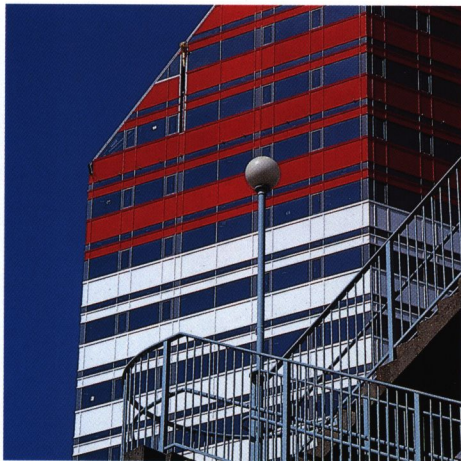
Cases

Hasselblad has a wide variety of camera cases to match your specific needs. There are large and small cases, soft and hard ones, in metal, cloth or leather.

*Acute-Matte designed by Minolta.

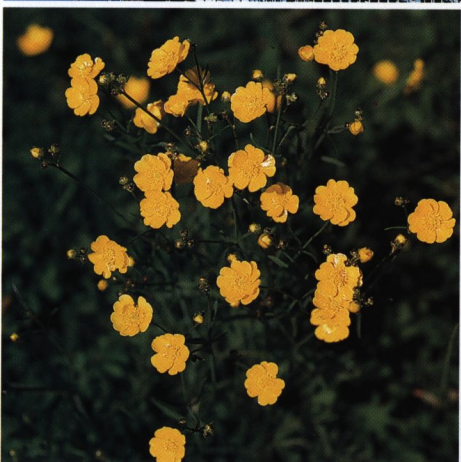
Polarization filter

Polarizing filters can improve many outdoor pictures by darkening a blue sky, eliminating reflections on many subjects or simply increasing the color saturation, especially in long-distance shots and landscapes. The picture on the right was shot with a polarizing filter on a 250 mm lens. The one on the left without a filter.



Extension tubes

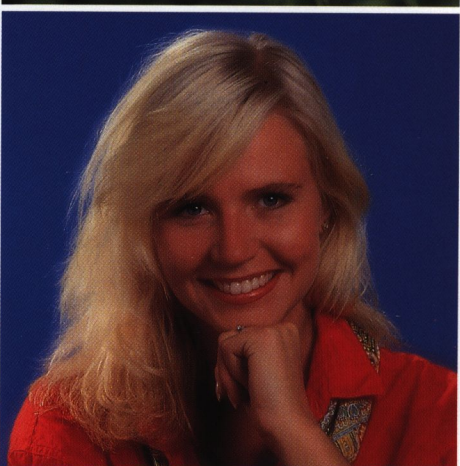
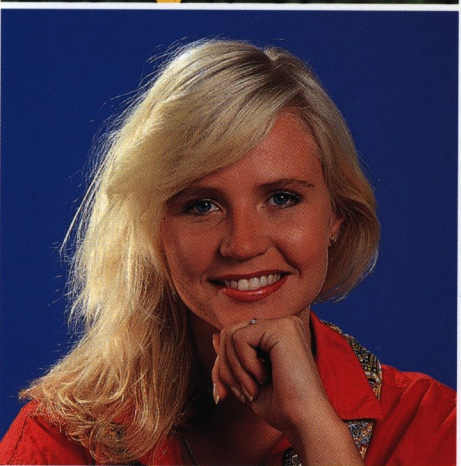
The left picture is taken with a CF 120 mm lens at its close-up limit. The right picture was taken with the same lens, supplemented with extension tubes 56 and 32. Extension tubes are a necessary part of the equipment for professional close-up photography.



Softar

A beautiful, professional soft touch with any degree of diffusion and without losing sharpness can be added to your portraits, scenics or beauty product shots by adding one or several softars in front of the lens.

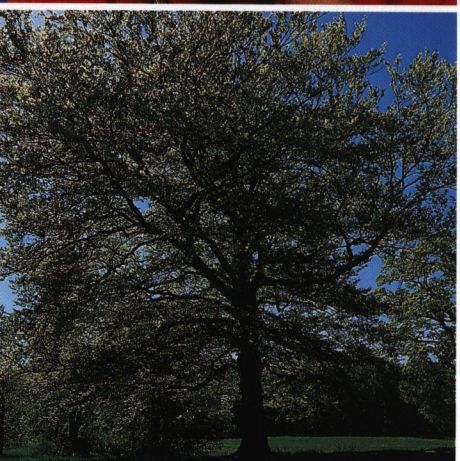
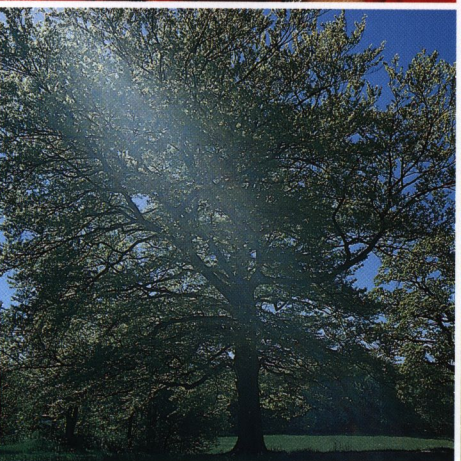
The picture on the left was shot with a 150 mm Sonnar without softar. The picture on the right was shot with the same lens and a Softar III.



The Professional Lens Shade

The Professional Lens Shades must be considered for all work indoors or outdoors. They provide extreme protection from extraneous light to assure you the best possible sharpness, contrast and color fidelity.

The picture on the left is taken with a CF 50 mm lens. The picture on the right is taken with the same lens after a professional lens shade has been attached to shield the lens from extraneous light. The shades are adjustable for various focal lengths.





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