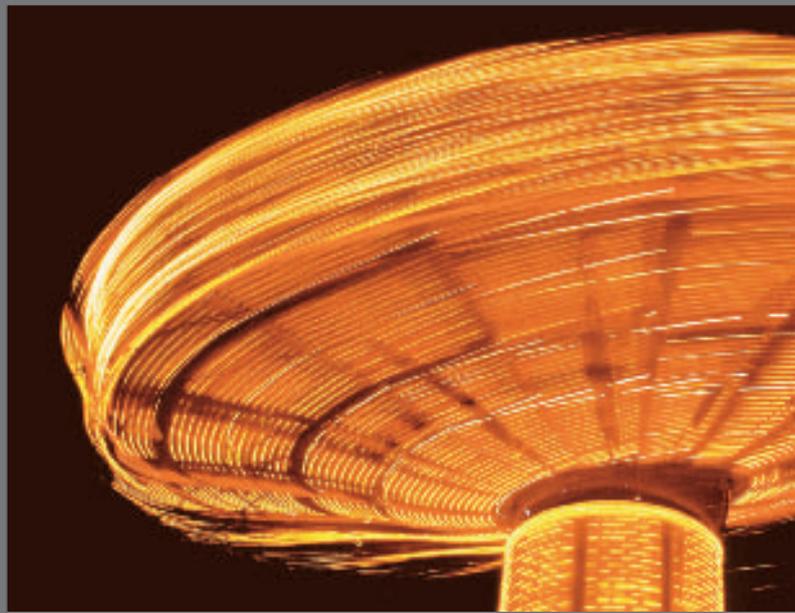


H A S S E L B L A D

X SYSTEM



35 MM/PANORAMA

Who ever said you had to draw within the lines?

2

It's important to know the rules. It's even more important to know when to break them.

Some rules are good: like not running with a stick in your hand, not touching your tongue to freezing metal, not spitting into the wind, and only occasionally washing colors with whites. Some rules are good; some rules are not so good. Knowing the difference between the two is the trick.

Color, movement, and form have their own rules. Specific and defined and changing by the second. You can spend a lifetime trying to learn them. Or you can just follow where they lead.

(Motion doesn't know fear.)





Who ever said that growth has to be painful?

Stretching out, taking a bit more space, shedding our skins: sometimes it's just what the doctor ordered.

Creativity is, after all, all about growth. And sometimes it's not a bad thing to want more than can fit on your plate, to want a second serving of the good stuff, to want it all. In fact, we at Hasselblad feel that you should grab as much as you can. At least when it comes to your photography, that is.

Your usual tools are great for the usual things. But sometimes you want to get closer to the moment that separates, to that instant of change. Sometimes you want to break away just a bit. And when you do, you need tools that let you explore beyond the edge of the frame.

(Step outside the box.)

Who ever said you can have too much of a good thing?

6

In a perfect world, restraint is voluntary, not imposed. In the real world, however, you sometimes have to limit your vision when you would really rather not. As a photographer, you are used to breaking things down, to isolating the essential element, to distilling the essence of a moment. Essential skills, each and every one.

There are times however, when you need a larger canvas, when you want to spread your wings, to embrace just a little bit more. There are times when you want to extend your view.

Because more is not always less. More is sometimes, well, more.

More is sometimes better.

(Live large.)





Who ever said you cant take it with you?

9

Everything has its season. There is a time for all things. A time to be still and to plan, and a time to just raise your camera and shoot. To make the effort to put yourself in the right place. Or to have the luck to simply find yourself there. Wherever and whenever the moment happens to be. As a photographer you have to learn to recognize moments when they happen, you have to be always ready to see.

Life is flexible and fast, life is motion and movement. In life, you need a camera that can go where you go, and that can capture as much of the moment at hand as you choose. In life, flexibility isnt an option, it's a requirement.

(Look around.)

There's a huge difference between having a choice and having to choose.



TECHNICAL HIGHLIGHTS

- Dual-format – 24x65 mm panorama and 24x36 mm standard
- Shutter speeds from 8 s to 1/1000 s and B (max 540 s)
- Flash sync speed up to 1/125 s
- Aperture-priority, center-weighted TTL metering system
- Integral viewfinder LCD
- Wide range of programmable, automated features (film speed, exposure compensation, auto-bracketing, flash sync mode, etc.)

