HASSELBLAD 503CWD

The Hasselblad 503CWD Anniversary Kit is custom built around the 503CW camera with its range of high performance, central shutter based lenses, thus turning this camera system into a new digital workhorse. Digital capture is based upon the unique Hasselblad RGB color space, extended with tools for powerful digital workflow control with the Hasselblad Instant Approval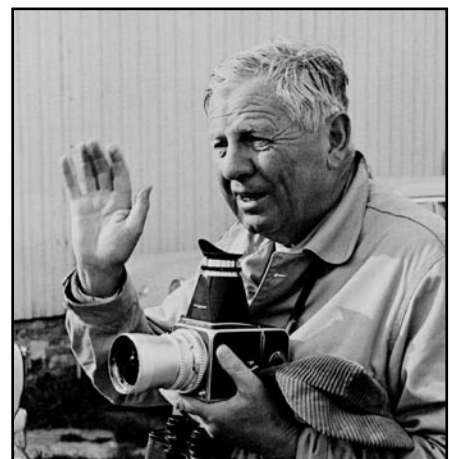 Architecture. The digital part of the Hasselblad 503CWD can be fitted onto all Hasselblad V System cameras as well as view cameras using the Hasselblad film magazine interface plate and flash sync connection to trigger the digital capture. Hasselblad 503CWD thereby brings an ultra high level of integration and flexibility to the professional photographer who needs the best for both mobile and studio shooting — With the extra touch of the Victor Hasselblad legend.

· Seamless digital capture with the virtues of the classic 503CW camera

· 50% larger sensor than full frame 35mm DSLRs

· Unique digital integration for the classic Hasselblad V System cameras

· Unique Hasselblad RGB colors

· Limited edition of 500 numbered units with special Victor Hasselblad design features.

· CF card operation

Victor Hasselblad was a dedicated photographer. Indeed, it was his dedication, interest and involvement that resulted in the success of the world famous Hasselblad cameras of today. He would surely have wholeheartedly pursued the tremendous possibilities offered by digital capture had he lived to experience it.

He was born on March 8, 1906. It was thought right and fitting that in recognition of his legacy a special camera should be produced to commemorate the centenary of his birth. What better way than to create a combination of the latest developments with a classic Hasselblad model to achieve the best of both worlds which simply put, is the perfect description of the 503CWD.

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Unique Hasselblad RGB colors

Color management solutions have in the past imposed limitations on professional digital photographers, because of the forced choice of a specific color profile to suit the job: capturing various skin tones, metals, fabrics, flowers etc. To combat this, Hasselblad has developed a new, powerful color profile to be used with its FlexColor imaging software. Working with the new Hasselblad RGB color profile enables you to produce outstanding, reliable out-of-the-box colors, with skin tones, special product gradations, and other difficult colors reproduced effectively.

To implement our new unique colors we have developed a new Hasselblad raw file format called 3F RAW (3FR). The new 3F RAW file format is designed to ensure that images captured on Hasselblad digital products are quickly, effectively and safely stored on the available media (CF card, Imagebank, etc). The file format includes lossless image compression saving 33% of storage space. Combined with the architecture of the Hasselblad camera, this allows for capturing up to 35 shots per minute.

The 3FR file defines the colors in the Hasselblad RGB color space with its out-of-the-box quality, and used in FlexColor it removes both the need for experimenting with different color profiles to get optimal colors and the need for selective color corrections.

The 3FR files can be converted directly into 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. This allows photographers to operate quickly and efficiently, reducing the "downtime" taken to process image data and enabling final images to reach the client more quickly. Hasselblad image files carry a full set 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 offered by the Hasselblad FlexColor workflow software is also available via import of the DNG file.

Instant Approval Architecture

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, amber 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 large, enhanced OLED display in the new Hasselblad products 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 Hasselblad has a patent pending on the invention.

H A S S E L B L A D **503**CWD

Three modes of operation and storage

Optimum portability and image storage are critical for the professional photographer. Hasselblad 503CWD offers a choice of the portable CF card storage, tethered operation with extended, special capture controls or optionally the flexible Imagebank. 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.

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 color temperature and compare image details across multiple images for precise image selection.
FlexColor works on the basis of the raw 3FR files generated by the Hasselblad 503CWD.

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

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.

Package contents

The Hasselblad 503CWD Digital Camera (limited edition of 500 cameras) comes complete with:

- focusing screen with image format markings
- chrome winding lever
- Victor Hasselblad signature
- Carl Zeiss Planar CFE 2.8/80 mm lens
- Limited Edition of Victor Hasselblad biography booklet
- 1GB CF card and FireWire cable

HASSELBLAD 503CWD

File size

- Image capture: 16.6 Mpixels · 2bytes = 33 Mbytes raw data. Images saved on CF card are losslessly compressed to an average of 22 Mbytes in 3FR (3F Raw) format
- 1GB CF card holds 45 images on average

- 3FR files are imported to 3F files in FlexColor of 41 Mbytes each including (preview, metadata, and history log)
- 3FR files are via FlexColor converted to compressed DNG files of 22 Mbytes each
- TIFF (8/16 bit): 50 / 100 Mbytes

SPECIFICATIONS HASSELBLAD 503 CWD	
Camera body	Special design based on the 503 CW camera body
Lens	Planar CFE 2.8/80 mm
Sensor size	16 Mpixels (4080 x 4080 pixels)
Sensor dimensions	36.7 x 36.7 mm (Lens factor 1.5)
Shooting mode	Single shot
Color definition	16 bit
ISO speed range	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 · reproduction dynamics
Storage capacity	On average 45 images on a 1GB CF card and over 4000 images on a 100 GByte disk
Battery type	Sony™ InfoLithium L NP-F series
Capture rate	35 captures per minute
Color display	OLED 2.2"
Histogram feedback	Yes
IR filter	Mounted on CCD sensor
Acoustic feedback	Yes
IAA - Instant Approval Architecture	Included, with: · Acoustic feed back: yes · Metadata classification: yes
File format	Lossless compressed Hasselblad 3F RAW
Software	FlexColor (included)
Platform support	Macintosh: OSX. PC: NT, 2000, XP
Camera support	See data sheet for Hasselblad CFV digital back for details.
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	Complete camera w. 2,8/80 mm lens: 113 x 110 x 193 mm [W x H x D]
Weight	1620 g (Excluding battery and CF card)