

## HASSELBLAD

## Iexpress CF 132 / Iexpress CF 528

The Iexpress CF line of digital backs offers 22Mpix digital capture with the Hasselblad open camera interface, the i-Adapter, and the option for true colour multi-shot capture. The Iexpress offers new levels of flexibility to the specialist professional photographers enabling them to take full advantage of everything that leading edge digital photography can offer.



Iexpress CF 132

Iexpress CF 528

#### Large format digital capture

Today's photographers demand higher resolution, less noise, and improved flexibility, all of which the Iexpress CF addresses. The Iexpress CF suits cameras with an optical format allowing for digital capture with sensors more than twice the physical size of today's 35mm sensors. The sensor therefore holds more and larger pixels, which secure a high-end image quality in terms of moiré free color rendering without gradation break-ups in even the finest lit surfaces.

#### "Instant" user interface

The Iexpress CF is operated with a straightforward user interface with a series of "instant" one-button-click operations including: instant capture, instant browse, instant approval, instant zoom, and instant image info.

#### Three modes of operation and storage

Optimum portability and image storage are critical for the professional photographer. The Iexpress CF offers a free choice of portable CF card storage, flexible Firewire drive or tethered operation with extended, special capture controls. With these three operating and storage options, the photographer is able to select a mode to suit the nature of the work at hand, whether in the studio or on location.

#### Extra resolution for stills: the 4\*Res upgrade option

In a studio environment you can increase the colour resolution of your captures by means of a unique multiple-exposure technique controlled by the optional 4\*Res module (patent pending). The result is maximum resolution and absolutely moiré free images. The Iexpress CF 132 can be upgraded with the 4\*Res module at any time whereas the Iexpress CF 528 comes with the 4\*Res module already built in.

#### Working with multiple cameras — the i-Adapter

The Iexpress CF interfaces with a simple 4-screw attached plate to most of the professional SLR and view cameras on the market. You can therefore obtain digital capture with your favourite cameras and lenses with one digital back. See detailed list of supported cameras below.

#### Direct shooting to Adobe DNG

Hasselblad has partnered closely with Adobe to make its new products fully compatible with Adobe's raw image format DNG ('Digital NeGative'), bringing this new technology standard to the professional photographer for the first time. The DNG file format enables raw, compressed image files to be opened directly in Adobe PhotoShop. Hasselblad image files now carry full sets of metadata, including capture conditions, keywords and copyright, facilitating work with image asset management solutions. For specialist commercial photographers the full productivity and creative freedom, e.g. live video, overlay masking and tethered operation, is offered by Hasselblad's FlexColor workflow software via importing the DNG file.

#### FlexColor workflow for the specialist commercial photographer

FlexColor offers an image processing workflow with the highest degree of control for the studio photographer. In tethered operation, tools like live video and overlay masking help bring productivity to advanced set composition. The newest FlexColor version allows the photographer to manipulate colour temperature and compare image details across multiple images for precise image selection. FlexColor uses raw DNG files generated by the Iexpress CF as its base.

FlexColor runs natively on both Macintosh and Windows platforms and is licensed to allow you to provide free copies for all your co-workers and production partners.

## HASSELBLAD

### Ixpress CF 132 / Ixpress CF 528

#### Image approval and selection – ultimate creative control

Limitless digital image capture loses some of its potential if the photographer cannot quickly review and select the best images to present to the client. Building on the success of its Audio Exposure Feedback technology, Hasselblad has created Instant Approval Architecture (IAA), an enhanced set of feedback tools, designed to liberate the photographer to focus on the shoot rather than the selection process. IAA triggers audible and visible signals for each image captured, telling the photographer immediately whether the image has a red, yellow or green light status. The information is recorded both in the file and in the file name, providing a quick and easy way to classify and select images, in the field or in the lab. A larger, enhanced OLED display provides a realistic, high quality and perfect contrast image view, even in bright sunlight, to allow instant on-site image approval. IAA is a Hasselblad trademark and is patent pending.

