

HASSELBLAD

CREATE TO INSPIRE



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MIRRORLESS MEDIUM FORMAT
DIGITAL CAMERAS

HASSELBLAD

Headquartered in Sweden, renowned around the globe.

Since 1941, Hasselblad cameras have inspired photographers to create masterpieces and capture iconic images, including documenting the historical moment of the first humans on the Moon.

With excellent image quality, exquisite Scandinavian design, and meticulous craftsmanship, Hasselblad continues to expand the bounds of storytelling through imagery, empowering users to achieve their creative vision.



Founder: Victor Hasselblad

HASSELBLAD CAMERAS

From Hasselblad's first aerial camera, HK-7, to its first consumer camera, 1600F, and to the world's first mirrorless medium format camera, X1D-50c, Hasselblad has always put image quality first, breaking and reshaping industry standards along the way. The Hasselblad camera has witnessed many iconic moments, and has itself become an icon.



HK-7
1941



1600F
1948-1952



500C
1957-1970



SWC
1959-1979



500EL
1965-1970



XPan
1998-2003



H1D
2004-2006



H6D-100c
2016



X1D-50c
2016-2019



X1D II 50C
2019



907X 50C
2019



X2D 100C
2022

UNCOMPROMISING IMAGE QUALITY

Hasselblad is dedicated to achieving pixel-level calibration of every camera sensor. Paired with the Hasselblad Natural Colour Solution, Hasselblad cameras deliver genuine colours and vivid details.



Photographer: Karl Taylor

METICULOUS CRAFTSMANSHIP

Every part of a Hasselblad camera is carefully crafted, from minute details that require the highest level of precision, to parts that can only be assembled with a human touch.



SCANDINAVIAN DESIGN

Hasselblad cameras have a look and feel like no other, featuring clean, elegant lines with ergonomic curves crafted from solid blocks of metal.



LEAF SHUTTER

Hasselblad's hallmark leaf shutters are integrated into the lens rather than the camera. The leaf shutter synchronises with flash up to 1/2000s or even 1/4000s, providing immense creative control in the studio and outdoors.



X SYSTEM

Mirrorless Medium Format Digital Cameras

X2D 100C

INSPIRATION IN EVERY DETAIL

100-Megapixel Mirrorless Medium Format
Digital Camera





Photographer: Hans Strand
X2D 100C + XCD 4/21

100MP - ENDLESS COLOUR

Utilising a 100-megapixel medium format back-side illuminated (BSI) CMOS sensor with a native ISO of 64, the X2D 100C captures vivid colour and detail. A 16-bit colour depth paired with 15 stops of dynamic range allows the X2D 100C to naturally capture highlights and shadows. In addition, the Hasselblad Natural Colour Solution (HNCS) optimises colours to appear as authentically as the eye perceives them.

PDAF FOR FAST AND ACCURATE FOCUSING

X2D 100C utilises Phase Detection Autofocus (PDAF) to capture fleeting moments in stunning clarity. 294 PDAF zones spread over the 100-megapixel sensor surface provide swift and accurate focusing at the press of a button.



Photographer: Ali Rajabi
X2D 100C + XCD 3,5-4,5/35-75



Photographer: Ali Rajabi
X2D 100C + XCD 3,5-4,5/35-75

IBIS - KEEP MOMENTS SHARP

The X2D 100C features 5-axis 7-stop in-body image stabilisation (IBIS) to assist in capturing crisp handheld shots. To better control the size and weight of the X2D 100C, Hasselblad has built the most compact medium format IBIS solution on the market.^[1] It meets the stringent requirements a 100-megapixel medium format sensor has for stabilisation while ensuring the light weight and portability of the camera.

1. Among interchangeable-lens mirrorless digital cameras with a 55mm-diameter CMOS sensor (according to a Hasselblad market survey on March 1, 2022).

RELIABLE HIGH-VOLUME STORAGE BUILT-IN

A first for medium format cameras,^[1] the X2D 100C features a built-in 1TB SSD with a write speed up to 2370MB/s and a read speed up to 2850MB/s.^[2] Although ample storage is built-in, additional space can be added using the CFexpress Type B card slot. Thanks to its high-speed storage performance, the X2D 100C is able to continuously shoot 16-bit RAW images in Continuous Drive Mode, providing a stable and reliable continuous shooting experience.

1. Among interchangeable-lens mirrorless digital cameras with a 55mm-diameter CMOS sensor (according to a Hasselblad market survey on March 1, 2022).

