HASSELBLAD 503CWD II

The original 503CW was built around the classic 500 series camera with its range of high performance, central shutter based lenses. The addition of a high-end 16 megapixel digital capture unit, 50% larger than full frame 35mm DSLRs, and a unique Hasselblad color solution turns this classic camera into a digital workhorse.
Classic retro features round off the package.

· 50% larger sensor than full frame 35mm DSLRs

· Coated IR sensor filter to enhance Hasselblad's unique color solution
· 2.5 inch TFT display
· 3 storage modes: CF card, ImageBank-II or tethered operation
· Digital capture unit also compatible with virtually all V system cameras built after 1957 as well as large format cameras (with adapter).
· Compatible with all CF lenses

The camera Victor would have built

In addition to being the founder of our company, Victor Hasselblad was a dedicated photographer and innovator. There's no telling what he would have achieved with today's digital technology, but we think we're on the right track.

The 503CWD II provides the best of both worlds – classic Hasselblad design and functionality and all that modern digital technology has to offer. And by classic we mean a solid, mechanical body that retains the ability to use film magazines. As a bonus, the digital capture unit can not only be fitted to most other V system cameras, but also to large format cameras, making the 503CWD II a very effective, flexible and economical choice. This model satisfies the wishes for a quality product with a retro feel that matches the demands from the present while retaining the ability to use film.

This digital single lens reflex camera offers power winder/IR remote options, supports the entire range of Hasselblad lenses from the first C series to today's CFi/CFE series. The leaf shutters offer speeds from 1 to 1/500 s with flash sync at all shutter speeds.

HASSELBLAD 503CWD II

The standard film-winding crank can easily be replaced with the Winder CW, providing the 503CWD II with both automatic winding as well as remote control capability. The winder can be controlled manually or remotely by cable or IR. With the Winder CW, the camera's ergonomics are particularly suited to handheld photography. The winder/grip also comes in handy when turning the camera 90 degrees for vertical shots.

The 503CWD II can be used together with any of today's lenses from 40 to 150mm focal lengths. All lenses are made by Carl Zeiss, the worlds leading optics manufacturer. Thanks to Carl Zeiss T* anti-reflection coating and internal stray light reduction treatments, these lenses produce unbeatable image contrast and color saturation – superior quality, ultimate flexibility, and no compromises. In addition, there is a large choice of great quality pre-owned V lenses lenses on the market which remain compatible.

The built-in flash control system (TTL/OTF) turns flash photography into child's play when used with a compatible flash. A sensor measures the light reflected off the film/sensor surface and automatically controls the flash precisely to provide the perfect exposure, regardless of the lens focal length or lighting conditions.

The 503CWD II is also incredibly easy to focus. The focusing screen is large, clear and bright and features a micro prism and split-image viewfinder.

The Hasselblad 503CWD II is the ideal choice for those requiring the optimum versatility to take on both digital and analogue capture, whether in the studio or on location. A medium-format solution is perfect for those who aren't willing to sacrifice image quality and reliability when shooting digitally – the sensors used by V System digital backs are up to twice the size of those in 35 mm cameras, providing more pixels – for better resolution and larger pixels for less image noise, better dynamic range, and improved detail especially in highlight and shadow areas.

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 Flex-Color/Phocus 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-II, 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 Phocus it removes both the need for experimenting with different color profiles to get optimal colors and the need for selective color corrections.

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.

HASSELBLAD **503CWD II**

The 3FR, FFF and DNG raw files that are created by any Hasselblad digital camera product with a 16Mpix, 22Mpix, 31Mpix or 39Mpix sensor are directly supported by Adobe Aperture 2.

This means that Hasselblad raw files (3FR, FFF and DNG) will now be visible in the Finder and able to be opened directly from popular applications such as Preview, iPhoto, and Aperture 2. As an added benefit, thumbnails are created for both FFF and 3FR files, enabling quick file inspection via Quick Look.

Instant Approval Architecture

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 TFT 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.

Three modes of operation and storage

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

Workflow for the specialist commercial photographer

Phocus offers an image processing workflow with the highest degree of control for the studio photographer, optimizing the raw 3FR files generated by the Hasselblad 503CWD II. In tethered operation tools like live video and overlay masking help bring productivity to advanced set composition.

Phocus runs natively on a Macintosh (Windows compatibility is available very soon) 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.

