

H A S S E L B L A D



The Hasselblad 503CWD and 503CW/CFV



### **The Hasselblad 503CWD and 503CW/CFV.**

The Hasselblad V System's 503CW and 503CWD cameras provide a solid entry into advanced digital photography. Whether choosing the 503CWD and its integrated 16 million pixel digital capture or the combination of a 503CW and a CFV back, you get the same superior quality, ultimate flexibility, and no compromises.

The 503 platform combines the utmost in traditional photographic quality with the latest technological advances and features a range of functions, such as winder capability with remote release, and the V System's range of renowned high performance, central shutter based lenses, making these cameras ideal for advanced digital photography – either on location or in studio.

### **Small box, large features.**

The 503 camera also boasts a sturdy, mechanical construction with a robust, one piece aluminum alloy body, making it ideal for the often-demanding world of daily professional use. The 503 cameras provide TTL flash metering, power winder/IR remote options, and compatibility to accessories past and present. Using Hasselblad's renowned central shutter lenses, these cameras provide almost vibration-free operation, quiet exposure, and flash sync at all shutter speeds, up to 1/500 sec. The innovative GMS (Gliding Mirror System) produces a bright, full viewfinder image with virtually all Hasselblad lenses and remote capability means you can operate the camera from anywhere in the studio.

### **Full flexibility.**

The 503CW/CWD cameras can also use any of the V System's interchangeable film magazines, a helpful feature in extreme temperatures or when batteries run low. The camera also accepts several types of viewfinders, enabling you to choose a style of shooting that works for you or for a specific situation. In addition, the built-in flash control system (TTL/OTF) helps turn flash photography into child's play, measuring the light reflected off the film surface and automatically controlling the flash to provide the perfect exposure, regardless of the lens focal length or lighting conditions.



Shot by Jan Grahn

### The 503CWD: The digital camera Victor would have built.

Obviously, Victor Hasselblad didn't have access to today's digital technology – no more than Mozart had electric guitars or Leonardo da Vinci had electricity and combustion engines. And obviously, we can't help but ask ourselves what type of camera Victor would have created if he had been around today.

So to celebrate this, the 100th anniversary of his birth, we developed a very special camera that would reflect a little of what Victor might have done if he had access to the technology that we can master today. The new 503CWD.



The special Hasselblad Anniversary 503CWD comes integrated with a CFV 16 Mpix back and features a special retro design and Victor Hasselblad's engraved signature.

The 503CWD comes complete with a focusing screen with image format markings, chrome winding lever, Carl Zeiss Planar CFE 2.8/80 mm lens, a limited edition of the Victor Hasselblad biography, a 1GB CF card, and FireWire cable. The Victor Hasselblad Anniversary edition kit is being produced in a limited edition run of only 500 cameras, each one specially engraved with Victor Hasselblad's signature.

*Victor Hasselblad*

Victor Hasselblad limited edition 503CWD.



**The first step to perfect images.**

The V System offers the largest range of superior quality lenses of any professional format system, boasting lenses with unrivalled specifications. All lenses use high performance, central lens shutters, making them stable, quiet, and particularly useful for flash work at fast shutter speeds, delivering correct captures at flash sync speeds up to 1/500 sec.

The 503CW and CWD are compatible with the entire range of Hasselblad central shutter lenses, from 30 to 500 mm in focal length. All lenses feature T\* anti-reflection coating and internal stray light reduction to produce unbeatable image contrast and color saturation.

- 1. Zeiss Distagon CFI3.5/30 mm
- 2. Zeiss Distagon CFE4/40 mm
- 3. Zeiss Distagon CFI4/50 mm
- 4. Zeiss Distagon CFI3.5/60 mm
- 5. Zeiss Planar CFE2.8/80 mm
- 6. Zeiss Planar CFI3.5/100 mm
- 7. Zeiss Makro-Planar CFE4/120 mm
- 8. Zeiss Sonnar CFI4/150 mm
- 9. Zeiss Sonnar CFE4/180 mm
- 10. Zeiss Sonnar CFI5.6/250 mm



### The CFV 16 Mpix Digital Back.

The Hasselblad CFV digital back is designed expressly for the 503CW camera, but can turn most existing Hasselblad V System cameras into a digital workhorse, including the 905SWC and wide angle cameras.

