

H A S S E L B L A D

500EL



**70 PICTURES IN 60 SEC. OR 1 EXPOSURE
EVERY 60 HOURS**

The Hasselblad 500EL is a $2\frac{1}{4}'' \times 2\frac{1}{4}''$ single-lens reflex camera with interchangeable lenses, magazines and finders. It differs from the 500C by the use of an electric motor which advances the film and cocks the shutter automatically after each exposure. A series of special accessories have been developed for the Hasselblad 500EL including the magazine 70 which provides a minimum of 70 exposures on double sprocketed 70 mm film without reloading. The combination of a Hasselblad 500EL and its accessories opens up completely new photographic areas. This pamphlet will show some of the ways to use a Hasselblad 500EL and the Hasselblad system, and we hope you may be inspired to find new uses on your own, whether you're familiar with the Hasselblad system or are still unaware of its inherent capability.

*Cover photo: Ragnar Lindeblad
Right: Jens Karlsson*





The Hasselblad 500EL, together with the magazine 70, provides the fashion photographer with both practical and psychological advantages. Frequent film loading and magazine changes are eliminated. One 70 mm film holder offers as many exposures as six roles of 120. The film can also be cut to a shorter length as desired.

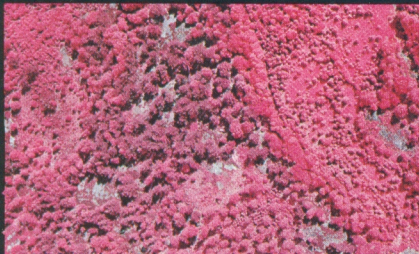
The photographer is not bound to the camera's position. He can be near the model, talk with her and, therefore, create a more relaxed atmosphere around the session. Pictures reflect this. A certain pose, a certain facial expression cannot always be induced by direction. Occasionally, the desired picture may be hidden among a series of pictures taken in a few seconds. The Hasselblad 500EL can take more than 1 picture/sec. The magazine 70 is then a good thing to have. A fashion photographer experiences a new sense of freedom with the Hasselblad 500EL and magazine 70, freedom to take better, more spontaneous pictures.

The $2\frac{1}{4}'' \times 2\frac{1}{4}''$ film size of the Hasselblad 500EL provides high quality of reproduction, even with partial enlargements of color. In addition, composition is easier, thanks to the large, square and bright viewfinder image. It is easy to evaluate transparencies and contacts without aids.

The camera with a magazine 70, 150 mm f. 4 Carl Zeiss Sonnar telephoto lens with professional lens shade. The viewfinder is the standard focusing hood. Operation via release cord FK 600, ca. 6 m long. Photo: Ragnar Lindeblad.



AERIAL PHOTOGRAPHY



Monitoring with photography from the air is increasing in many fields: traffic monitoring, surveys of forest fires, storm damage and earthquakes, oil discharges at sea and in other water systems, the extent of plant disease, ice conditions, investigation of arson, traffic accidents and the scene of crimes.

A negative size is required which produces sufficient detail.

The camera must be easy to handle, sturdy and versatile.

The Hasselblad 500EL with magazine 70 more than satisfies these requirements. It can, for example, be fitted to the double handgrip specially developed for the 500EL. A frame viewfinder indicating the fields of view of 150 mm and 250 mm lenses is an appropriate viewfinder. Equipped in this manner a pilot can act as an aerial photographer without compromising safety in the air. The camera can be easily hand-held. Different forms of permanent mounting also occur. Thus, traffic police helicopters in Sweden have Hasselblad 500EL's with magazine 70's built in. The pilot operates the camera with a standard cable connected to the control stick. The capacity of the magazine 70 is a pre-requisite with this technique since reloading in the air is precluded. The subject disappears fast in aerial photography. Swinging back to try and recapture a subject missed because of a film or magazine change is not always possible. And flying time is both expensive and in short supply.

There are ten Carl Zeiss lenses for the Hasselblad 500EL in focal lengths from 40 mm wide-angle to 500 mm telephoto. All have automatic and manual diaphragms, the same scales, grips, diaphragms and bayonet mounts for rapid lens changes and secure attachment to the camera body. They are distinguished by sharpness and correction over the whole field, a vital pre-requisite if the format's advantages are to be realized to the full.