HASSELBLAD 503CWDII

CF lenses

The long expertise of Hasselblad has resulted in lenses with unrivalled specifications, exceeding even the exacting demands of digital photography. Today's Hasselblad CF lens range is the result of mutual collaboration with one of the world's best optic crafters, Carl Zeiss.

The lenses use high performance central lens shutters, making them stable, quiet, and particularly useful for flash work at fast shutter speeds or many other tricky lighting situations. And thanks to the T* anti-refection coating and internal stray light reduction treatments, these lenses produce unbeatable image contrast and color saturation.

CFE 4/40 mm

CFi 4/50 mm

CFi 3.5/60 mm

CFi 2.8/80 mm

CFi 3.5/100 mm

CFi 4/150 mm

CF Adapter

As a bonus, all CF lenses can also be used with cameras from the Hasselblad H system via the CF adapter. The simple addition of this accessory provides a very economical and effective way of optimising your equipment.

HASSELBLAD **503CWD II**

Package contents

The Hasselblad 503CWD II Digital Camera comes without lens to allow the widest personal choice; a 40mm or 50mm lens often being chosen as 'standard' due to the 1.5x sensor crop factor. The package includes:

Front protective cover, Rear cover Multicontrol, Camera strap, Protection cover CFV, FireWire cable, Flash input sync cable, Flash output sync cable, CF-flash card, Grey card and E-wipes. A Focusing hood and focusing screen with image format markings are fitted as standard.

The professional-level image processing FlexColor and Phocus applications are also included.

File size

- Image capture: 16.6 Mpixels · 2bytes = 33 MB raw data. Images saved on CF card are losslessly compressed to an average of 22 MB in 3FR (3F Raw) format
- 2 GB CF card holds 90 images on average
- 3FR files are imported to 3F files in FlexColor of 41 MB each including (preview, metadata, and history log)
- 3FR files can be converted to compressed DNG files of 22 MB each via FlexColor/Phocus
- TIFF (8/16 bit): 50/100 MB

SPECIFICATIONS HASSELBLAD 503 CWD II	
Lens	Selection of lenses from 40mm to 150mm
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), ImageBank-II external hard drive or tethered to Mac or PC
Color management	Hasselblad RGB: · full dynamics · reproduction dynamics
Storage capacity	On average 90 images on a 2 GB CF card and over 4000 images on a 100 GB disk
Battery type	Sony™ InfoLithium L NP–F series
Capture rate	35 captures per minute
Color display	TFT 2.5"
Histogram feedback	Yes
IR filter	Multi-coated. Mounted on CCD sensor
Acoustic feedback	Yes
IAA – Instant Approval Architecture	Included, with: Acoustic feed back, Metadata classification
File format	Lossless compressed Hasselblad 3F RAW
Software	FlexColor/Phocus (included)
Platform support	FlexColor-Mac: OSX. PC: NT, 2000, XP, Vista. Phocus-Mac: OSX.
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	Camera without lens: approx. 115 x 110 x 145 mm [W x H x D]
Weight	Approx. 1155 g (Excluding lens, battery and CF card)

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HASSELBLAD **503CWDII**

Digital capture unit connectivity diagram

CFV II digital capture unit

No 'Exposure' cable required (except for long exposures)

500 C/CM
501 C/CM
503 CX/CXi/CW

SWC / SWC/M
903 SWC
905 SWC
(Not recommended for critical use).

Modified 202FA/203 FE / 205 TCC / 205 FCC
With F type lenses and CF type lenses at
F-mode setting

555 ELD
500 EL/ELM
500/553 ELX
+ *Battery adapter required for portable use.*

"Exposure" cable required for control or Phocus (NOTE: only these cameras/ combinations can be controlled from FlexColor or Phocus)

503 CW +
Winder CW
+ *Exposure cable 503 CW required for FlexColor or Phocus control of 503CW+Winder CW.*
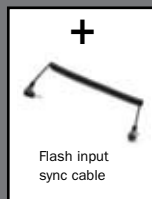
500 EL/ELM
500/553 ELX
+ *Exposure Cable EL required for w control of EL/ELM and ELX use.*
+ *Battery adapter required for portable use.*

"Exposure" cable always required

+

Flash input
sync cable

2000 FC / FCM
2003 FCW
201 F / 203 FE
205 TCC / FCC
With C type lenses
(C-mode setting)

FlexBody,

ArcBody *(Not recommended for critical use).*

Any view camera
with Hasselblad V
system adapter

Specification subject to change without notice.

11.08 - UK v1

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