2. Sequential read/write measured using IOMeter 1.1 with a queue depth of 32 while set to 128KB alignment.





AN ENRICHED EXPERIENCE

A 5.76-million-dot OLED electronic viewfinder (EVF) magnifies up to 1.0x^[1] for an immersive viewing experience and supports electric refractive error correction for sharp and convenient focus checking. A 1.08-inch coloured top display publishes the camera status and shooting parameters, while the 3.6-inch 2.36-million-dot main touch display can be tilted to frame shots from lower angles. The neat and optimised Hasselblad User Interface (HUI) is the final touch to a system that facilitates an effortless flow of the creative process.

1. When measured with a 65mm medium-format lens, X2D 100C EVF supports magnification up to 1.0x.

X SYSTEM ACCESSORIES



Battery Charging Hub



Release Cord X ^[1]



XH Converter 0,8



XV Lens Adapter



XH Lens Adapter



XPan Lens Adapter

1. Release Cord X is compatible with X1D II 50C and 907X 50C (X2D 100C is not compatible with Release Cord X).



XCD LENSES

Compatible With X System and 907X Cameras

SEE THE WORLD THROUGH A NEW LENS

Hasselblad XCD lenses feature compact designs, stunning high resolution, and leaf shutters with flash synchronisation at all speeds, readily reaching the balance between sharp and soft in and out of focus.

Twelve prime lenses and one zoom lens cover a focal range from 21mm to 230mm, meeting the various needs of any photographer. Every press of the shutter freezes the moment into beautiful high-quality imagery.





Photographer: Hans Strand
X2D 100C + XCD 2,5/38V



XCD 2,5/38V

Equivalent to a full-frame 30mm focal length, this wide-angle lens features a large aperture of f/2.5.

An ideal photojournalism lens both indoors and outdoors, XCD 2,5/38V features an upgraded leaf shutter with speeds up to 1/2000s and global shutter and flash synchronisation at all speeds. Its quiet shutter delivers quick and accurate focusing. A simple push and pull of the focus ring changes from AF to MF mode, where intuitive scale marks keep focus distance and DOF clear at a glance. The control ring can be customised for quick access to preferred functions, making shooting more convenient and efficient.