Hasselblad 500EL with magazine 70, double handgrip, 150 mm f. 4 Sonnar, frame viewfinder and lens shade.

Pictures on the 70 mm strip were taken on IR film and were used for diagnosing possible tree disease in a forest area. The dark spot in picture 2 is a lake. Photo: Bo Timback.





INDUSTRY

There are processes in industry which require continuous visual monitoring. This may involve different kinds of work and production control, the follow-up of complicated manufacturing routines, regular readings, registration of instrument data etc. Thus, the Hasselblad 500EL with the magazine 70 is often as natural a part of the inventory as the machines themselves. There is a booklet on industrial photography in Hasselblad's special series which may be obtained without cost from your Hasselblad dealer. This booklet takes up in detail the problems of photography in an industrial environment and practical solutions in the form of choice of equipment, film and illumination.

Let us briefly mention some of the special features of the Hasselblad 500EL. The camera can be triggered in many different ways and can, therefore, perform a series of special assignments with the aid of cables of various lengths, by radio at long distances and with a timer at a pre-determined time or at regular intervals from 2 sec. to 60 hrs. Two or more cameras can be triggered simultaneously using a command unit. One might, for example, wish to photograph the same subject with two different focal length lenses or on two or more kinds of film. The rich assortment of accessories, interchangeable lenses, magazines and finders makes the Hasselblad 500EL the master of most situations in modern industry.

Pictures are also needed for external company information. A Hasselblad 500EL can be useful as a complement to existing Hasselblad equipment or as the basis for new purchases.

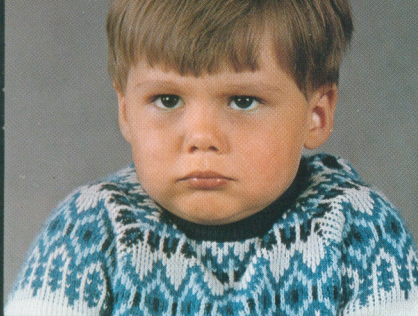
The Hasselblad 500EL has five interchangeable magazines for $1\frac{5}{8}'' \times 2\frac{1}{4}''$, $2'' \times 2''$ and $2\frac{1}{4}'' \times 2\frac{1}{4}''$ film sizes and 12, 16, 24 or 70 pictures per load.

Oxelösund Steel Works, Sweden. Two cameras, both with magazine 70's, one with a 100 mm f. 3.5 Planar and one with a 250 mm f. 5.6 Sonnar. The finders are standard focusing hoods and magnifying hoods. The professional lens shade provides the best possible brilliance and contrast in pictures and protects the exposed external lens surface from the splash of molten metal, acids etc. Operation by cable.

Photo: Gillis Hägg



PORTRAITS/CHILDREN



How do you take living portraits?

The Hasselblad 500EL and magazine 70 may be one answer. Sequential exposures with a frequency of more than 1 exposure per sec. begin to approach the movie camera's method of recording. There could be minor differences in nuance between two almost identical negatives, enough to make all the difference in portraits, especially in portraits of children whose gestures and expressions shift rapidly. And why not let a series of pictures tell about a person instead of trying to condense character in one single picture?

The portrait photographer working with a Hasselblad 500EL and magazine 70 also appreciates it for another reason: you often have to "warm up" a person to be photographed. Most people are rather camera-shy and find it difficult to be themselves in front of the camera and a photographer they don't even know. With the Hasselblad 500EL the photographer can be near his subject and carry on a conversation, getting the subject to relax and forget the camera's existence. The pictures reflect this. You can also work with the camera in your hand both in the studio and in other places. Then it's useful having a camera which, despite its big film size, is as fast to use as a 35 mm camera.