#### Colour refinement – new colour handling concept

Colour management solutions have in the past imposed limitations on professional digital photographers, particularly when capturing various skin tones, metals, fabrics, flowers etc. To combat this, Hasselblad has developed a new, powerful colour engine in its FlexColor workflow software. With one camera set up, the new optimised colour engine produces reliable out-of-the-box colour without gradation, with skin tones and other difficult colours reproduced accurately.

#### Modular design

A clean and dust-free sensor is essential and the modular design of the camera allows for easy access to and cleaning of the sensor, saving you hours of retouching work later.

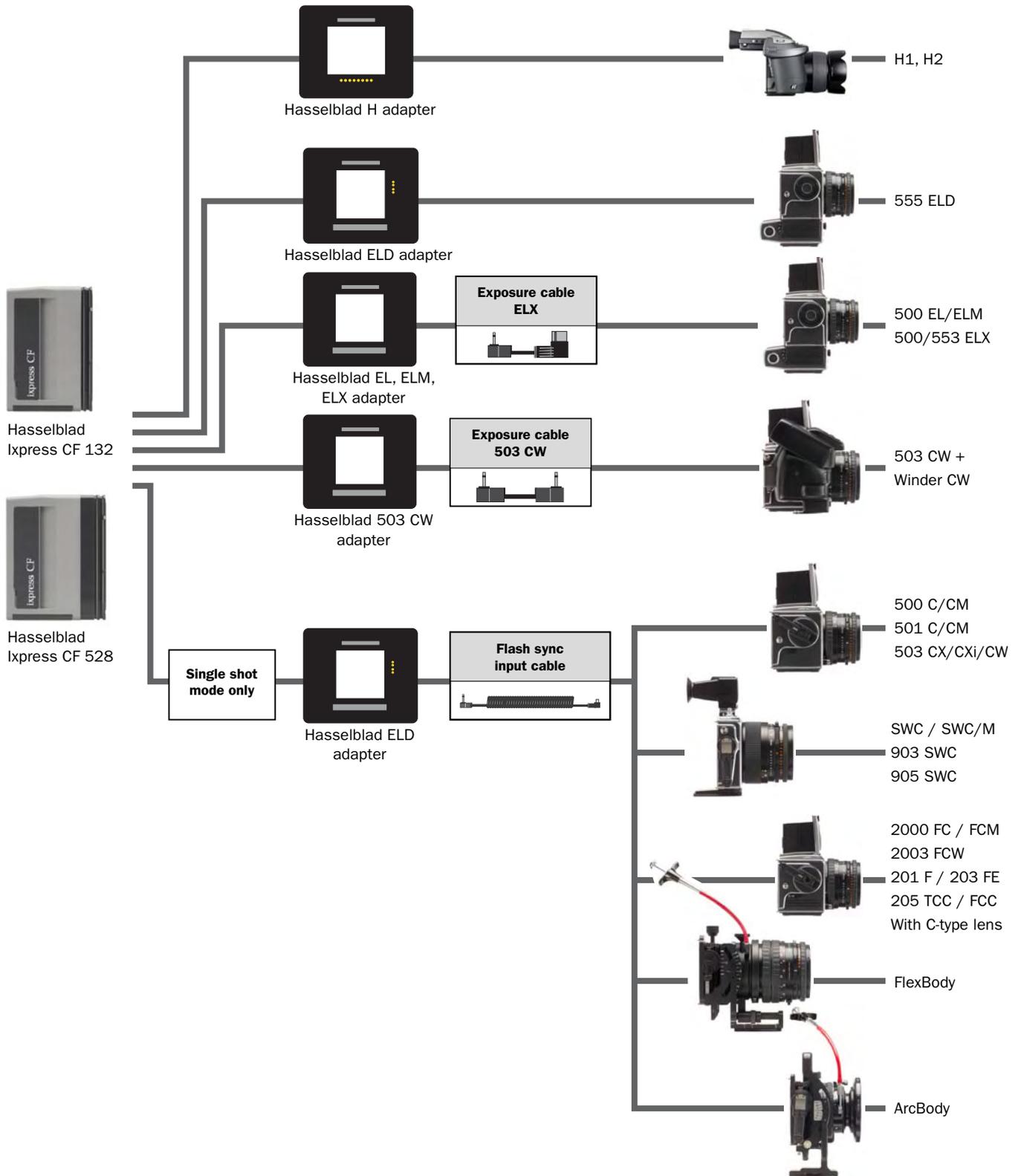


## HASSELBLAD

## Iexpress CF 132 / Iexpress CF 528

SPECIFICATIONS	Iexpress 132C	Iexpress 528C
Sensor size	22 Mpixels (4080 x 5440 pixels)	22 Mpixels (4080 x 5440 pixels)
Sensor dimensions	36.7 x 49.0 mm	36.7 x 49.0 mm
Image size (8/16 bit RGB)		
1-shot (MB)	66/132	66/132
4-shot (MB)	n.a.	66/132
4xRes shot (MB)	n.a.	264/528
Shooting mode	Single shot	Single & Multi-shot
16 bit color	Yes	Yes
ISO speed range	ISO 50 - 400	ISO 50 - 400
Longest shutter speed	32 seconds	32 seconds