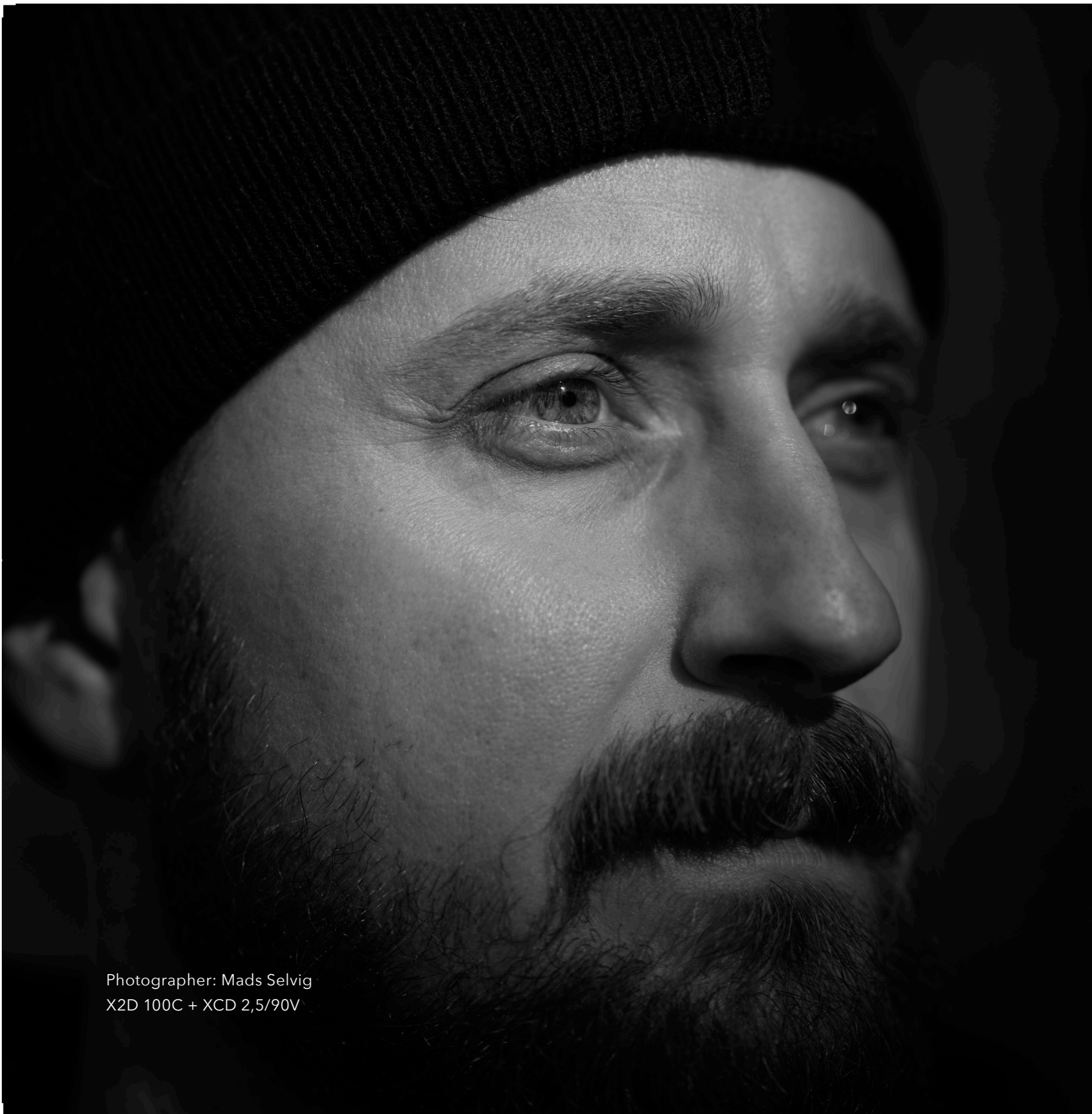
XCD 2,5/55V

Equivalent to a full-frame 43mm focal length, this standard lens features a large aperture of f/2.5.

Perfect for varied scenarios, XCD 2,5/55V is equipped with an upgraded leaf shutter with speed up to 1/2000s and global shutter and flash synchronisation at all speeds. Its quiet shutter delivers quick and accurate focusing. A simple push and pull of the focus ring changes from AF to MF mode, where intuitive scale marks keep focus distance and DOF clear at a glance. The control ring can be customised for quick access to preferred functions, making shooting more convenient and efficient.



Photographer: Flóra Borsi
X2D 100C + XCD 2,5/55V



Photographer: Mads Selvig
X2D 100C + XCD 2,5/90V



XCD 2,5/90V

Equivalent to a full-frame 71mm focal length, this moderate telephoto lens features the latest large-aperture leaf shutter that offers a shutter speed of up to 1/4000s, the fastest so far among medium format lenses.^[1]

An ideal portrait lens, XCD 2,5/90V delivers global shutter and flash synchronisation at all speeds. The shutter is quiet, with quick and accurate focusing. A simple push and pull of the focus ring changes from AF to MF mode, where intuitive scale marks keep focus distance and DOF clear at a glance. The control ring can be customised for quick access to preferred functions. Toggle the control ring click switch to change between incremented ring adjustment with tactile feedback, or smooth quiet rotation.

1. Among interchangeable-lens mirrorless digital cameras with a 55mm-diameter CMOS sensor (according to a Hasselblad market survey on March 1, 2022).



XCD 4/21

Equivalent to a full-frame 17mm focal length, XCD 4/21 is the ultra-wide-angle lens in the XCD lens series.

XCD 4/21 is ideal for landscape and architecture photography. Inheriting a compact design, XCD 4/21 adopts a stringent optical system with a built-in leaf shutter, offering a wide range of shutter speeds and full flash synchronisation up to 1/2000s.





Photographer: Thomas Chu
X1D-50c + XCD 3,5/30



XCD 3,5/30

Equivalent to a full-frame 24mm focal length, the XCD 3,5/30 is a comprehensive wide-angle lens.

XCD 3,5/30 provides a 71° horizontal angle of view. It offers outstanding corner-to-corner sharpness and keeps its amazing performance, even when shooting at close distances, making it the perfect landscape, reportage, and travel lens. Its leaf shutter delivers a wide range of shutter speeds and full flash synchronisation up to 1/2000s.



XCD 3,5/45

Equivalent to a full-frame 35mm focal length, XCD 3,5/45 is a moderate wide-angle lens.

Weighing in at 417g and measuring 77mm, XCD 3,5/35 is one of the most compact XCD lenses. It offers a 52° horizontal angle of view and a wide range of shutter speeds with full flash synchronisation up to 1/2000s. XCD 3,5/45 enables photographers to shoot creatively in varied scenarios, from photojournalism to street photography, to shooting in-studio.



