

H A S S E L B L A D

Press information - for immediate release

Gothenburg, Sweden 8 May 2018

HASSELBLAD FIRMWARE UPDATE 1.21 FOR X1D AND H6D

Hasselblad's 1.21 Firmware Update demonstrates their commitment to technological innovation with new features for the X1D and H6D

With the 1.21 Firmware Update, Hasselblad conveys their dedication to continuously develop and enhance its world-renowned camera systems. This most recent firmware update for the X1D and H6D adds to the photographer's ease in not only capturing one's shot, but their options for creativity as well.

Hasselblad is pleased to announce new updates for both the X1D and H6D including a White Balance Tool, allowing the photographer to set the colour temperature and tint directly on a photograph when shooting. These values can then be applied to all following images until the setting is turned off.

New features specific to the X1D include an Interval Timer and Exposure Bracketing. Using the Interval Timer, photographers can further their creativity with time-lapse shots. Exposure Bracketing gives users options in their exploration of varied exposure settings, capturing up to 9 frames with customisable sequences of bracketing exposures.

A highlight particular to the H6D allows for the user to create seven customisable profiles. By accessing the General Settings Menu on the main display, the user can easily navigate to the Profiles Menu and save the current camera settings to one of the seven profiles. With these preset settings customised by the user, the photographer has the tools to swiftly change camera settings without losing time, and ultimately, their shot.

Firmware updates are available from the "My Hasselblad > Downloads" section online at Hasselblad.com. Users can update their firmware simply by downloading the ".cim" file to an SD card and selecting Firmware Update from the Service Menu on their camera.

PRESS CONTACTS

Philip Liljenberg - Corporate Communication & PR Manager | philip.liljenberg@hasselblad.com
www.hasselblad.com

H A S S E L B L A D

X1D and H6D: v1.21.0

White balance tool

Audio notifications

Tethered image import

Reset all settings: Option to disable reset of profiles

Power Off symbol while shutting down

Improved feedback to user when missing card in backup mode

Browse Zoom: Long-hold to zoom in to 100% or out to full image (X1D: Hold the AF-D/AE-L button; H6D: Hold the True Focus button)

X1D: v1.21.0

Interval timer

Exposure bracketing

New setting: Shutter speed limit for Auto ISO, P- and Full Auto Mode

Custom Button for Crop Modes - Replace "Crop Mode Cycle" with "Crop Mode Next" and "Crop Mode Previous"

Zoom into coordinates of the focus point for the image just taken

Browse images and pan when zoomed-in in EVF with swipe on touch-pad area on display

Start live view automatically in EVF after browsing on rear LCD

Auto focus support for all HC/HCD Lenses (except HC120 Macro) when using the XH Lens Adapter

H6D: v1.21.0

Profiles

HDMI - Pan in zoomed-in with touch-pad area on display

New Lens Firmware HC-HCD 19.0.3 and XCD 0.5.20:

Hasselblad is also pleased to announce new firmware for XCD, HC & HCD lenses including auto-focus support for the following Hasselblad H System lenses when used on the X1D camera with an XH adapter: HCD24, HC150, HC150N, HC210, HC300, HCD35-90 and HC50-110. For further details, please see release notes at <https://www.hasselblad.com/support/>.

For more information and images:

<http://www.hasselblad.com/press>

<https://www.hasselblad.com/x1d/firmware/>

<https://www.hasselblad.com/h6d/firmware/>

<https://www.hasselblad.com/support/>

PRESS CONTACTS

Philip Liljenberg - Corporate Communication & PR Manager | philip.liljenberg@hasselblad.com

www.hasselblad.com

H A S S E L B L A D

ABOUT HASSELBLAD

Founded in 1941, Hasselblad is the leading manufacturer of medium format cameras and lenses. Made in Sweden, Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality and Swedish craftsmanship. For over half a century Hasselblad cameras have captured some of the world's most iconic images - including the first landing on the moon - and helped shape the way we look at the world through genuine photographic artistry. Trusted by NASA and used by the greatest photographers in the world, Hasselblad continues to create products with uncompromising image quality that inspire.

The Hasselblad H Camera System with its professional lens family and unique advancements is widely acknowledged as the most comprehensive digital camera system of its kind available today. Hasselblad was the first to launch the fully integrated medium format camera system incorporating the latest in CMOS sensor technology. In 2016 Hasselblad launched the H6D, a technological feat with an all new electronic platform, delivering superior craftsmanship and image quality.

Later the same year, Hasselblad introduced the world's first compact mirrorless digital medium format camera - the X1D. Hasselblad's X1D sensor recently benchmarked the highest score in the history of DxO Mark's independent testing.

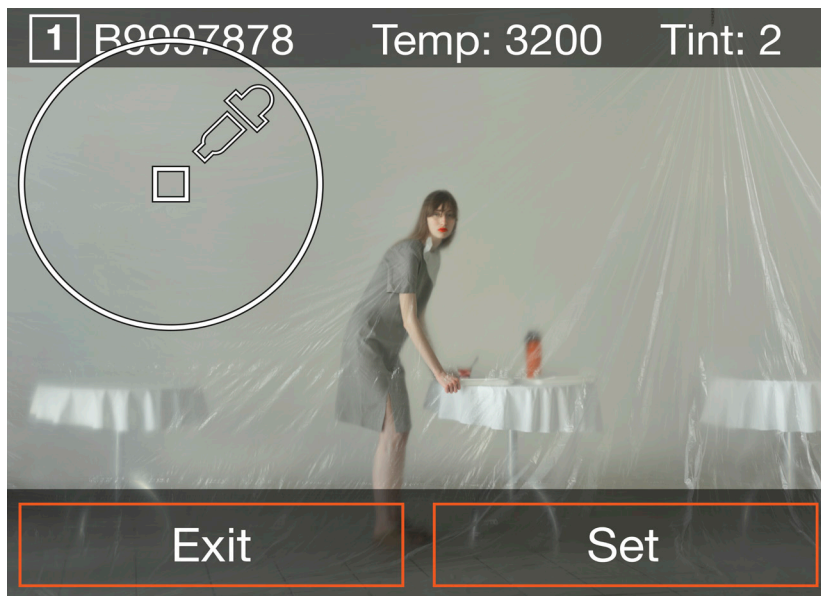
Headquartered in Gothenburg, Sweden, Hasselblad is a global brand with offices in New York, London, Tokyo, Paris, Copenhagen, Hamburg and Shenzhen with distributors throughout the world.

For more information, visit Hasselblad online: www.hasselblad.com

PRESS CONTACTS

Philip Liljenberg - Corporate Communication & PR Manager | philip.liljenberg@hasselblad.com
www.hasselblad.com

HASSELBLAD



PRESS CONTACTS

Philip Liljenberg - Corporate Communication & PR Manager | philip.liljenberg@hasselblad.com
www.hasselblad.com