

**H A S S E L B L A D<sup>®</sup>**



**500 EL/M**



**Hasselblad 500EL/M**  
**2 1/4"-square single-lens reflex**  
**camera**  
**Automatic film winding**  
**Automatic shutter cocking**  
**Automatic sequence exposure**  
**Interchangeable lenses – maga-**  
**zines – viewfinders – focusing**  
**screens**  
**Remote release**  
**Comprehensive range of accessories**

These are some of the many advantages provided by a Hasselblad 500EL/M. A camera which almost operates itself. Leaving you to concentrate on your subject. The Hasselblad 500EL/M, a compact, utterly reliable camera, whose built-in motor automatically cocks the shutter and advances the film. It is powered by one or two rechargeable batteries, each good for about 1000 exposures. The camera can even be operated at a distance using a cord, radio or an intervalometer. The automatic diaphragm control unit also guarantees perfect exposures. All you have to do then is focus, compose and change film occasionally. And time-consuming film changes are kept to a minimum when the Magazine 70 is used. The Hasselblad lenses from 30mm to 500mm and film magazines holding up to 500 exposures all fit the 500EL/M. This camera also has its own special accessories. So you only have to add a 500EL/M body to your equipment if you already own a 500C/M. This brochure will show you a few ways to use the Hasselblad 500EL/M and Hasselblad system. The catalog describing the entire range of Hasselblad products can be obtained for the asking from Victor Hasselblad Aktiebolag.







Upper pictures, photo: Ateljé Hällås

Lower pictures, photo: Bo Timback

## Portraits – Fashion – Advertising

If you do most of your work in the studio, you will probably have had your concentration distracted by the need to advance the film at a critical moment in a session. But you can forget about this kind of drudgery if you have a Hasselblad 500EL/M. It automatically cocks the shutter and advances the film. You don't even have to be near it. You can devote yourself to your model and trigger the camera by release cord. The 500EL/M will keep on firing away as long as the release button is depressed. The rapport between a photographer and his model is broken far too easily. So it's a good idea to splurge on film when the mood is right. The Magazine 70 features many practical and psychological advantages. You can shoot





Photo: Jens Karlsson

more than 70 exposures at a time – or less if you like – without stopping to change film. Interchangeable magazines make it easy to switch from color to black & white in seconds. The Hasselblad magazines for Polaroid film are a boon to the product photographer. They are available in two models for Polaroid types 87 and 88 and for types 105, 107 and 108. Type 105 film produces a negative as well as a black & white print. Using Polaroid film will enable you to check out lighting and composition in only about 60 s with color film and 10 s with black & white. Lenses in focal lengths from 30mm to 500mm enhance your versatility. All are fully synchronized for flash at all shutter speeds.

The big, bright focusing screen also facilitates

composition. The outline of objects to be photographed in intentional double exposures can also be easily marked on the large screen. The magnifier built into the standard focusing hood makes focusing a snap.

The 2 1/4"-square film format is big enough to enable the customer to make his selection right from the contact prints or transparencies. Enlarging work is simplified and razor-sharp pictures with outstanding resolution become standard.

These are only a few of the advantages of a Hasselblad 500EL/M. As we already noted, you only need to add a 500EL/M body if you already own a 500C/M. An investment bound to save you time and make work easier and more interesting.



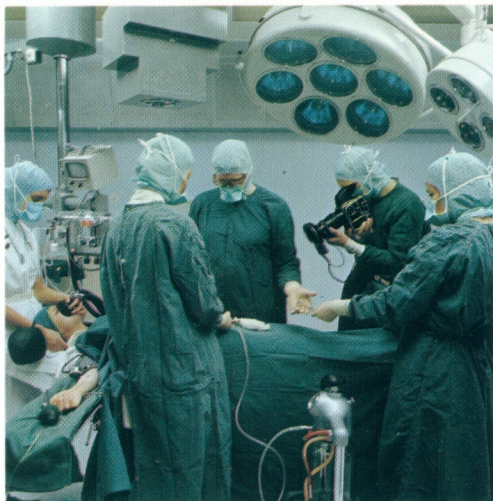


Photo: Bo Timback

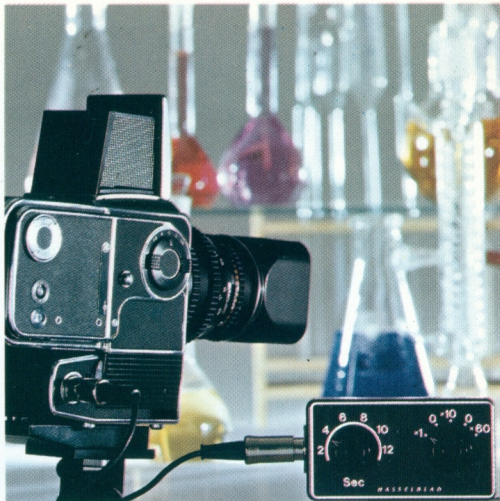


Photo: Jens Karlsson

## Medicine

In many instances, photography is the fastest, simplest and most accurate way to record medical data. Pictures can be used in lectures, as illustrations and in a wide variety of other applications. The versatility of the Hasselblad system provides the photographer with almost unlimited options. The Hasselblad 500EL/M also makes it easier to tackle almost any photographic problem.