XPan II ADVANCES

- LCD display in viewfinder showing shutter speed and exposure information
- Multi exposure
- Electrical remote release (optional release cord)
- Self-timer delay 2 or 10 s
- Improved IR film performance
- Flash sync at the beginning or end of exposure
- Rewind of film with option to leave a film tip out of the cassette
- Lens shade for 45 and 90 mm lens with locking device
- Diopter lens with locking system

Who ever said you cant have your cake and eat it too?

FOR A WORLD LESS SQUARE

We know that your world doesnt always fit in the frame. So for all those who like to think a bit outside the box, Hasselblad presents the X System's XPan II – the world's only truly dual-format 35 mm camera. The XPan II is a unique camera that takes great 35 mm shots with the famous Hasselblad quality and full, medium format panorama pictures on the same roll of 35 mm film. And when we say the XPan II's panorama shots have medium format quality, we mean medium format size as well, with an image width equal to that of shots produced by a 6x7 medium format camera.

A lot of so-called "panorama" cameras claim to offer panorama mode, but in reality all they do is crop off the top and bottom of a standard 35 mm frame. And

when the whole idea behind panorama pictures is their size, lopping off your negative or slide is really only faking it. And losing image quality as well.

With XPan II, however, a mere turn of a knob expands the standard 35 mm image, producing an image just as high but nearly twice as long. In other words, the XPan II is two cameras in one: a high-quality 35 mm camera and a true panorama format camera. All rolled into one stylish package. Bringing the convenience of the 35 mm world and the image quality of the medium format world together at last.



FORMAT CHOICE SWITCH
FROM STANDARD 35 MM TO PANORAMA FORMAT
AT THE FLIP OF A SWITCH.



LCD
EASY VIEWING OF CAMERA SETTINGS
ON REAR DISPLAY

1. HASSELBLAD XPan II PANORAMA 24x65 MM
2. 35 MM PANORAMA 15x36 MM
3. APS PANORAMA 10x30 MM



SMALL PACKAGE, BIG REPUTATION

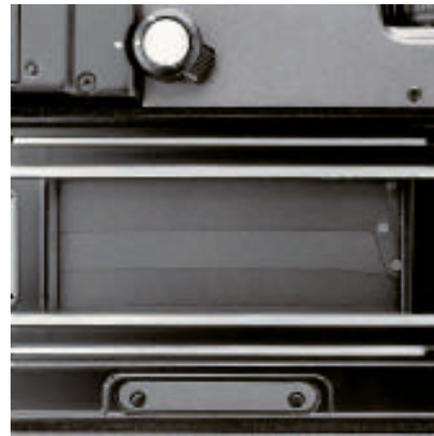
If you think the XPan II is just another 35 mm or standard panorama camera, think again. Over half a century's experience and expertise go into the making of every Hasselblad camera and the XPan II is no exception.

Every detail tells you this is a Hasselblad, from its stylish appearance, in matte-black on a robust aluminum/titanium body, to its ergonomic form. And while smaller than its larger brothers in the V and H Systems, the XPan II has the same feel and balance, the same sturdiness of design, as Hasselblad's legendary – and legendarily rugged – medium format cameras.

The XPan II is built to withstand rigorous professional level use, but has a size and weight (just 970 grams (34 oz), including the 45 mm lens) more like a 35 mm camera. The XPan II's range of automatic features also reinforces the sense of user-friendliness, but the manual override ensures that professional control is always just a touch away.

HAVING IT ALL

Inside the XPan II's sleek body lies an ingenious system that allows you to choose between formats without sacrificing quality along the way. You get Hasselblad tradition and reliability combined with 35 mm convenience. You get razor sharp images combined with a panorama negative almost three times larger than traditional masking techniques and over five times larger than those produced by APS cameras. No compromises, just possibilities.



UNIQUE FOCAL PLANE SHUTTER TYPE

Both of the XPan II's formats can be mixed freely on the same roll of 35 mm film in any order, with no wasted film. And even when switching back and forth from regular 35 mm to panorama in mid-roll, the camera's film counter automatically compensates and shows the number of remaining shots at your current format.