Image storage	CF card type II (write speed >20 MB/sec) Image Bank external hard drive External FireWire disk Tethered to Mac or PC	CF card type II (write speed >20 MB/sec) Image Bank external hard drive External FireWire disk Tethered to Mac or PC
Storage capacity (single shot)	over 850 images with 40 GB disk	over 850 images with 40 GB disk
Battery type	Sony™ InfoLithiumL NP-F series	Sony™ InfoLithiumL NP-F series
Capture rate	1.5 sec	1.5 sec
Color display	Yes, 2.2 inch OLED type, 24 bit color	Yes, 2.2 inch OLED type, 24 bit color
Histogram feedback	Yes	Yes
Acoustic feedback	Yes	Yes
Software	Adobe Photoshop CS or Flexcolor	Adobe Photoshop CS or Flexcolor
File format	Compressed Adobe DNG	Compressed Adobe DNG
Platform support	Macintosh: OSX. PC: NT, 2000, XP	Macintosh: OSX. PC: NT, 2000, XP
Host connection type	FireWire 800 (IEEE1394b)	FireWire 800 (IEEE1394b)
Operating temperature	0 - 45 °C / 32 - 113 °F	0 - 45 °C / 32 - 113 °F
Camera support via i-adapters	Hasselblad H system and V system, Rollei 600X and AF, Contax 645AF, Mamiya 645 Pro, 645 AFD, RB and RZ67, Fuji GX680I/II/III. All view cameras via Hasselblad adapter. Horeseman DigiFlex II and PrecisionWide 35 via Hasselblad adapter.	
Dimensions	81 x 81 x 53 mm [W x H x D]	81 x 81 x 68 mm [W x H x D]
Weight	450 g (excluding battery and i-adapter)	600 g (excluding battery and i-adapter)

