HASSELBLAD CFV

The Hasselblad CFV digital back is custom built to match the design and functionality of the Hasselblad V System cameras, thus turning the V System camera into a new digital workhorse. Digital capture is extended with tools for powerful digital workflow control with the Hasselblad Instant Approval Architecture. The Hasselblad CFV also fits view cameras using the V System interface plate for mechanical attachment and flash sync connection to trigger the digital capture. Hasselblad CFV thereby brings an ultra high level of integration and flexibility to the professional photographer who needs the best for both mobile and studio shooting.

- Finest digital integration for the classic Hasselblad V System cameras and lenses
- Hasselblad Natural Color Solution
- Cable free operation with all V System cameras including 202FA/203FE/205FCC cameras

- A stylish digital solution for the most well proven professional camera.
- 50% larger sensor than full frame 35mm DSLRs
- Flexible image storage, including CF card operation

Hasselblad Natural Color Solution

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 FlexColor 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, effec-tively and safely stored on the available media (CF card, Imagebank, etc). The file format includes lossless image compression saving 33% of storage space. Combined with the architecture of the Hasselblad back, 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 Flex-Color it removes both the need for experimenting with different color profiles to get optimal colors and the need for selective color corrections.

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

HASSELBLAD **CFV**

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. For specialist commercial photographers the full productivity and creative freedom offered by the Hasselblad FlexColor workflow software is also available via import of 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, providing a quick and easy way to classify and select images, in the field or in the lab. A large, enhanced OLED display on 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 CFV offers a choice of the portable CF card storage, tethered operation with extended, special capture controls or optionally the flexible Imagebank. 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.

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 3FR files generated by the Hasselblad CFV.

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.

HASSELBLAD CFV

File size

- Image capture: 16.6 Mpixels · 2bytes = 33 Mbytes raw data. Images saved on CF card are losslessly compressed to an average of 22 Mbytes in 3FR (3F Raw) format
- 1GB CF card holds 45 images on average

- 3FR files are imported to 3F files in FlexColor of 41 Mbytes each including (preview, metadata, and history log)
- 3FR files are via FlexColor converted to compressed DNG files of 22 Mbytes each
- TIFF (8/16 bit): 50 / 100 Mbytes

SPECIFICATIONS HASSELBLAD CFV	
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), New Imagebank external hard drive or tethered to Mac or PC
Color management	Hasselblad RGB: · full dynamics · reproduction dynamics
Storage capacity	On average 45 images on a 1GB CF card and over 4000 images on a 100 GByte disk
Battery type	Sony™ InfoLithium L NP-F series
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: · Acoustic feed back: yes · Metadata classification: yes
File format	Lossless compressed Hasselblad 3F RAW
Software	FlexColor (included)
Platform support	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. All other cameras with Hasselblad V interface.
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	91 x 90 x 61 mm [W x H x D]
Weight	510 g (Excluding battery and CF card)
Package contents	Hasselblad CFV digital back with protective cover, adapter cables, EL camera battery adapter, FireWire cable and 1GB CF card.

Hasselblad CFV and 503 CWD Connectivity diagram

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

SWC / SWC/M
903 SWC
905 SWC

203 FE / 205 TCC /
205 FCC
**With F type lenses
(Requires minor
camera modification)**

555 ELD

*Requires included battery
adapter for portable use*

503 CW +
Winder CW

*For computer control
of 503CW+Winder CW use
Exposure cable 503 CW*

500 EL/ELM
500/553 ELX

*For computer control
of EL/ELM and ELX use
Exposure cable ELX
Requires included battery
adapter for portable use*

Hasselblad
CFV / 503 CWD

2000 FC / FCM
2003 FCW
201 F / 203 FE
205 TCC / FCC
With C type lenses

**Flash sync
input cable**

ArcBody / FlexBody

Note: *For exposures longer
than 1 second, always use
flash sync input cable*

Any view camera with
Hasselblad V system
adapter

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