Photographer: Ali Rajabi
X1D-50c + XCD 3,5/45



Photographer: Tom Oldham
Model: Harry Kirton
X1D II 50C + XCD 4/45P



XCD 4/45P

Equivalent to a full-frame 36mm focal length, XCD 4/45P stands as the most lightweight and compact XCD lens.

Weighing in at only 320g, it features an optical design incorporating two aspherical elements. Utilising an ultra-small leaf shutter, XCD 4/45P delivers a wide range of shutter speeds and full flash synchronisation up to 1/2000s. Quieter autofocus and leaf shutter motors aid in unobtrusive shooting.



XCD 2,8/65

Equivalent to a full-frame 50mm focal length, XCD 2,8/65 is a versatile standard lens designed to achieve the 'normal' focal length and mimic the human field of view.

Thanks to its f/2,8 maximum aperture and 0.5m (20in) minimum focus distance, the XCD 65mm is a convenient option for street, travel, and general photography. Like the other XCD lenses, the XCD 2,8/65 features a built-in leaf shutter, offering a wide range of shutter speeds and full flash synchronisation up to 1/2000s.



Photographer: Qianli Zhang
X1D-50c + XCD 2,8/65



Photographer: Haitong Yu
X1D-50c + XCD 1,9/80



XCD 1,9/80

Equivalent to a full-frame 63mm focal length, XCD 1,9/80 is the fastest XCD lens.

Featuring the largest aperture of any Hasselblad lens at f/1.9, this lens is especially suitable for portrait, nature, and product photography with its ability to produce pleasing bokeh through excellent subject isolation with a shallow depth-of-field. Like the other XCD lenses, the XCD 1,9/80 is equipped with a leaf shutter, offering a wide range of shutter speeds and full flash synchronisation up to 1/2000s.



XCD 3,2/90

Equivalent to a full-frame 71mm focal length, XCD 3,2/90 is a portable, moderate telephoto lens option.

The XCD 3,2/90 lens is 100mm in length and weighs only 619g. Combining high image quality with a large aperture allows you to isolate small elements in the field of view with beautifully smooth bokeh. Therefore, XCD 3,2/90 is ideal for high-quality portraits, as well as travel, landscape, and photojournalism. Like the other XCD lenses, the XCD 3,2/90 is equipped with a leaf shutter, offering a wide range of shutter speeds and full flash synchronisation up to 1/2000s.



Photographer: Gyeonlee
X1D-50c + XCD 3,2/90



Photographer: Mattias Hammar
X1D-50c + XCD 3,5/120



XCD 3,5/120 MACRO

Equivalent to a full-frame 95mm focal length, XCD 3,5/120 is a stunning macro lens.

It features close focusing from infinity to an image scale of 1:2 (43cm distance setting), making it a very versatile lens, not only for close-up work but also for products or other photography requiring a longer focal length. XCD 3,5/120 is equipped with a leaf shutter, delivering a wide range of shutter speeds and full flash synchronisation up to 1/2000s. The optical design and internal focusing system ensure amazing performance at all distance settings.



XCD 2,8/135 + X CONVERTER 1,7

Equivalent to a full-frame 105mm focal length, the XCD 2,8/135 is a convenient telephoto lens.

When paired with the dedicated X Converter 1,7, the focal length of the lens expands to about 230mm, compared to a 178mm full-frame lens. Equipped with a large aperture of f/2.8, it provides a shallow depth of field, making it perfect for portrait or landscape photography. Like the other XCD lenses, the XCD 2,8/135 features a leaf shutter offering a wide range of shutter speeds and full flash synchronisation up to 1/2000s.



Photographer: Teng Han
X1D-50c + XCD 2,8/135



Photographer: Qianli Zhang
X1D-50c + XCD 3,5-4,5/35-75



XCD 3,5-4,5/35-75 ZOOM LENS

Equivalent to a full-frame 28-58mm focal length, XCD 3,5-4,5/35-75 is a high-performance zoom lens.

Delivering the same superb image quality as the XCD prime lenses, this zoom lens covers moderate wide-angle to short telephoto focal lengths. Ideal for shooting anything from wide-angle landscapes to portraits, it is perfect for photographers who want to travel light without compromising on image quality. Like the entire XCD lens range, the XCD 35-75 features a built-in leaf shutter, offering a wide range of shutter speeds and full flash synchronisation up to 1/2000s.