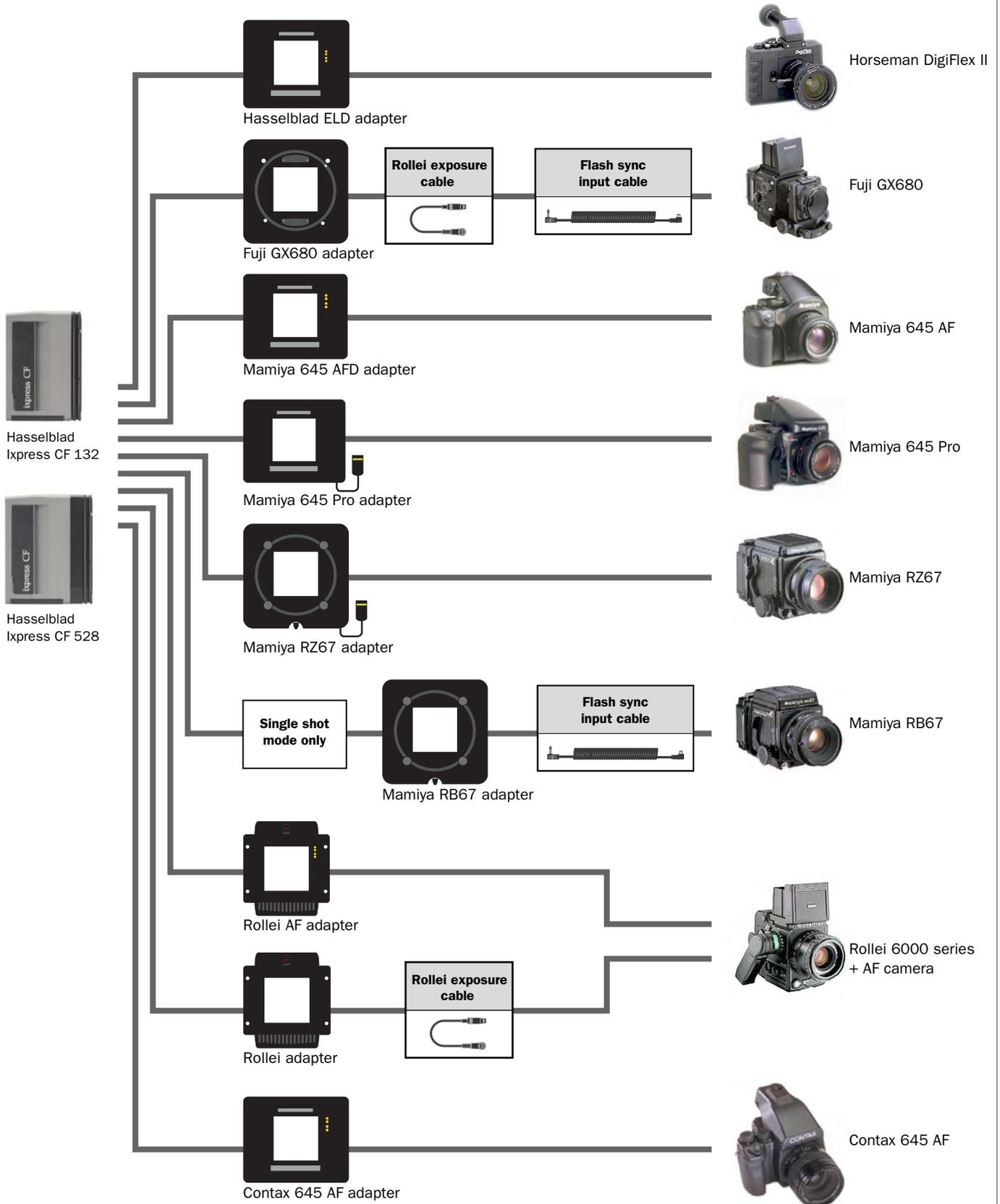
## Hasselblad connectivity diagram



Specification subject to change without notice.

