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Hasselblad expands the **XCD** lens range to a total of nine lenses in 2018

Hasselblad updates the XCD lens roadmap for the award-winning X1D-50c with the XCD 135mm and the 80mm lenses, rapidly expanding the XCD lens range to a total of nine dedicated lenses. By end of 2018 X1D users will have a wide range of lens options to maximize their creative vision.

The XCD 135mm f/2.8 lens comes with a dedicated 1.7x converter that extends the tele lens to 230mm f/4.8, while the XCD 80mm is set to become the highest aperture lens that Hasselblad has ever introduced.

In addition to these two new lenses, the previously announced XCD 22mm ultra-wide-angle lens has been updated to 21mm to meet the Hasselblad users' demand for a better wide-angle lens experience.

Like the other XCD lenses, all new XCD lenses have an integral central shutter offering a wide range of shutter speeds and full flash synchronisation up to 1/2000th second.

Hasselblad is also releasing aperture details for previously announced XCD lenses: the XCD 21 ultra-wide-angle lens will feature f/4.0, the XCD 35-75mm zoom lens will have f/3.5-4.5, and the XCD 65mm lens will have f/2.8.

All new XCD lenses, besides XCD 80mm, are expected to be available during the first half of 2018, while the XCD 80mm high aperture featuring lens is planned for the second half of 2018.

The demand for the previously announced XCD 120mm macro lens and the XH lens adapter exceeded Hasselblad's expectations, but the production is now being ramped up and orders are being fulfilled globally.

In addition to the nine dedicated XCD lenses, the XH lens adapter allows the X1D owners to use all twelve HC/HCD lenses.

Pricing and additional technical specifications will be provided closer to the availability of each lens.

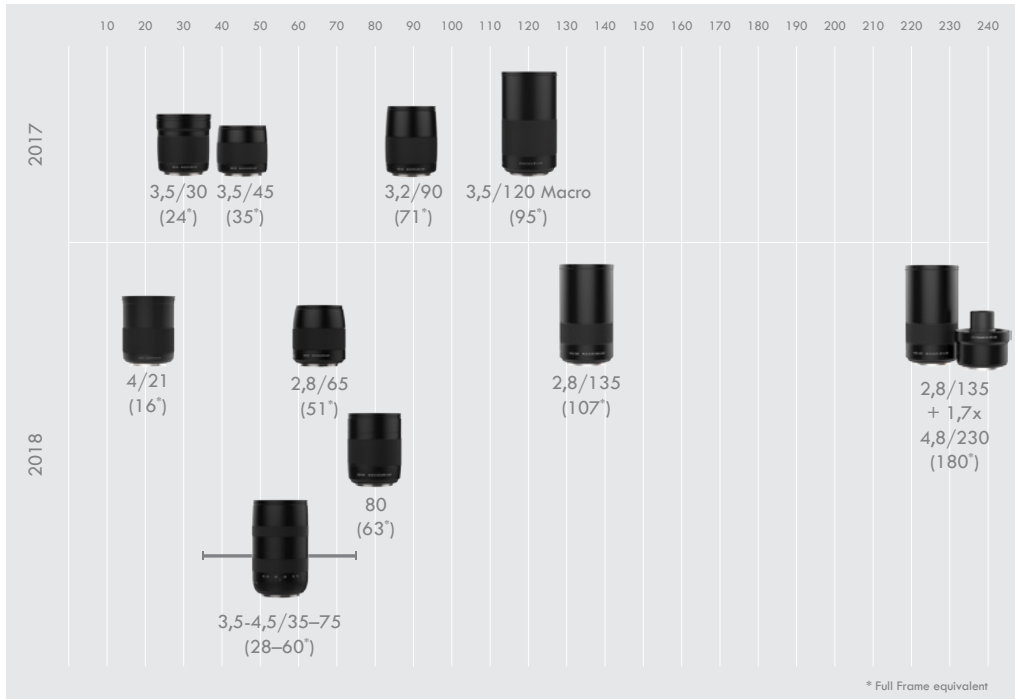
Specifications are subject to change.

Full press release and images:

www.hasselblad.com/press

This press release and image material can be found online at the Hasselblad Press Lounge at www.hasselblad.com/press

HASSELBLAD XCD LENS ROADMAP



About Hasselblad

Founded in 1941, Hasselblad is the leading manufacturer of medium format cameras and lenses. 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

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

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