

HASSELBLAD



The Hasselblad 503CWD II and 503CW/CFV II



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The Hasselblad V System's 503CW and 503CWD II cameras provide a solid entry into advanced digital photography. Whether choosing the 503CWD II and its integrated 16 million pixel digital capture or the combination of a 503CW and a CFV II back, you get the same superior quality, ultimate flexibility, and no compromises.

The 503 platform combines the utmost in traditional photographic quality with the latest technological advances and features a range of functions, such as winder capability with remote release, and the V System's range of renowned high performance, central shutter based lenses, making these cameras ideal for advanced digital photography – either on location or in studio.

Small box, large features

The 503CW camera also boasts a sturdy, mechanical construction with a robust, one piece aluminum alloy body, making it ideal for the often-demanding world of daily professional use. The 503 CW cameras provide TTL flash metering, power winder/IR remote options, and compatibility to accessories past and present. Using Hasselblad's renowned central shutter lenses, these cameras provide almost vibration-free operation, quiet exposure, and flash sync at all shutter speeds, up to 1/500 sec. The innovative GMS (Gliding Mirror System) produces a bright, full viewfinder image with all Hasselblad lenses and remote capability means you can operate the camera from anywhere in the studio.

Full flexibility

The 503CWD II and 503CW/CFV II cameras can also use any of the V System's interchangeable film magazines, a helpful feature in extreme temperatures or when batteries run low. The camera also accepts several types of viewfinders, enabling you to choose a style of shooting that works for you or for a specific situation. In addition, the built-in flash control system (TTL/OTF) helps turn flash photography into child's play, measuring the light reflected off the sensor/film surface and automatically controlling the flash to provide the perfect exposure, regardless of the lens focal length or lighting conditions.





The first step to perfect images

The V system offers a range of superior quality lenses with unrivalled specifications. All lenses use high performance, central lens shutters, making them stable, quiet, and particularly useful for flash work at fast shutter speeds, delivering correct captures at flash sync speeds up to 1/500 sec.

The 503CWD II and 503 CW are compatible with the entire range of Hasselblad central shutter lenses, from 40 to 150mm in focal length. All lenses feature T* anti-reflection coating and internal stray light reduction to produce unbeatable image contrast and color saturation.

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.

- 1. Zeiss Distagon CFE 4/40 mm
- 2. Zeiss Distagon CFI 4/50 mm
- 3. Zeiss Distagon CFI 3.5/60 mm
- 4. Zeiss Planar CFI 2.8/80 mm
- 5. Zeiss Planar CFI 3.5/100 mm
- 6. Zeiss Sonnar CFI 4/150 mm
- 7. CF Adapter

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.



The CFV II 16 Mpix Digital Back

The Hasselblad CFV II digital back is designed expressly for the 503CW camera, but can turn most existing Hasselblad V System cameras into a digital workhorse.

The CFV II back is custom designed to match the appearance and functionality of the Hasselblad V System cameras and uses a square format 16 megapixel sensor that is 50% larger than even the largest 35mm DSLRs. In addition, the sensor used provide more pixels – for better resolution – and larger pixels, which means less image noise, better dynamic range, and improved detail, especially in highlight and shadow areas.

The Hasselblad CFV II combines timeless design with modern technology, featuring powerful digital workflow tools such as Hasselblad's Instant Approval Architecture (IAA), an enhanced set of feedback tools designed to drastically simplify the image selection process, and direct conversion to Adobe's DNG format in FlexColor and Phocus.

Other advanced features include Hasselblad's new Natural Color Solutions and 3F RAW file format, a choice of three separate storage modes (choosing freely between the ultimate portability of a CF card, the ultra-fast 100GB Image Bank II, or tethered computer hard drive operation with extended controls), and compatibility with large format cameras using a V System interface plate.



Ultra fast storage with 100GB Imagebank II.



Hasselblad Image Quality.

Resolution, Natural Color, Optical Purity, Clarity, and Detail are all key components in defining superior image quality. Hasselblad's Phocus imaging software provides both the automatic solution and the toolset for individual workflow and image quality management.

Resolution – why Bigger is Better

- A large sensor format is the key to achieving exceptional image quality.
- A large sensor size allows the additional benefit of a larger focusing screen and thus a larger viewfinder image.
- Compared to 35mm, medium-format lenses allow for smaller apertures to be used maintaining a shallow depth-of-field, with reduced lens aberrations.
- Since the medium-format frame size is larger, images do not have to be enlarged as much, thereby improving the resolution of the final image.
- Technological advances benefit all sensor sizes equally. Larger sensors will always remain at the top of the scale.
- Medium-format lens resolution outperforms 35mm lens resolution – compare our images to those from any 35mm DSLR system.

Natural Color

The Hasselblad Natural Color Solution accurately reproduces the full visible color spectrum – be it skin tones, special product colors, or difficult gradations – easily and effectively, every time and with the use of a single color profile. Our complete knowledge of the filter and sensor characteristics of each individual camera has made this possible.

Optical Purity (Hasselblad H-system lenses)

Digital Auto Correction (DAC) is Hasselblad's unique way of digitally correcting for the optical phenomena that create minor optical errors. Whether it is distortion, chromatic aberration or vignetting, DAC automatically corrects for these errors without struggling with sliders, numbers etc by using detailed lens information that resides inside the RAW 3FR file.

Read more at www.hasselblad.com

Technical specifications

Sensor size: 16 Mpixels (4080x4080) pixels

Sensor dimensions:

36.7x36.7 mm (Lens factor 1.5)

Single shot 16 bit colour
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 and reproduction dynamics

Storage capacity:

On average, 45 images on a 1GB CF card and
over 4000 images on a 100GB Image Bank

Battery type:

Sony™ InfoLithium L NP-F series

Capture rate: 35 captures per minute

Color display:

2.5 inch TFT, 24 bit color
Histogram feedback

IR filter: Multicoated. Mounted on CCD sensor
Acoustic feedback

IAA - Instant Approval Architecture: Included, with
Acoustic feed back and Metadata classification

File format:

Lossless compressed Hasselblad 3F RAW

Software: Phocus

Macintosh: OSX. PC: NT, 2000, XP

Camera support:

All Hasselblad V System cameras manufactured
since 1957. 2000 cameras and 201F with C
lenses only. 202FA/203FE and 205FCC camera
types need a minor camera modification to use
F/FE lenses

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:

91x90x61mm (WxHxD)

Weight:

510g (Excluding battery and CF card)

www.hasselblad.com