XCD LENS COMPARISON



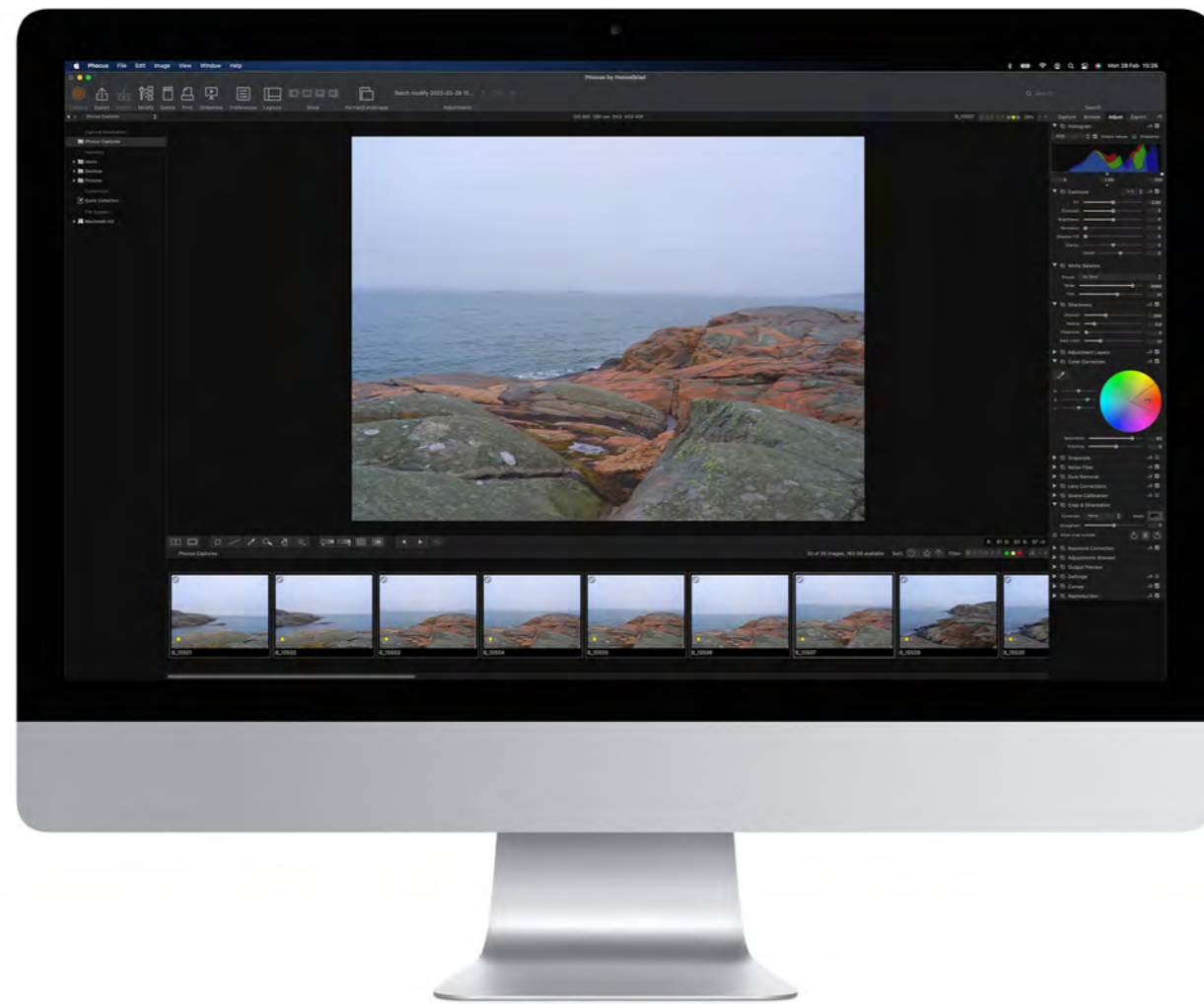
		XCD 4/21 Ultra-Wide-Angle Lens	XCD 3,5/30 Comprehensive Wide-Angle Lens	XCD 2,5/38V Compact Wide-Angle Lens	XCD 4/45P Light Enough for Any Adventure
GENERAL LENS DATA	Focal Length	21.8mm	31.0mm	38.0mm	46.2mm
	Equivalent Focal Length (24x36)	17mm	24mm	30mm	36mm
	Aperture Range	f/4 - f/32	f/3.5 - f/32	f/2.5 - f/32	f/4 - f/22
	Angle of View (diag/hor/vert)	105° / 92° / 75°	83° / 71° / 56°	70° / 59° / 46°	61° / 50° / 39°
	Length/Diameter	106mm / 83mm	88mm / 83mm	68mm / 76mm	52mm / 80mm
	Weight (excl. covers and lens shade)	600g	550g	350g	320g
	Filter Diameter	77mm	77mm	72mm	62mm
CLOSE FOCUS RANGE DATA	Minimum Distance Object to Image Plane	0.32m	0.4m	0.3m	0.35m
	Maximum Image Scale	1:10	1:9.6	1:6.2	1:5.2
LENS DESIGN	Elements	13 elements in 9 groups	11 elements in 10 groups	10 elements in 9 groups	9 elements in 7 groups
	Focus Type	Internal focusing	Full focusing with floating mechanism	Internal focusing	Full focusing

