

HASSELBLAD®
553ELX





PHOTO: JOHN MASON

If your field of photography includes critical studio work as well as handheld action photography, we have the ideal camera for you – the Hasselblad 553ELX. A built-in motor drive advances the film after every shot, so you can keep your eye in the finder and have more time to create exactly the image you want. The built-in dedicated flash metering system produces accurate flash exposures automatically, so you can concentrate on your subject instead of changing lens apertures. As on all Hasselblads everything in the camera and the lens is built to perfection, to assure the best image sharpness and contrast on a 2 1/4 x 2 1/4" negative or transparency (3 1/2 times larger than a 35 mm frame). With the 553ELX these high quality images can be produced in the simplest and most professional fashion.

553ELX



PHOTO: COURTESY OF GVA

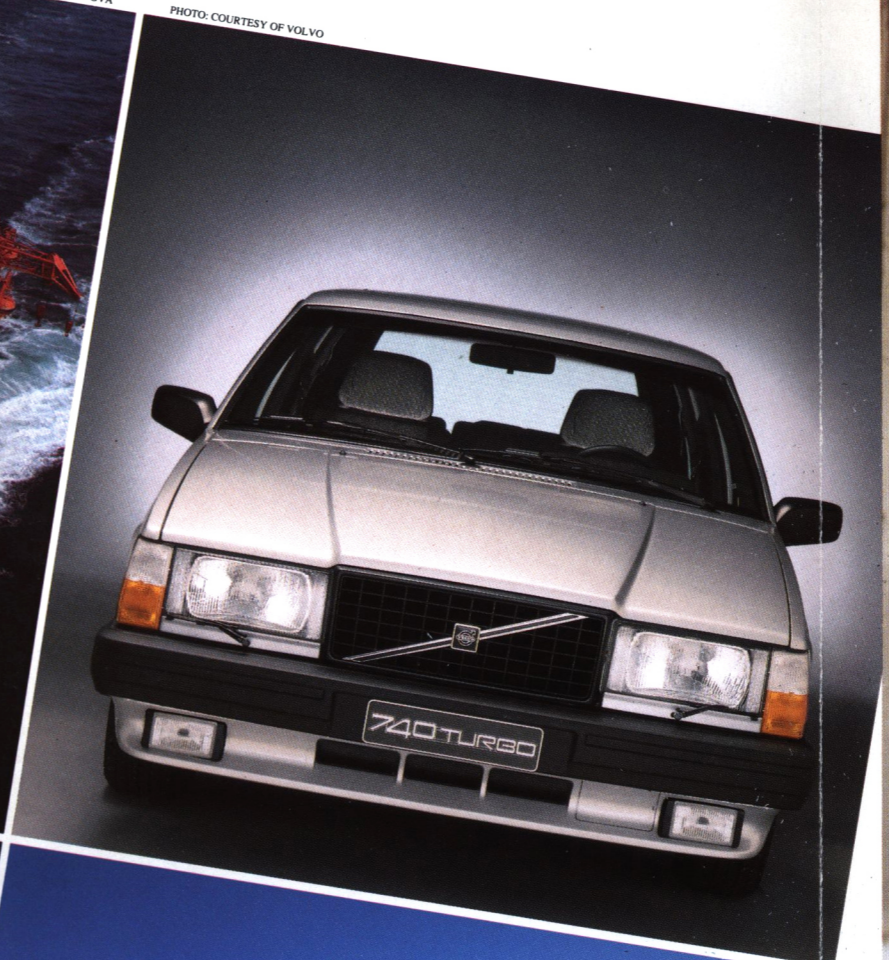


PHOTO: COURTESY OF VOLVO



PHOTO: JENS KARLSSON



PHOTO: LINDA IKEDA

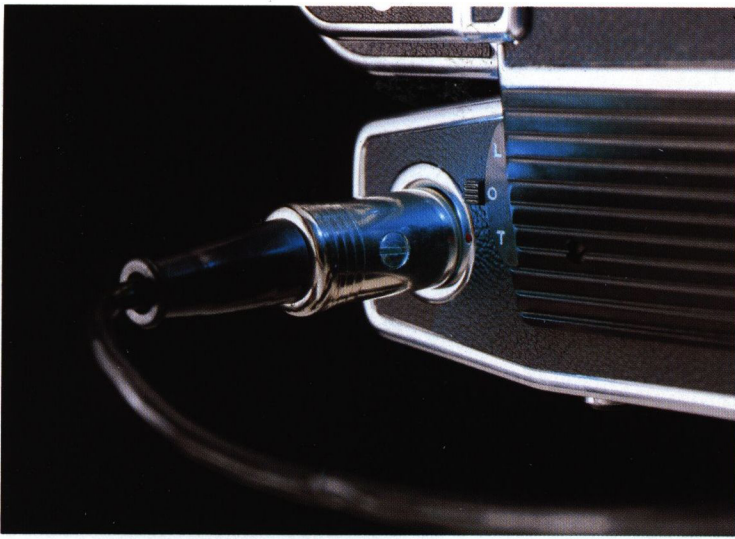


PHOTO: ÅKE SANDSTRÖM

The 553ELX motor is an integrated part of the camera, permanently linked to the camera mechanism for the most reliable operation. The motor advances the film automatically after each exposure, whether you take single pictures or sequences, working from behind the camera or with a remote control. The dedicated flash system used on the 553ELX ensures extremely accurate automatic flash exposures, at close or long range, with direct, bounced or reflected flash, and even using close-up accessories. The flash ready light and exposure signal indicating sufficient light are both visible in the camera viewfinder, greatly simplifying the overall use of flash lighting.

