

## H A S S E L B L A D **H2D**<sup>39</sup>

The H2D-39 is the world's first high-end, digital auto-focus camera based on a 39 million pixel sensor. The H2D-39 is designed around the Hasselblad H2 camera and is completely compatible with the H2's range of Central shutter-based lenses, considered by many to be the finest high-performance lenses in the world. The H2D-39 also includes a range of extended digital features including Digital APO Correction technology and Instant Approval Architecture. The Hasselblad H2D-39 brings the highest level of integration and flexibility to the professional photographer.



### 39 million pixels

The H2D-39 uses a 39 megapixel sensor that is more than twice the physical size of today's 35mm sensors. This sensor holds more and larger pixels, which guarantees superior image quality and provides moiré free color rendering without gradation break-ups in even the finest lit surfaces. Images shot with the H2D-39 have unsurpassed clarity and sharpness, thanks to the ultra-high pixel resolution produced by the 39 Mpix sensor. This sensor produces the largest digital files currently available for professional photography, making them ideal for the most demanding, high resolution printing applications and give the photographer increased flexibility and creative control when cropping or enlarging for printing. The H2D-39 represent the finest image capture quality possible; all images are the result of the superior performance of the H System camera and lenses and have been fine tuned with Hasselblad's unique Digital APO Correction technique. Hasselblad's Natural Color Solution also gives optimal color reproduction across all job types.

Today's photographers demand higher resolution, less noise, and improved composition, all of which the H2D-39 provides. The new 39Mpix H2D-39 is a true Hasselblad, with every feature and aspect of its performance representing the superior quality and design that go into each Hasselblad product.

### H2D-39 with Digital APO Correction

The H2D-39 captures an extended set of metadata and then performs an automated correction for color aberration effects with every shot. This means that your digital captures are automatically optimized to provide the finest detail that a given lens can resolve. We have named this feature "Digital APO Correction" (DAC), signifying the digital, APO-chromatic correction of the images that takes place. Implementation of this feature includes detailed mapping of each H system lens, ensuring that each image represents the best that your equipment can produce. We are confident that the image quality you achieve as a result of the DAC functionality will make you - and your customers - look twice.

### Unique Hasselblad Natural Color Solution

In the past, color management solutions have imposed limitations on professional digital photographers, because of the need to choose a specific color profile to suit a specific job in order to capture various skin tones, metals, fabrics, flowers, etc. Hasselblad has helped solve this dilemma, with the development of a new, powerful color profile to be used with its FlexColor imaging software. Working with the new Hasselblad Natural Color Solution enables you to produce outstanding and reliable out-of-the-box colors, with skin tones, special product gradations, and other difficult colors reproduced easily and effectively.

We have developed a new Hasselblad raw file format called: 3F RAW (3FR) to help implement our new unique color system. The

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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, which reduces the required storage space by 33%. Combined with the architecture of the Hasselblad backs, this allows you to capture 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.

## DNG File Format

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 enables photographers to operate quickly and efficiently, reducing the "downtime" taken to process image data and enabling final images to reach the customer 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 Hasselblad's FlexColor workflow software is also available via importing 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, provid-

ing a quick and easy way to classify and select images, in the field or in the lab. The H2D-39 is fully integrated with Hasselblad's Instant Approval Architecture, bringing automated image classification into your digital workflow from the split second of capture. IAA is a Hasselblad trademark and Hasselblad has a patent pending on the invention. A larger, 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.

## Three modes of operation and storage

Optimum portability and image storage are critical for the professional photographer. The H2D-39 offers a free choice of the portable CF card storage, the 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.

## "Instant" user interface

The H2D-39 is operated via an easy-to-use user interface, utilizing a series of "instant" one-button-click operations including instant capture, instant browse, instant approval, instant zoom, and instant image info.

## 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 DNG files generated by the H2D-39. 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.

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SPECIFICATIONS DIGITAL FEATURES, H2D-39	
Sensor size	39 Mpixels
Sensor dimensions	36.7 x 49.0 mm
Image size (8/16 bit RGB)	RAW capture 78 MBytes, lossless compressed 50 MBytes (average)
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 Image Bank 80 GB external hard drive or tethered to Mac or PC
Color management	Hasselblad HB RGB: · full dynamics · reproduction dynamics
Storage capacity	Over 1500 images on a 80 GByte disk
Battery type	Li-ion (powered from the H2D camera grip)
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: <ul style="list-style-type: none"> <li>· Exposure meta data:       yes</li> <li>· Acoustic feed back:       yes</li> <li>· Metadata classification:   yes</li> </ul>
File format	Lossless compressed Hasselblad 3F RAW
Software	Flexcolor (included) or Hasselblad DNG converter (included)
Platform support	Macintosh: OSX. PC: NT, 2000, XP
Host connection type	FireWire 800 (IEEE1394b)
Battery capacity	H2D camera system, Li-ion battery: 250 captures in 4 hours
Operating temperature	0 - 45 °C / 32 - 113 °F
Dimensions	Complete camera w. 2,8/80 mm lens: 153 x 131 x 200mm [W x H x D]
Weight	2175 g (Complete camera with Li-Ion battery and CF card)

See also specification for Hasselblad H2 camera. Excluding the film and digital compatibility parts.



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H2D-39 lens range

		
HC 3.5/35 mm	HC 2.2/100 mm	HC 4/210 mm
		
HC 3.5/50 mm	HC Macro 4/120 mm	HC 4.5/300 mm
		
HC 2.8/80 mm	HC 3.2/150 mm	HC 3.5-4.5/50-110 mm
		
HC 1.7X converter	All C-type lenses from the V system with optional CF lens adapter	

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