The CFV back is custom designed to match the appearance and functionality of the Hasselblad V System cameras and uses a square format 16 megapixel sensor that is 50% larger than even the largest 35mm DSLRs. In addition, the sensor used provide more pixels – for better resolution – and larger pixels, which means less image noise, better dynamic range, and improved detail, especially in highlight and shadow areas.

The Hasselblad CFV combines timeless design with modern technology, featuring powerful digital workflow tools such as Hasselblad's Instant Approval Architecture (IAA), an enhanced set of feedback tools designed to drastically simplify the image selection process, and direct conversion to Adobe's DNG format.

Other advanced features include Hasselblad's new Natural Color Solutions and 3F RAW file format, a choice of three separate storage modes (choosing freely between the ultimate portability of a CF card, the ultra-fast 100 GB Image Bank, or tethered computer hard drive operation with extended controls), and compatibility with other view cameras using a V System interface plate.



Ultra fast storage with 100 GB Image Bank.

## H System

Platforms	Digital solutions	Sensors	Viewfinders	Film magazine	Lenses	Digital APO
H2	CF Back	22/39 Mpix	Eye/Waistlevel	Optional	HC Range	No
H3D	48 mm full frame DSLR	22/39 Mpix	Full frame Eye/ Waistlevel	Optional	HC Range+HCD	Yes

## V System

Platforms	Digital solutions	Sensors	Viewfinders	Film magazine	Lenses	Digital APO
503CW	CFV Back	16 Mpix	Eye/Waist/prism	Optional	Complete V Range	No
503CWD	36x36 mm DSLR	16 Mpix	Eye/Waist/prism	Optional	Complete V Range	No

## Scanners

Scanners	Max res	Max speed	Dust removal	3F scan button	3F workflow	Feeder
Flextight X1	6300 dpi	60 MB/min	Software based	Yes	Yes	No
Flextight X5	8000 dpi	300 MB/min	Hard- & software	Yes	Yes	Yes



NEW  
MAGAZINE FROM  
HASSELBLAD!

Hasselblad is proud to announce the launch of VICTOR by Hasselblad, a truly innovative publication for professional photographers.

With a fresh editorial approach and featuring outstanding image and production quality, Victor will combine stunning photography with fascinating and insightful interviews and informative technical articles. To subscribe or get more information log on to

[www.victorbyhasselblad.com](http://www.victorbyhasselblad.com)

## Technical specifications

**Sensor size:** 16 Mpixels (4080x4080) pixels

**Sensor dimensions:**

36.7x36.7 mm (Lens factor 1.5)

Single shot 16 bit colour  
ISO 50, 100, 200 and 400

**Longest shutter speed:** 32 seconds

**Image storage:**

CF card type II (write speed >20 MB/sec),  
New Imagebank external hard drive or tethered  
to Mac or PC

**Color management:** Hasselblad RGB:

full dynamics and reproduction dynamics.

**Storage capacity:**

Storage capacity: On average, 45 images on a  
1GB CF card and over 4000 images on a 100 GB  
Image Bank

**Battery type:**

Sony™ InfoLithium L NP-F series

**Capture rate:** 35 captures per minute

**Color display:**

2.2 inch OLED type, 24 bit color  
Histogram feedback

**IR filter:** Mounted on CCD sensor  
Acoustic feedback

**IAA - Instant Approval Architecture:** Included, with  
Acoustic feed back and Metadata classification

**File format:**

Lossless compressed Hasselblad 3F RAW

**Software:** FlexColor (included)

Macintosh: OSX. PC: NT, 2000, XP

**Camera support:**

All Hasselblad V System cameras manufactured  
since 1957. 2000 cameras and 201F with C  
lenses only. 202FA / 203FE and 205FCC camera  
types need a minor camera modification to use  
F/FE lenses.

**Host connection type:**

FireWire 800 (IEEE1394b)

**Battery capacity:**

Sony™ InfoLithium L, up to 8 hours of shooting  
capacity

**Operating temperature:**

0-45°C/32-113°F

**Dimensions:**

91x90x61mm (WxHxD)

**Weight:**

510 g (Excluding battery and CF card)

**Package contents:**

Hasselblad CFV digital back with protective  
cover, adapter cables, EL camera battery  
adapter, FireWire cable and 1GB CF card.

[www.hasselblad.com](http://www.hasselblad.com)