Photography during surgery is subject to special demands. A permanently mounted 500EL/M makes it possible for the chief surgeon or an assistant to expose at the right moment using a release cord. A Magazine 70 keeps film changes to a minimum. 70 mm film for this magazine is also available in a number of special-purpose emulsions.

There is always some lens capable of producing a format-filling image. The ringlight provides shadowless illumination in tight close-ups.

The 500EL/M is the camera of choice in photomicrography, thanks to its motorized operation. Film winding and shutter cocking is so gentle that specimens and settings are not disturbed, something which could easily happen with manually operated cameras.

## Monitoring

Continuous photographic monitoring is important in many fields. The Hasselblad 500EL/M saves time and money. Used in combination with the intervalometer II, the 500EL/M becomes capable of independent, automatic operation with exposures at predetermined intervals from 2 s to 12 min without human supervision. Occasional film changes are all that's needed. Large-capacity magazines holding from 70 to 500 exposures are available. The Magazine 70/500 has its own motor and can attain an exposure rate of more than 1 frame a second when used with the 500EL/M. The built-in knife makes it possible to cut off film after the desired number of exposures. Different lenses, filters and films can be employed when more than one camera is used. The command unit makes synchronous operation of up to 4 cameras possible. Command units can also be interconnected. Add an intervalometer and you have a simple, reliable photographic robot for your monitoring. When not in stationary use, the Hasselblad 500EL/M can also be employed for other kinds of photography.





Photo: Sven Gillsäter

## Animal photography

The Hasselblad 500EL/M and its special accessories make it much easier to obtain unobtrusive close-ups of animals. The camera can be released by release cord or remote radio in the case of especially shy animals. Remote radio is probably the simplest expedient at long distances. The camera, naturally equipped with a Magazine 70, is then set up with a receiver at some suitable, well-camouflaged site. The photographer in a blind keeps an eye on the site with binoculars and can then trigger the

camera with his transmitter at the right moment. The automatic diaphragm control unit also guarantees correct exposure whenever the light level changes. There is a wide range of lenses in the Hasselblad lens series, but the longer focal length lenses are more likely to produce successful animal photographs. A special platform gunstock has been designed to facilitate hand-held work with the 500mm Tele-Tessar, especially at slower shutter speeds. The addition of a prism viewfinder providing an unreversed image makes it easier to follow swiftly moving subjects. The Hasselblad 500EL/M's built-in motor operates manual camera functions. This enables you to keep your eye glued to the viewfinder, concentrating on your subject and keeping it in focus.



## Industrial photography

An industrial photographer has to cover a wide range of subjects, from products, detailed process sequences to advertising shots. That's why the industrial photographer must have access to a comprehensive camera system. Hasselblad has one! Take your pick of 13 different lenses with angular fields from 9° to 180° and focal lengths from 30–500 mm, all superbly crafted by Carl Zeiss. There are magazines for different film formats and lengths, and interchangeable viewfinders, focusing screens and other items. The long list of functional accessories enables the 500EL/M photographer to build himself a rig capable of dealing with any kind of industrial photographic assignment. The 500EL/M is also tough enough to take hard knocks without the sacrifice of any of its legendary precision and reliability.

The industrial photographer must be able to work quickly and smoothly without interfering with work processes. The 500EL/M is the camera of many options and is designed to free the photographer from time-consuming manual camera drudgery.

Certain industrial processes are too dangerous to be covered by a photographer working in the vicinity of his camera. The 500EL/M can then be exposed from a safe distance using a release cord or intervalometer. The command unit also makes possible synchronous operation of several cameras fitted with different lenses and films. Add a 70 mm film, available in a number of special-purpose emulsions, and the frequency of film changes can be reduced. Converting the camera into a fast-working, hand-held instrument with the use of accessories provides you with a wide range of angular fields, film capacities and film sizes.

The 500EL/M makes you the master of most situations in the widely varied environment of modern industry.







Photo: Bertil Wahlin

## Aerial photography

Flight time is expensive. So aerial photography has to be as efficient as possible. The Hasselblad 500EL/M is therefore an ideal tool for the aerial photographer.

The double handgrip provides the photographer with a steady, well-balanced hold on his 500EL/M. He can conveniently follow his subject in a frame viewfinder outlining the fields of the 150mm and 250mm Sonnar lenses or through the HC-3/70 prism viewfinder especially designed for use with the Magazine 70. Magazines can be switched in seconds. The Magazine A12 is suitable for brief photographic assignments, and each roll can be marked with pertinent data. The Magazine 70 enlarges the scope for active photography. It is especial-

ly handy when the pilot is also the photographer. The automatic diaphragm control unit is indispensable when the camera is permanently mounted in the fuselage. It is also practical on hand-held cameras. The photographer can then concentrate on his subject and make his exposures without ever removing his eye from the viewfinder. The automatic diaphragm control unit adjusts the aperture to every change in lighting, and every frame is perfectly exposed. A multi-camera bracket has been designed for multispectral photography using four 500EL/M cameras. The command unit is employed to ensure synchronous operation of these cameras. The use of different lenses, filters and film emulsions provides the scientist and photo interpreter with a vast array of information.





Distributor of Hasselblad cameras in the United States: Paillard Inc.,  
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