		XCD 3,5/45 Moderate Wide-Angle Lens	XCD 2,5/55V Wide-Aperture Standard Lens	XCD 2,8/65 Versatile Standard Lens	XCD 1,9/80 Fastest Wide-Aperture Lens	XCD 2,5/90V Compact Wide-Aperture Lens for Portraits
	Focal Length	45.0mm	55.0mm	65.0mm	80.5mm	90.0mm
	Equivalent Focal Length (24x36)	35mm	43mm	50mm	63mm	71mm
	Aperture Range	f/3.5 - f/32	f/2.5 - f/32	f/2.8 - f/32	f/1.9 - f/32	f/2.5 - f/32
	Angle of View (diag/hor/vert)	63° / 52° / 40°	53° / 43° / 32°	46° / 37° / 29°	38° / 31° / 23°	34° / 28° / 21°
	Length/Diameter	75mm / 76mm	72mm / 76mm	93mm / 81mm	112mm / 84mm	95mm / 75mm
	Weight (excl. covers and lens shade)	417g	372g	727g	1044g	551g
	Filter Diameter	67mm	72mm	67mm	77mm	72mm
	Minimum Distance Object to Image Plane	0.4m	0.45m	0.5m	0.7m	0.67m
	Maximum Image Scale	1:6.4	1:6.4	1:5.4	1:6.4	1:5.8
	Elements	9 elements in 7 groups	9 elements in 8 groups	10 elements in 6 groups	14 elements in 9 groups	9 elements in 6 groups
	Focus Type	Full focusing	Internal focusing	Front focusing	Front focusing	Internal focusing

		XCD 3,2/90 Portable Moderate Telephoto Lens	XCD 3,5/120 Macro Into the Micro World	XCD 2,8/135 (+ X Converter 1,7) Sharp and Soft, Naturally Shift Focus	XCD 3,5-4,5/35-75 All-In-One
	Focal Length	90.0mm	120.0mm	133.0mm (226.0mm)	35.9 (73.1)mm
	Equivalent Focal Length (24x36)	71mm	95mm	105mm (178mm)	28 (58)mm
	Aperture Range	f/3.2 - f/32	f/3.5 - f/32	f/2.8 - f/32 (f/4.8 - f/55)	f/3.5 - f/32 (f/4.5 - f/32)
	Angle of View (diag/hor/vert)	34° / 27° / 21°	26° / 21° / 16°	23° / 19° / 14° (14° / 11° / 8°)	77° / 64° / 50° (41° / 33° / 25°)
	Length/Diameter	100mm / 77mm	150mm / 81mm	149mm / 81mm (195mm / 81mm)	145mm / 85mm
	Weight (excl. covers and lens shade)	619g	970g	935g (1372g)	1115g
	Filter Diameter	67mm	77mm	77mm (77mm)	77mm
	Minimum Distance Object to Image Plane	0.7m	0.43m	1.0m (1.05m)	0.42 (0.6)m
	Maximum Image Scale	1:6.0	1:2.0	1:5.8 (1:3.4)	1:8.5 (1:6.5)
	Elements	10 elements in 8 groups	10 elements in 7 groups	10 elements in 6 groups (Converter: 6 elements in 4 groups)	15 elements in 13 groups
	Focus Type	Internal focusing	Internal focusing with floating mechanism	Internal focusing	Internal focusing

