

HASSELBLAD®

903SWC



You'll appreciate what a fantastic wide-angle camera the Hasselblad 903SWC is after the first few shots.

The performance of the Zeiss lens is incredible—a 90° diagonal angle of view for truly unbelievable corner-to-corner clarity of detail and superb contrast over the entire film plane. For close-ups the closest focusing point is 12 in. (0.3 m) and the depth of field is from 26 in. (0.65 m) to infinity at f/22. Distortion is minimal, so that on a 3×3 feet (1×1 m) enlargement straight lines stay straight, even at the edges of the picture.

The 903SWC is unique among Hasselblad cameras. It's the only camera designed specifically to take the super wide-angle Biogon 38 mm f/4.5 lens created by Zeiss of West Germany. The camera body was built around the lens, forming one compact unit with a permanently attached lens. For picture composition you use the detachable viewfinder that fits on top of the camera. It has a spirit level visible through the finder for ensuring the camera is kept level when setting up shots that require perfect alignment.

The 903SWC comes into its own when you want to cover as wide a subject area as possible in a cramped space. At 3 feet (1 m) the lens covers an area approximately 5×5 feet (1.5×1.5 m). To cover a subject 33×33 feet (10×10 m) you don't need to move back further than 20 feet (6 m). The image quality is so high and distortion so low that the 903SWC can even be used with confidence for critical copying applications.

For journalistic photography the 903SWC has the advantage of requiring a minimum of adjustment. The depth of field obviates the need of focusing for every shot. Up to 70% of the 2 1/4"×2 1/4" (6×6 cm) medium format image can be cropped later and you'll still have a larger negative than if you had used 35 mm.

Like the other Hasselblad system cameras the 903SWC accepts the full range of Hasselblad film magazines, covering a variety of film types, formats and lengths. The Polaroid film magazine can also be used.

If you are using the camera mounted on a tripod and want to work as you would with a large format camera, you only need to attach a focusing screen adapter instead of a film magazine. You can then focus and compose your picture direct on the film plane.

The Hasselblad 903SWC. The perfect choice for wide-angle photography where it's picture quality that counts.