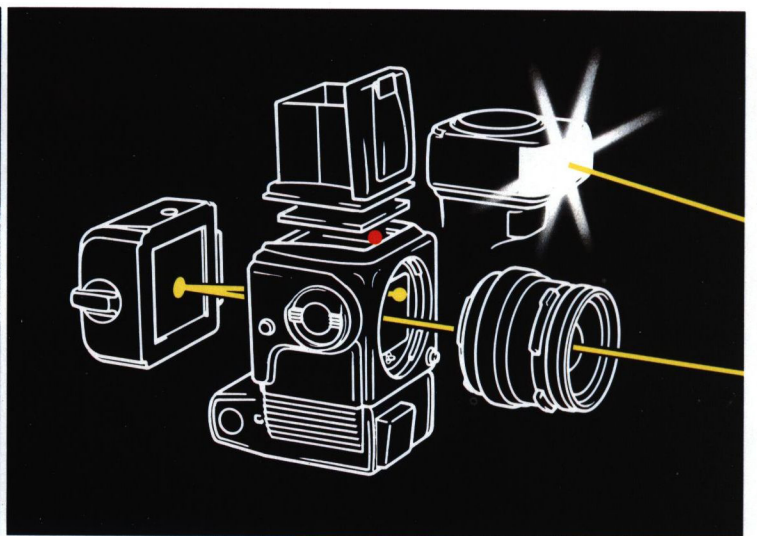
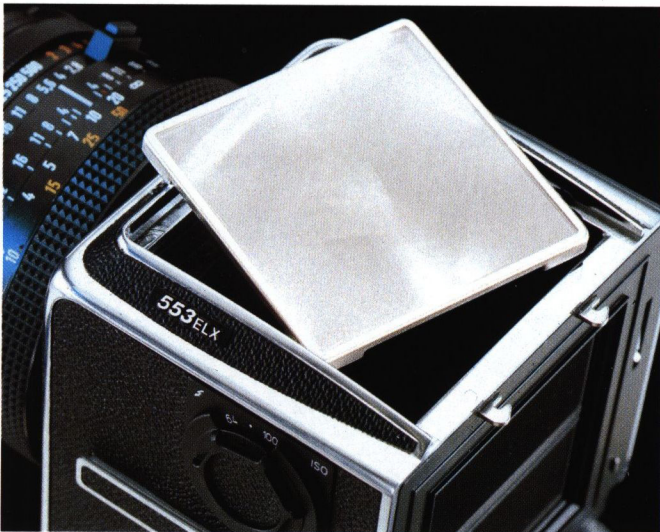
The 553ELX uses Zeiss CF series lenses with built-in leaf shutters, allowing flash pictures to be taken at all shutter speeds up to 1/500 s, for complete control over lighting ratios in flash fill work and the elimination of "ghost" effects in action shots. Your image creation possibilities are improved considerably with the new Acute-Matte¹⁾ focusing screen. The bright corner-to-corner image shows minute details for the most accurate focusing even in dim light, further ensuring your photographs the benefits of the renowned Hasselblad image quality, frame after frame.

¹⁾ Acute-Matte designed by MINOLTA



Integrated motor drive. Single pictures or sequences, with or without the mirror locked up and with remote control.

Power for 4,000 exposures. Five standard type AA alkaline batteries supply power for 4,000 exposures. A battery check indicates when it is time to replace.



Bright viewfinder image. The Acute-Matte[®] focusing screen provides an extremely bright, corner-to-corner image for quick and accurate focusing even in dim light.

[®] Acute-Matte designed by MINOLTA

Automatic dedicated flash. The built-in flash metering system measures the light through the lens (TTL) and off the film plane (OTF) for accurate exposures.