PHOTOGRAPHER-FRIENDLY FEATURES

While professional in design and image quality, the XPan II is a snap to use, featuring center-weighted TTL exposure metering (with manual override). Film loading, winding, and exposure are also simple and convenient. The camera automatically detects film speed (programmable auto DX with ISO override) and pre-winds the film onto the camera spool. It then rolls each exposed frame back into the film cassette. This valuable feature protects the exposed film inside the cassette even if the camera is opened by mistake. This also reduces the risk of untimely camera noise, as film is wound when you choose to load film, not at the unexpected end of a roll. And since rangefinder cameras have no reflex mirror to make noise when exposing a shot, the XPan II is virtually silent in operation.

INFORMATION IS POWER

The bright-frame viewfinder and coupled rangefinder make viewing and focusing easy and intuitive. Viewfinder information is adjusted automatically, reflecting the format and the focal length of the lens. An LCD display in the viewfinder shows shutter speed, exposure compensation, and symbols for exposure offset. A smaller LCD display, showing format and number of exposures remaining, is conveniently located on the top of the camera. The LCD on the rear of the camera displays ISO, shutter speed, exposure compensation, auto bracketing, self-timer delay time, sync mode, rewind mode, multi exposure, battery status, and exposure history. User functions such as auto-bracketing (0.5 or 1 EV increments) with either single or continuous exposure, exposure compensation (+/- 2 EV at 0.5

EV increments), and multi-exposure mode (up to 9 exposures per frame) can be programmed via the rear display. Rewind mode can also be set to leave the film tip exposed for easier extraction and flash sync can be programmed to trigger at the beginning or end of exposure.

From top to toe, the XPan II is designed to deliver professional features in an intuitive way, so that your energy can be spent where it belongs: taking creative photographs.

XPan II CAMERA BODY 3014020

SUPPLIED WITH:
SPIRIT LEVEL XPan 3054418,
QUICK COUPLING PLATE XPan 3044410,
STRAP XPan 3054403,
FRONT PROTECTIVE CAP XPan 3054415
AND BATTERIES.

XPan II KIT 3014470

CAMERA BODY 3014020
(AS ABOVE) WITH
HASSELBLAD 4/45MM LENS 3024015
AND LENS SHADE XPan 45/90 3054405.

Who ever said beauty's only skin deep?

A camera as unique as the Hasselblad XPan II requires a series of lenses as unique as the camera itself. And that's exactly what we have produced, in the form of the X System's three light, interchangeable, and extremely compact medium format lenses – the 5.6/30, 4/45, and 4/90 mm.

The X System lenses have been specially designed to produce superior performance, resolution, and contrast and to provide image circles as large as those of 6x4.5 medium format lenses.

These unique lenses are what make the outstanding quality and full panorama format possible, and are the key to producing medium format quality on 35 mm film.

Multicoated glass elements ensure top quality results, providing brilliant contrast and full tonal scale. Optical aberrations are well corrected, with almost no color fringing and extremely low distortion, even with the extreme-wide angle coverage of

the 30 mm lens. The smooth action of the focusing ring guarantees quick and accurate focusing. All lenses feature automatic coupling of the focusing mechanism to the camera rangefinder, a rear bayonet fitting for camera attachment, and a front bayonet fitting for lens shade.

To meet the highest requirements for even corner-to-corner illumination, the Hasselblad 5.6/30 mm Aspherical and Hasselblad 4/45 mm lenses can be fitted with a dedicated center filter.

SUPPLIED WITH:
VIEWFINDER XPan 30 3054472
VIEWFINDER POUCH XPan 30 3054463
LENS SHADE XPan 30 3054407
CENTER FILTER XPan 30 3054451
FRONT LENS CAP XPan 30 3054410
REAR LENS CAP XPan 3054412
LENS POUCH 1 3058408



HASSELBLAD 5.6/30 MM
ASPHERICAL 3024013

When used for the 24x65 mm panorama format, this ultra-wide-angle lens provides a horizontal view of almost 94° and retains its superb performance over the entire image field with virtually no distortion.

The lens comes with an auxiliary viewfinder, attached to the camera's flash shoe, containing built-in spirit level and field markings for the regular and panorama formats. The camera's rangefinder is used for focusing only. The lens also comes with a lens shade and a dedicated 58 mm center filter.





HASSELBLAD 4/45 MM 3024015

The very compact design and high image quality of the Hasselblad 4/45 mm make this lens the obvious choice as the standard XPan II camera lens. When used for panorama images the lens has a true wide-angle horizontal coverage of 71°.