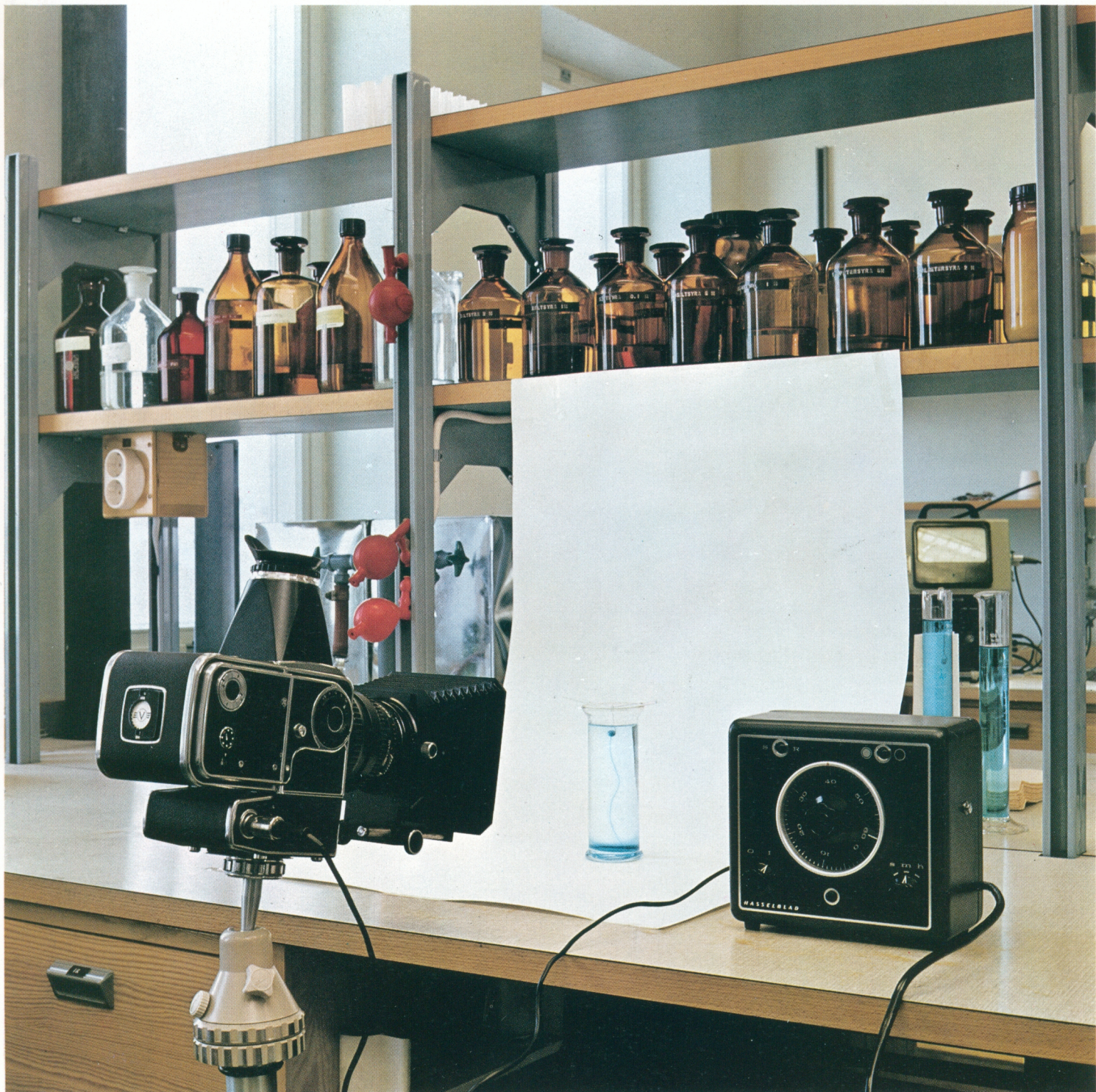
There is a booklet on portrait photography in Hasselblad's special series. A free copy can be obtained from your nearest Hasselblad dealer or from Victor Hasselblad Aktiebolag.

The Hasselblad 500EL has seven different finders, the standard lens hood, magnifying hood, three prism finders with different sighting angles and one especially for use with magazine 70, frame viewfinders for 150 mm and 250 mm long focal length lenses and the sports viewfinder for focal lengths from 80 mm and upward.

Hasselblad 500EL with magazine 70, 150 mm f. 4 Sonnar, professional lens shade, standard focusing hood.

Photo: Jens Karlsson





We have previously discussed the Hasselblad 500EL's speed, its ability to record events lasting only a moment, its ability to capture changes at a few seconds interval etc. At the other end of the scale the 500EL can perform a coldly exact registration of events extended in time, lasting perhaps a few minutes, days, months or years. This is accomplished with the aid of a timer which can be set to trigger the camera at intervals of 2 sec. up to 60 hours. It is also possible to use the timer to turn on photo lighting and turn it off again immediately after exposure.