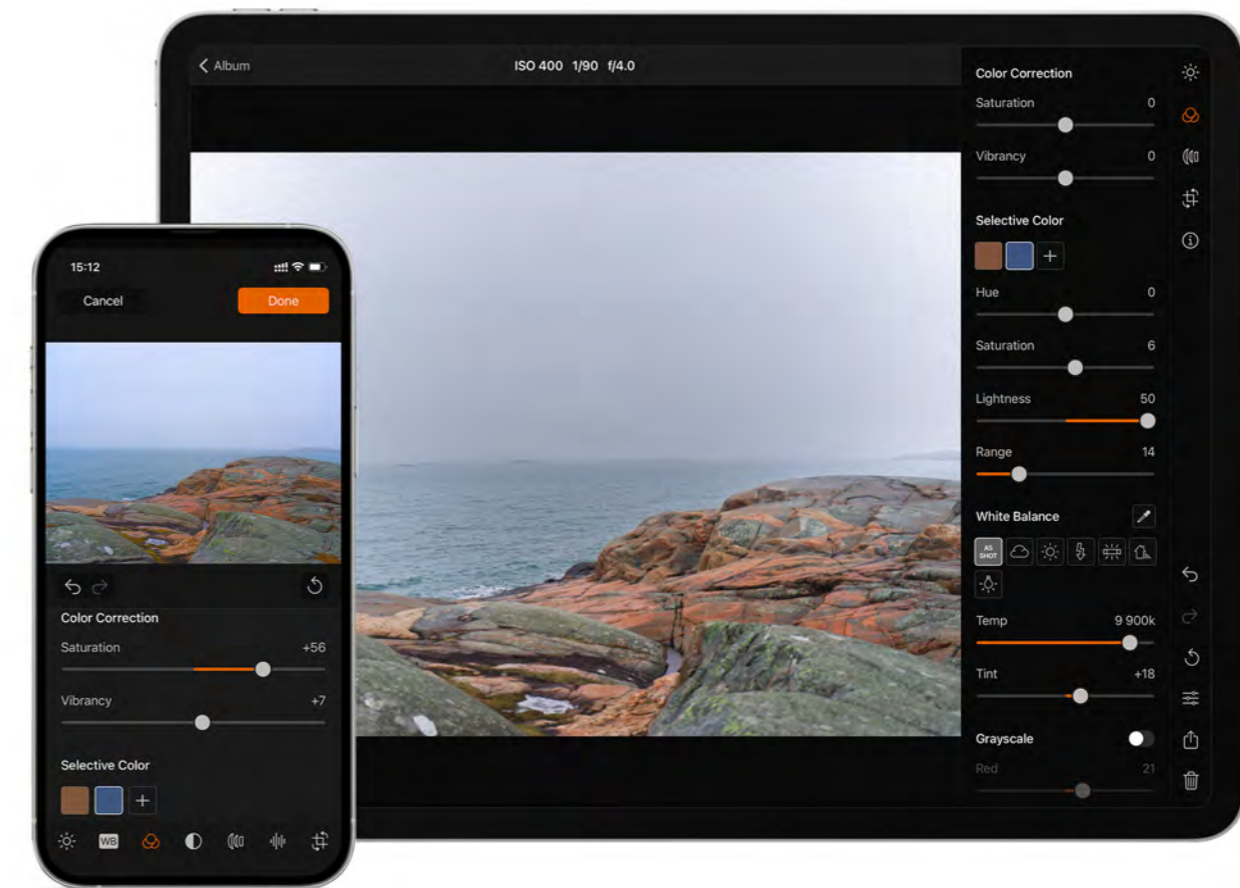
PHOCUS

Image Processing Software



PHOCUS FOR PC/MAC

Our powerful, free RAW file image processing software offers features that work seamlessly with all Hasselblad cameras, including tethered shooting, live view, local adjustment of highlight recovery, auto moiré detection, digital lens correction, and more.



PHOCUS MOBILE 2 FOR IPAD/IPHONE

Expanding the possibilities of the Hasselblad workflow, Phocus Mobile 2 takes the image editing process to a new, portable level, enabling the travelling or studio photographer to have a quicker, more seamless workflow. Phocus Mobile 2 features image transmission, editing, and firmware updates.