The dedicated 49 mm center filter is recommended for critical situations where transparency film is used. The center filter is normally not required when using negative film if the lens is stopped down to f/8 or smaller aperture.



HASSELBLAD 4/90 MM 3024019

This lens is ideally suited for general purpose photography when a wide-angle effect is not desired. When used for regular 24x36 mm images, the Hasselblad 4/90 mm lens provides a telephoto perspective, when used for panorama images the telephoto effect is moderate but clearly visible.

HASSELBLAD 4/45 MM AND 4/90 MM

SUPPLIED WITH:

FRONT LENS CAP XPan 45/90 3054409

REAR LENS CAP XPan 3054412

PROTECTIVE LENS COVER

XPan 45/90 3054421

| | 5.6/30 MM | 4/45 MM | 4/90 MM |
|---|-------------------|------------------|-----------------|
| MAX. APERTURE | 5.6 | 4 | 4 |
| FOCAL LENGTH | 30.4 mm | 45.0 mm | 89.6 mm |
| APERTURE RANGE | 5.6 - 22 | 4 - 22 | 4 - 22 |
| ANGLE OF VIEW (24X36 MM) | | | |
| DIAGONAL/HORIZONTAL | 71.4°/61.7° | 51.4°/43.7° | 27.0°/22.7° |
| ANGLE OF VIEW (24X65 MM) | | | |
| DIAGONAL/HORIZONTAL | 97.1°/93.6° | 74.4°/71° | 41.8°/39.4° |
| NO. OF ELEMENTS | 10 (2 aspherical) | 8 | 9 |
| FOCUSING RANGE | 0.7 m – infinity | 0.7 m – infinity | 1 m – infinity |
| WEIGHT | 310 g (10.9 oz) | 235 g (8.23 oz) | 365 g (12.7 oz) |
| LENGTH | 53 mm (2.09") | 47 mm (1.85") | 73 mm (2.88") |
| CORRESPONDING LENS FOCAL LENGTH (24X36 MM FORMAT) | 17 mm | 25 mm | 50 mm |



LENS SHADE XPan 45/90 MM 3054405

LENS SHADE XPan 30 MM 3054407

XPan lens shades are designed to efficiently shield the lens from stray light, in order to ensure the best possible image contrast, and provide protection to the front lens element. Lens shades are lockable to prevent unintentional movement.

CENTER FILTER XPan

FOR 30 MM 3054451

CENTER FILTER XPan

FOR 45 MM 3054453

The Center Filter XPan ensures the highest corner-to-corner illumination by neutralizing the natural effect of light fall-off that may be apparent in critical applications on transparency film in the panorama format at large aperture settings.



RELEASE CORD XPan II 3054510

Release cord for electrical remote shutter release of XPan II camera. Cable length 1m.

SPIRIT LEVEL XPan 3054418

Particularly helpful for wide-angle photography.

QUICK COUPLING PLATE XPan 3044410

The Quick-coupling plate XPan allows you to use the Hasselblad Tripod Quick-coupling S (3045144) for rapid, secure attachment and repeatable alignment.

STRAP XPan 3054403

UV-SKY FILTER XPan

M49 45/90 3054460

EYEPIECE CORRECTION LENSES

| DIOPTR | VIEWFINDER XPAN | VIEWFINDER XPAN II | VIEWFINDER XPAN 30 |
|---------|-----------------|--------------------|--------------------|
| -4 | 3054424 | 3054425 | 3054476 |
| -3 | 3054427 | 3054428 | |
| -2.5 | | | 3054479 |
| -2 | 3054430 | 3054431 | |
| NEUTRAL | 3054439 | 3054440 | 3054482 |
| +0.5 | 3054433 | 3054434 | 3054485 |
| +2 | 3054436 | 3054437 | 3054488 |

EYEPIECE CORRECTION LENSES

The XPan II viewfinder can be customized to suit individual eyesight. The available diopter range of the correction eyepieces is wide enough to meet virtually all individual preferences. Correction eyepieces can be locked in place and are rubber coated to prevent damage to eyeglasses.



LEATHER CASE 580 3054468

An elegant shoulder bag in soft leather. Designed with the Hasselblad XPan in mind, but also suitable for a small Hasselblad medium format outfit. Adjustable contoured shoulder strap with non-slip underside.

DIMENSIONS (LxWxH):

270x130x260 mm (10.8"x5.2"x10.4").