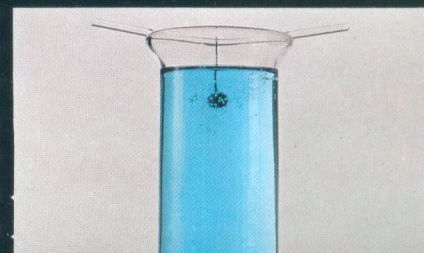
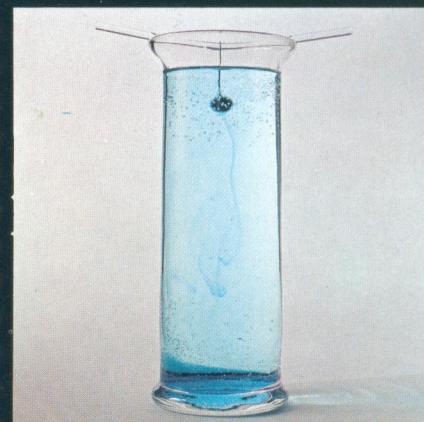
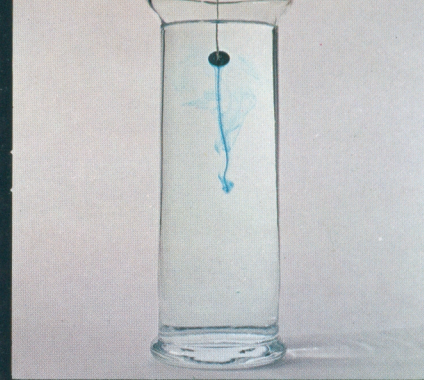
The characteristics have come to use in many fields: These four pictures were taken exactly at 60 min. intervals and show experiments with a tablet whose coating slowly dissolves in a fluid. The active ingredient could be released in the body over a long period of time instead of all at once.

The Hasselblad 500EL with timer and magazine 70 is also put to use in other fields such as plant research, bacterial cultivation, crystallography, product control and monitoring. The motor drive is a real asset with the attachment of the Hasselblad 500EL to a microscope. Film advance and shutter cocking is so gentle that there is no risk of disturbing the specimen or the exact focus, as could be the case with a manual camera.

The Hasselblad 500EL can be operated via a cable up to 120 m long or via a radio at a distance up to 3 km.

The camera is equipped with a magazine 70 and a 100 mm f. 3.5 Planar lens with professional lens shade. Attached to the focusing hood is a magnifying hood, which has an adjustable magnifier and which effectively blocks extraneous light when focusing or composing.

Photo: Gillis Hägg



PRESS PHOTOGRAPHY



The Hasselblad 500EL with a magazine 70 is a superb tool in the hands of the press photographer. A generous film size is combined here with the speed and smooth versatility of the 35 mm camera.

The $2\frac{1}{4}'' \times 2\frac{1}{4}''$ size provides a safety margin wide enough for good reproduction quality even in critical color applications. The electric motor and automatic lenses increase working speed. The wide range of focal lengths at well-chosen intervals guarantees full utilization of the negative size in all situations. Using the interchangeable magazines you can instantly switch films as desired. You can change format as well or take 12, 16, 24 or 70 exposures per load.

The different finders permit the photographer to choose just the type he needs for a particular application. The quick-focusing handle and pistol grip facilitate hand-held shots with long focal length lenses.

Frequent reloading of film, as might be required in the middle of fast-moving series of events when shots just can't be missed, is avoided with the magazine 70. A booklet on press photography is currently in preparation as part of our special series.

The Hasselblad 500EL is powered by two rechargeable batteries each giving a minimum of 1,000 exposures per full charge. A full charge takes 14 hours.