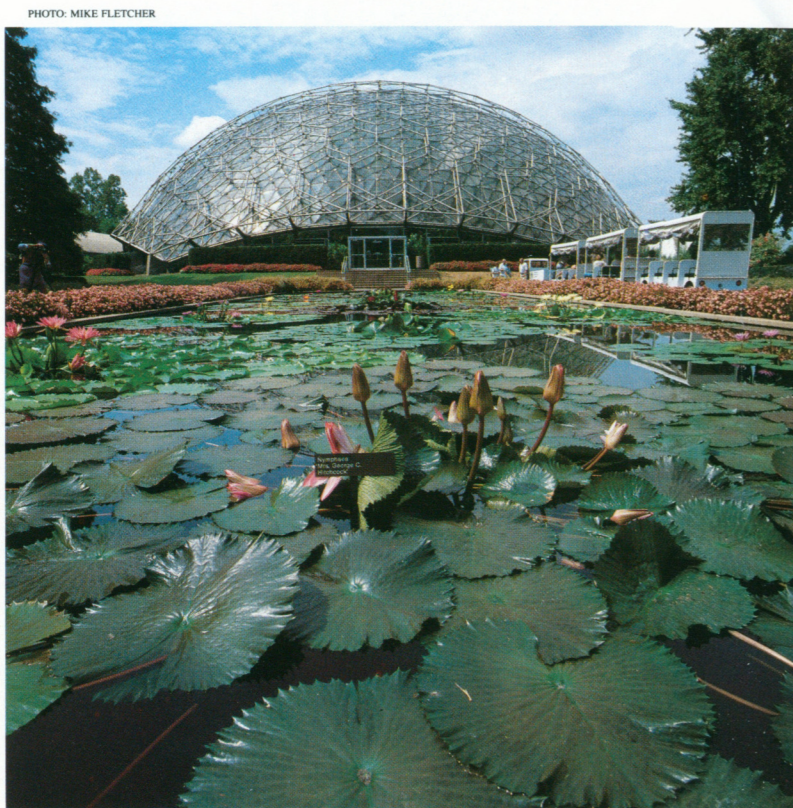


PHOTO: MIKE FLETCHER

PHOTO: CONNY WICKBERG



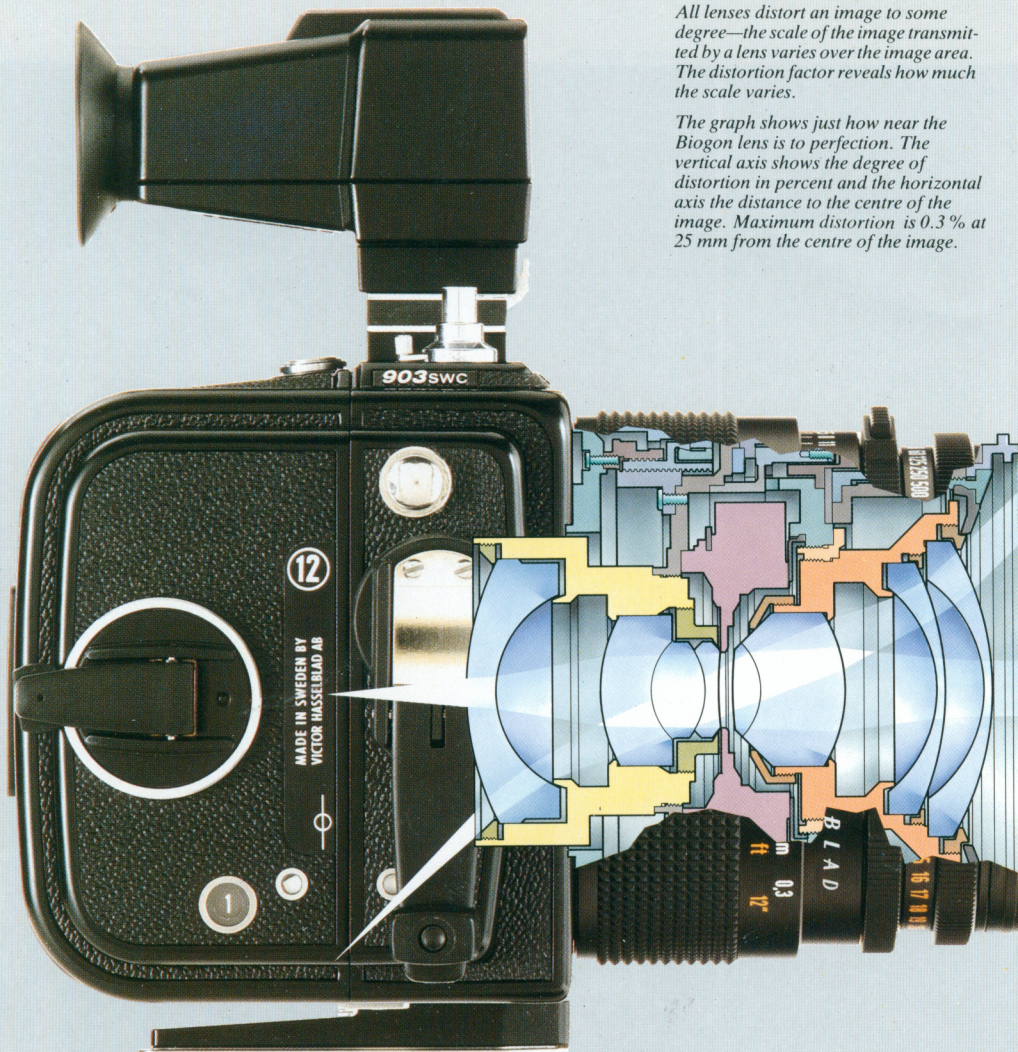
PHOTO: JAN STALLER

PHOTO: BO BRANNHAGE

PHOTO: WILLIAM R. JOHNSTON

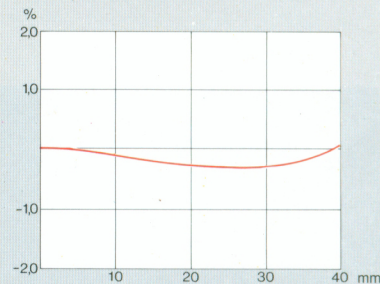
PHOTO: NILS OLOF SJÖDEN

903SWC



All lenses distort an image to some degree—the scale of the image transmitted by a lens varies over the image area. The distortion factor reveals how much the scale varies.

The graph shows just how near the Biogon lens is to perfection. The vertical axis shows the degree of distortion in percent and the horizontal axis the distance to the centre of the image. Maximum distortion is 0.3% at 25 mm from the centre of the image.



Biogon CF 4,5/38 mm T*

Using a wide-angle lens on a single lens reflex camera normally has its drawbacks, such as poor resolution at the corners of the image and distortion (lines that do not pass through the centre of the picture are no longer straight).