EVER READY CASE XPan 3054536

A soft leather case designed for both XPan and XPan II. The top can be separated for convenient camera operation. The bottom part is attached to the camera with a screw fit to the tripod thread.

CAMERA TYPE Coupled rangefinder camera with interchangeable, compact lenses.

CONSTRUCTION Titanium and aluminum body with partial rubber covering.

LENSES Compact, high-performance, manually focused lenses. Bayonet fitting to camera. Focal lengths: 30 mm, 45 mm, and 90 mm.

FILTERS Dedicated center filters for the 45 mm (optional) and 30 mm (supplied) lenses for critical applications on transparency film. 49 mm UV-Sky filter (optional) for 45 mm and 90 mm lenses.

VIEWFINDER Bright-frame type viewfinder (ambient light), automatic parallax compensation, automatic standard/panorama format switchover via selector dial, automatic magnification switchover according to lens fitted (0.45x with 30 mm and 45 mm lenses, 0.66x with 90 mm lens). Integral LCD display showing shutter speed, exposure compensation, and exposure metering indication. Field of view > 85 %. Diopter correction lenses (-4D to +2D) are available.

FILM TRANSPORT Pre-wind type, automatic positioning according to format, automatic wind-on and rewind. Mid-roll end spooling option. Programmable selection of full rewinding of film into the cassette or leaving a film tip exposed for easy film extraction. Film advance of 1.2 frames per second in standard format mode, 0.9 frames per second in panorama format. Programmable multi-exposure mode with up to 9 exposures per frame.

FILM TYPE 35 mm film.

IMAGE FORMAT Dual format with 24x36 mm standard and 24x65 mm panorama formats mixed in any order on the same film with no waste of film.

FRAMES PER FILM 36, 24, and 12 in standard format and 20, 13, and 6 in panorama format from 36, 24, and 12 exposure cassettes respectively.

EXPOSURE COUNTER LCD showing remaining number of frames for selected format. Panorama format indicator.

SHUTTER Focal plane shutter, 8 – 1/1000 s, flash sync from B (max 540 s) – 1/125s. Flash sync programmable at the beginning or end of exposure. EV 1 step control on manual, EV 1/12 step control on automatic.

CAMERA RELEASE By button or mechanical cable release. Optional electrical cable release available. Single frame and continuous mode, self-timer with programmable 2 s or 10 s delays.

EXPOSURE CONTROL Manual or automatic with aperture priority. TTL measured at shutter plane, center-weighted average system, AE-lock, with a working range of EV4 (f/4) – 19 (f/22) at ISO100.

EXPOSURE COMPENSATION Programmable +/- 2 EV at 0.5 EV increments.

AUTO BRACKETING Programmable in 0.5 or 1 EV increments. Order: standard exposure, under-exposure, over-exposure.

FILM SPEED Programmable auto DX or manual ISO25 – 3200 (1/3 EV increments).

REAR LCD INFORMATION LCD showing ISO, shutter speed, exposure compensation, auto bracketing, self-timer delay time, sync mode, rewind mode, multi exposure, battery status, and exposure history.

BATTERIES 2xCR2

EXTERNAL DIMENSIONS

Camera body: length 51 mm (2.04"), width 166 mm (6.64"), height 82 mm (3.28").
30 mm lens: length 53 mm (2.12"), diameter 66 mm (2.64").
45 mm lens: length 47 mm (1.88"), diameter 60 mm (2.4").
90 mm lens: length 73 mm (2.92"), diameter 60 mm (2.4").

WEIGHT

Body: 735 g (25.7 oz.) without batteries
30 mm lens: 310 g (10.9 oz.)
45 mm lens: 235 g (8.23 oz.)
90 mm lens: 365 g (12.7 oz.)

Be there.



HASSELBLAD FORUM

Hasselblad Forum is Hasselblad's quarterly photo magazine. Since 1965, Forum has served as a meeting-place for photographers, purchasers of photographs, and for anyone interested in serious photography, as well as a source of news about the Hasselblad system and an information channel where experience and expertise is shared and technical issues are discussed. And, of course, as an ideal place to see stunning photography from some of today's finest photographers. Forum is published in English, German, Spanish, and Swedish.

For more information about Hasselblad Forum and subscription rates, please contact your local distributor (info on inside back cover.)

Or e-mail us at info@hasselbladusa.com.



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To be continued...