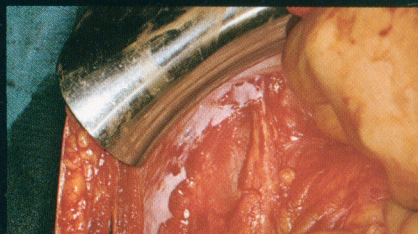
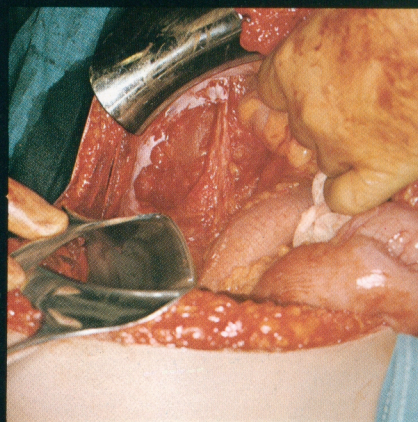
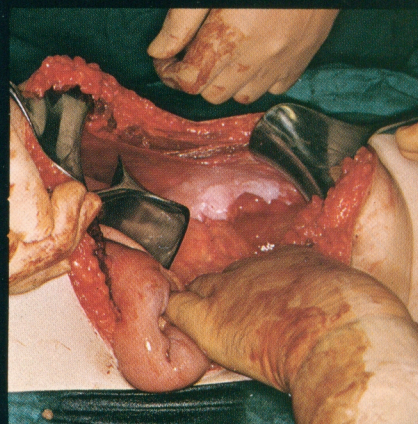
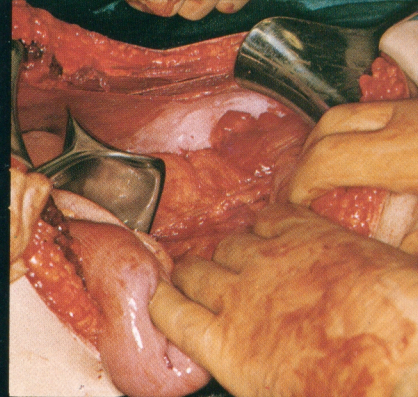
Here the photographer worked with a 150 mm f. 4 Sonnar lens with lens shade and an NC-2 prism finder.

Photo: Jens Karlsson





MEDICINE



The Hasselblad system is well-known and admired in medical photography. The $2\frac{1}{4}'' \times 2\frac{1}{4}''$ size and the camera's adaptability to the most varied and specialized purposes are some of the reasons why. Simplicity and dependability are others. The Hasselblad 500EL and magazine 70 provide a further extension of the system's wide capability.

In surgical photography, the surgeon himself can trigger the camera if it is mounted over the operating table. Triggering is by cable or foot pedal. The hospital photographer's working speed is increased in hand-held shots of surgical scenes with the Hasselblad 500EL and magazine 70. One accessory is the ringlight which provides shadowless illumination. Other duties for this camera may be found in the laboratory.

We touched on this in our section on Research/Science. There is a booklet on medical photography with the Hasselblad system in our special series. It can be obtained without charge from your nearest Hasselblad dealer.

Almost all the accessories in the Hasselblad system fit the Hasselblad 500EL. More than 100 different special cameras can be built around the basic camera body.

The surgical pictures show an abdominal operation. The rather deep surgical site causes some unsharpness in the corners which can easily be cropped out later, thanks to the large film size. Notice the shadowless illumination provided by the ringlight.

Photo: Frans Planath
Large picture: Bo Timback

WILDLIFE



One quotation: "The most abundant picture harvest can be obtained at a water hole in the hours before sundown. And a reserve magazine or a magazine 70 with the Hasselblad 500EL are real assets. Scenes change quickly and having to change film in the middle of an exciting sequence could really do damage to your nervous system!"

So says Sven Gillsäter, the experienced and skillful Swedish wildlife photographer and author of many fine Nature books, in his text to Hasselblad's booklet "Wildlife". You can get a copy of it or of our other special booklets without charge from your nearest Hasselblad dealer.

We cannot express more simply or more eloquently what the Hasselblad 500EL and magazine 70 could mean to camera hunters all over the world.

Sven Gillsäter: "The fact that I've come to prefer the larger camera and the $2\frac{1}{4}'' \times 2\frac{1}{4}''$ format instead of fast-handling 35 mm cameras is because wildlife scenes change so fast and so unexpectedly that it is often difficult to center the subject in the middle of the smaller viewing field. The subject gets hung up in one corner. An enlargement of something only a few square cm large requires that the film really be kept flat in the camera and that the lens is sharp right out to the corners."

You will discover even more subjects for the Hasselblad system and the 500EL camera in the field of Nature and wildlife photography.