Document ID: 2005-00-14 - V1.1

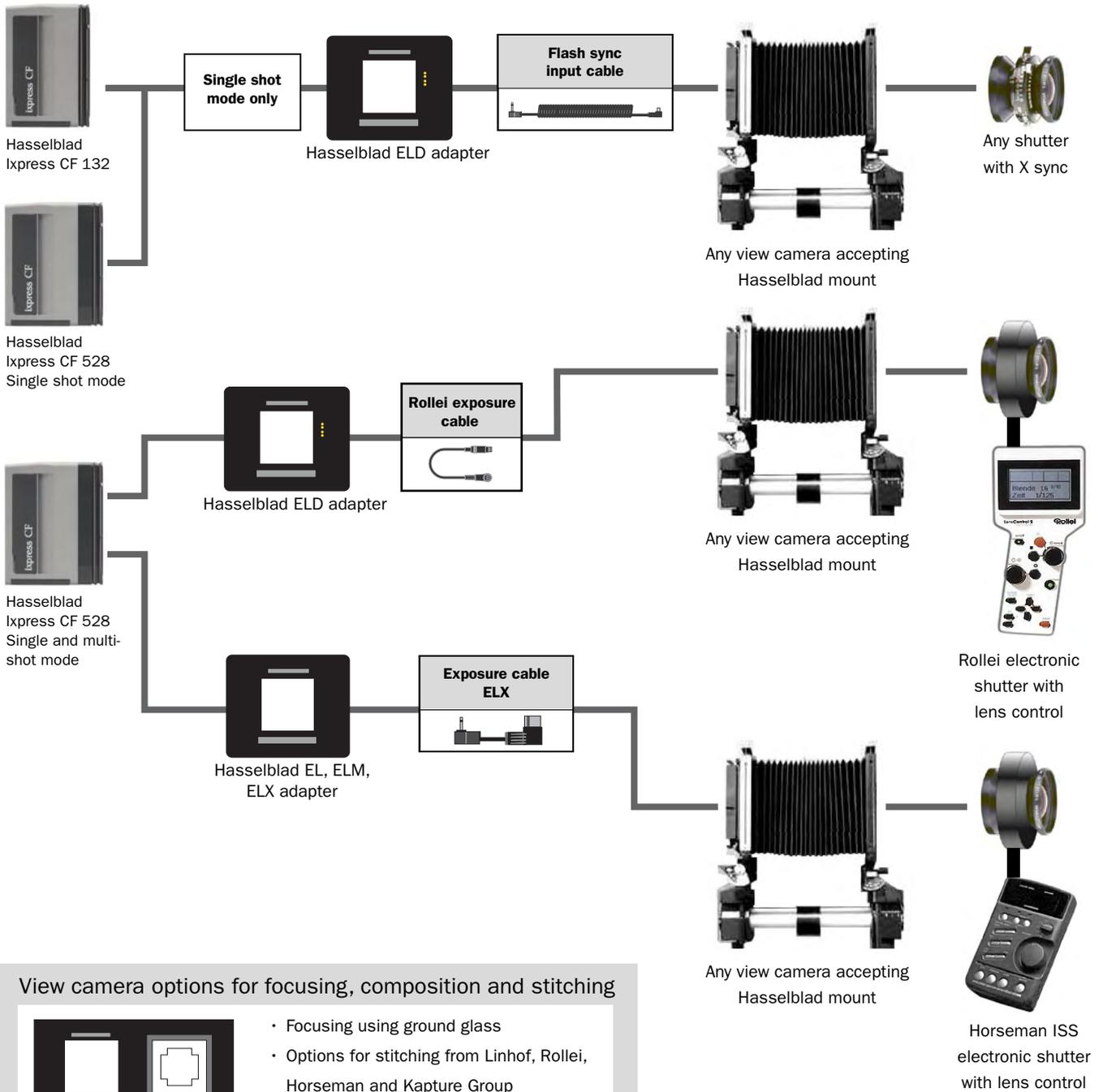
## Small and medium format camera connectivity diagram



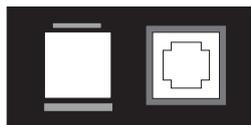
Specification subject to change without notice.

Document ID: 2005-00-14 - V1.1

## View camera connectivity diagram



### View camera options for focusing, composition and stitching



Sliding adapter

- Focusing using ground glass
- Options for stitching from Linhof, Rollei, Horseman and Kapture Group



Fixed mount

- Focusing using Hasselblad Flexcolor live video