CAMERA COMPARISON

X2D 100C | X1D II 50C | 907X 50C



	X2D 100C Inspiration in Every Detail	X1D II 50C Compact. Powerful. Portable.	907X 50C Our Legacy, Your Future
SENSOR & COLOUR MANAGEMENT	BSI CMOS, 100 megapixels (Sensor dimensions: 43.8 × 32.9mm)	CMOS, 50 megapixels (Sensor dimensions: 43.8 × 32.9mm)	CMOS, 50 megapixels (Sensor dimensions: 43.8 × 32.9mm)
	16-bit colour definition	16-bit colour definition	16-bit colour definition
	Up to 15 stops of dynamic range	Up to 14 stops of dynamic range	Up to 14 stops of dynamic range
	Hasselblad Natural Colour Solution	Hasselblad Natural Colour Solution	Hasselblad Natural Colour Solution
	ISO64 - ISO25600	ISO100 - ISO25600	ISO100 - ISO25600
FOCUSING	PDAF and CDAF	CDAF	CDAF
	AF-S/MF	AF-S/MF	AF-S/MF
STABILISATION	5-axis 7-stop in-body image stabilisation	/	/
STORAGE OPTIONS	Internal 1TB SSD	/	/
	CFexpress Type B cards	Dual UHS-II SD cards	Dual UHS-II SD cards
VIEWFINDER	5.76-million-dot electronic viewfinder	3.69-million-dot electronic viewfinder	Optical viewfinder (accessory)
	Viewing area: 100%	Viewing area: 100%	/
	Magnification: 1.0x	Magnification: 0.87x	/

	X2D 100C Inspiration in Every Detail	X1D II 50C Compact. Powerful. Portable.	907X 50C Our Legacy, Your Future
DISPLAY	3.6-inch TFT type	3.6-inch TFT type	3.2-inch TFT type
	2.36-million-dot	2.36-million-dot	2.36-million-dot
	Touch functionality	Touch functionality	Touch functionality
	Tilt-type with two stops (40° / 70°)	/	Tilt-type with two stops (45° / 90°)
	Eye-level shooting /waist-level shooting	Eye-level shooting	Eye-level shooting /waist-level shooting
	1.08-inch LCD top display	/	/
HANDLING & CONTROL SYSTEMS	Control wheels	Control wheels	Small Control Wheel around the shutter button
	Shutter button	Shutter button	Control button to alter between control wheel to set shutter speed or aperture setting
	/	Mode dial	/
	Up to 5 customisable buttons (when using XCD 38V/55V/90V lenses)	3 customisable buttons	Control grip attached to 907X 50C gives access to 4 customisable buttons
	Camera body dimensions: 148.5 × 106 × 74.5mm	Camera body dimensions: 148 × 97 × 70mm	907X + CFV II 50C: 102 × 93 × 84mm 907X only: 102 × 91 × 28mm CFV II 50C only: 91 × 93 × 61mm
SIZE & WEIGHT	Camera body: 790g	Camera body: 650g	907X Camera Body: 200g CFV II 50C Digital Back: 540g Total weight: 740g
	Third-party flash triggering via hot shoe	Third-party flash triggering via hot shoe	Flash triggering from flash sync socket
FLASH TRIGGERING	TTL-functionality	TTL-functionality	/
	/	Microphone socket (release cord or third-party trigger signal)	Microphone socket (release cord or third-party trigger signal)
CAMERA TRIGGERING	/	/	CFV II 50C triggering via flash in socket

	X2D 100C Inspiration in Every Detail	X1D II 50C Compact. Powerful. Portable.	907X 50C Our Legacy, Your Future
CONNECTIVITY	USB-C 3.1 Gen 2	USB-C 3.0	USB-C 3.0
	Wi-Fi 802.11ax	Wi-Fi 802.11ac	Wi-Fi 802.11ac
	Bluetooth	Bluetooth	Bluetooth
	/	GPS	/
COMPATIBILITY	X Lenses	X Lenses	X Lenses
	H Lenses	H Lenses	H Lenses
	V Lenses	V Lenses	V Lenses
	XPan Lenses	XPan Lenses	XPan Lenses
	Note: H, V, and XPan Lenses require specific adapters to work on the cameras		
	Multiple external lenses via third-party lens adapters (E-shutter only)		
POWER SUPPLY	Rechargeable Li-ion battery (7.2V DC/3400 mAh); PD fast charging protocol	Rechargeable Li-ion battery (7.2V DC/3400 mAh); PD fast charging protocol	Rechargeable Li-ion battery (7.2V DC/3400 mAh); PD fast charging protocol
	Phocus PC/Mac	Phocus PC/Mac	Phocus PC/Mac
SOFTWARE	Phocus Mobile 2	Phocus Mobile 2	Phocus Mobile 2
	Third-party tools	Third-party tools	Third-party tools
	Third-party cameras	Third-party cameras	Third-party cameras
TECHNICAL CAMERA COMPATIBILITY	/	/	Arc body

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