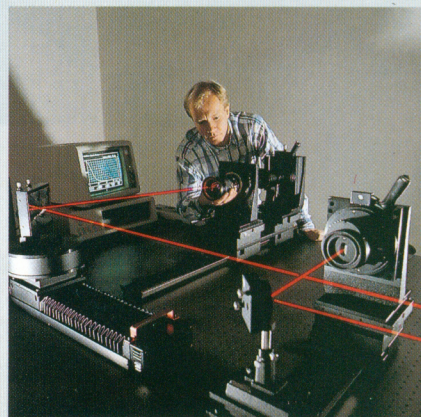
The problem lies in the lens. In order to make room for the camera's reflex and viewfinder system the lens has to be of the retro-focus type, which means that the distance between the final lens surface and the image plane is large, compared to the focal length of the lens. The lens can be compared to an inverted telephoto lens and the asymmetrical construction compromises the quality obtainable.

The Biogon lens, on the other hand, was developed by Zeiss without having to take the camera's construction into account. The result is a lens with a nearly symmetrical design, according to the classical Gauss principle.

The advantage with a symmetrical design is that certain aberrations can be completely eliminated. Thus with a biogon lens distortion is reduced virtually to zero and the picture is clear and sharp right out to the corners. Another feature of this remarkable lens is that light fall-off at the corners of the picture is greatly reduced. Leading makers of large format cameras use the same type of lens, and the performance of the 903SWC medium format camera can really only be compared to cameras of this type.

The Hasselblad CF series lens has a built-in shutter with flash synchronization up to the fastest shutter speed—1/500 s.

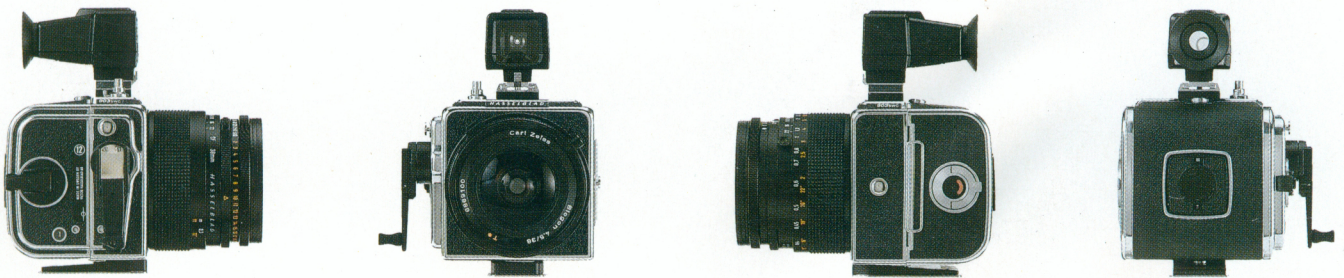
The R&D section at Hasselblad work with state-of-the-art technology such as MTF computer-based lens analysis equipment for analyzing the performance of both Hasselblad and competitors' lenses. The imaging performance of the lens tested is measured using the Modulation Transfer Function calculated in real time and over the entire picture. Real time measurements make it easy to measure the effect of defocusing or different filters which can be read off direct from the computer's display.



Hasselblad 903SWC camera specifications

Camera type	Wide-angle camera with permanently attached 38 mm lens; removable optical viewfinder and interchangeable film magazine.
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)
Film choices	120 roll film 220 roll film; 70 mm long rolls, sheet film and Polaroid film with other film magazines.
Camera body	All working parts assembled in a newly designed one-piece cast aluminum shell with 1/4" tripod socket and tripod plate for quick coupling attachment.
Film advance	Simultaneous manual shutter cocking and film advance with foldable winding crank.
Lens	38 mm f/4.5 Carl Zeiss Biogon CF lens with 90° diagonal (72° horizontal) angle of view and 60 mm front bayonet mount.
Viewfinder	Removable optical viewfinder with built-in spirit level, image limit markings for film magazine 16 and 16S formats and built-in magnifier for reading lens scales through the viewfinder.
Focusing	Focusing range of lens 12 inches to infinity. Depth of field range: 10 feet to infinity at f/4.5 and 26 inches to infinity at f/22. Visual focusing possible with focusing screen adapter accessory.
Shutter	Leaf shutter in lens for flash synchronization at all shutter speeds up to 1/500 s.
System Compatibility	The 903SWC Camera accepts all film magazines made for other Hasselblad models. The Biogon lens mount will accept Ø 60 mm filters and Softars.
Dimensions	Camera body with lens and film magazine A12: 5 3/4 in. long, 4 1/2 in. wide and 5 7/8 in. high (145 x 112 x 150 mm).
Weight	Camera body with lens: 2 lb 1 oz. (940 g). Camera body with lens and film magazine A12: 2 lb 15 oz. (1325 g).
Camera finish	Chrome (product no. 10052) or black (product no. 10201) camera bodies supplied with optical viewfinder, carrying strap and front and rear protective covers.

Complete information on accessories can be found in the Hasselblad product catalog.
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