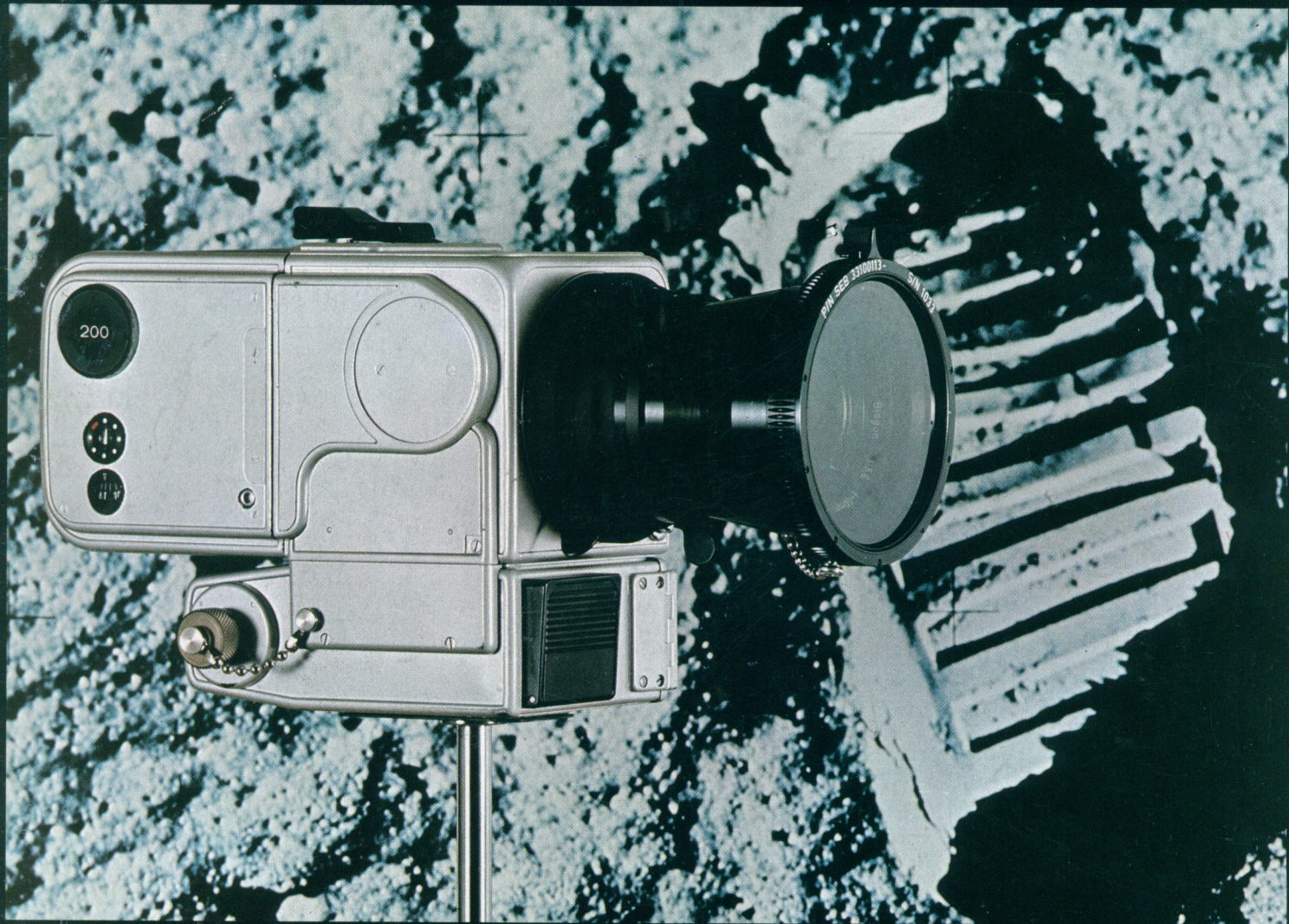
Hasselblad has 69 service centers with specially trained personnel in five parts of the world. Control and refresher training occurs in regular visits by the company's training manager.

Resting cranes at Lake Hornborg in Sweden. The photographer used a Hasselblad 500EL and a 500 mm f. 8 Tele-Tessar. The set up is shown to the right.

Photo: Sture Karlsson Right: Jens Karlsson



H A S S E L B L A D 500EL



Courtesy of NASA, Apollo XI, Hasselblad 500EL. The first man on the moon immortalized with a Hasselblad 500EL. Photo: Bo Timback

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