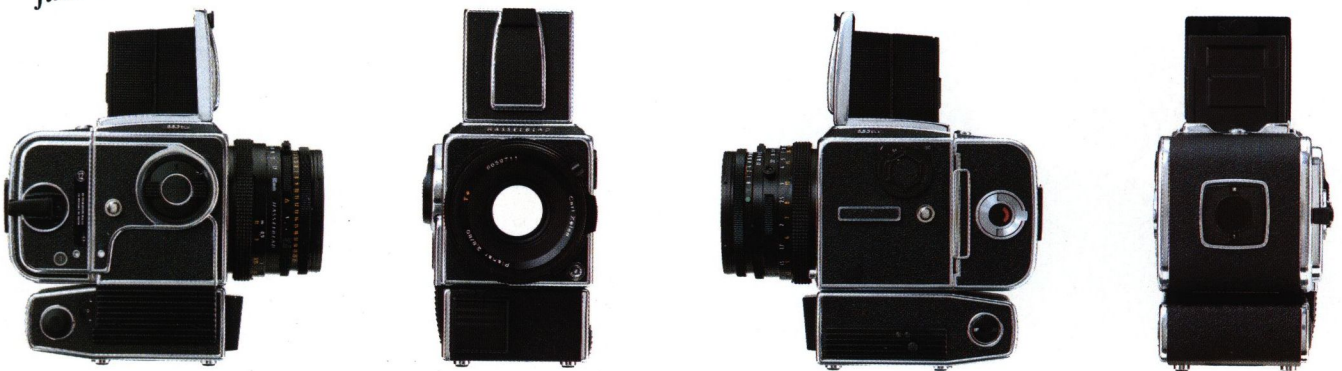
The Hasselblad System. The 553ELX works with all existing CF lenses, film magazines, viewfinders and most other accessories in the Hasselblad system.

Built-in security. The 553ELX is designed for heavy professional work. Its reliability is assured by precision workmanship and meticulous quality control.

Hasselblad 553ELX camera specifications:

Camera type	Single lens reflex with built-in motor drive and interchangeable film magazines, viewfinders and focusing screens.
Film format	2 1/4 x 2 1/4" (6 x 6 cm) 2 1/4 x 1 5/8" (6 x 4.5 cm) and 1 5/8 x 1 5/8" (4 x 4 cm) superslides with other film magazines.
Film choices	120 rollfilm 220 rollfilm; 70 mm long rolls, sheet film and Polaroid film with other film magazines.
Camera body	Camera shell and motor housing are made of one-piece aluminium and magnesium alloys respectively with standard 1/4" tripod socket.
Film advance	Automatic, motorized film advance and shutter cocking with function modes for single exposures, or sequences. Exposure rate of approx. 1.2 frames/s. Remote release capability.
Battery/capacity	Five standard 1.5 V AA alkaline or 1.2 V rechargeable NiCd batteries. Over 4,000 exposures with a set of alkaline batteries.
Viewfinder	Fast folding, all steel focusing hood with 5x magnifying lens interchangeable to match the photographer's eyesight. Finder instantly interchangeable with 45° or 90° prism finders.
Focusing screen	Hasselblad Acute-Matte Screen, a proven and highly acclaimed Minolta design, is interchangeable with other screens with micro prism, split image rangefinder or plain glass.
Flash control	Center weighted TTL/OTF metering for films 16 to 1000 ISO. Flash dedication with adapter for flash systems SCA 300 or SCA 500. Ø40 mm area in the centre of the film surface used for measurement.
Lenses	14 interchangeable Carl Zeiss CF fixed focal length lenses from 30 mm fisheye to 500 mm telephoto and a Schneider 140-280 mm Zoom. Zeiss Mutar 2 x T* Teleconverter.
Shutter	Leaf shutters in lenses for flash synchronization at all shutter speeds up to 1/500 second.
System compatibility	The 553ELX takes all CF and C lenses, all film magazines, viewfinders, and focusing screens made for the 500 series camera models.
Dimensions	Camera body with 80 mm Planar CF lens and film magazine A12: 7" long, 4" wide and 5 7/8" high (180 x 100 x 150 mm).
Weight	Camera body only: 2 lbs 11 ozs (1240g). The camera body with 80 mm Planar CF lens and film magazine A12: 4 lbs 11 ozs (2130g).
Camera finish	The Camera body (chrome model, product nr. 10067 or black model, product no. 10221), comes with focusing hood, focusing screen, fuses, carrying strap, release plate and FK30 release cord.

For comprehensive information on accessories please refer to the Hasselblad Product catalog.
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