



FOR A WORLD LESS SQUARE

HASSELBLAD X-PAN

XIPAN

"A little rebellion now and then
is a good thing."

THOMAS JEFFERSON

Our lives are changing. Our wildest dreams have become commonplace, the impossible has become routine. Borders and boundaries are shifting, and the limits that have kept us from the future and from one another are fading or disappearing altogether. We are realizing that our lives don't always follow definable patterns, that our moments can't always be predicted or controlled, and that our world doesn't always fit in the box anymore. The life that stretches out in front of us is not the same as it used to be.

Neither are the tools we use to view it.

"Do not go where the path may lead, go instead where there is no path and leave a trail."

RALPH WALDO EMERSON



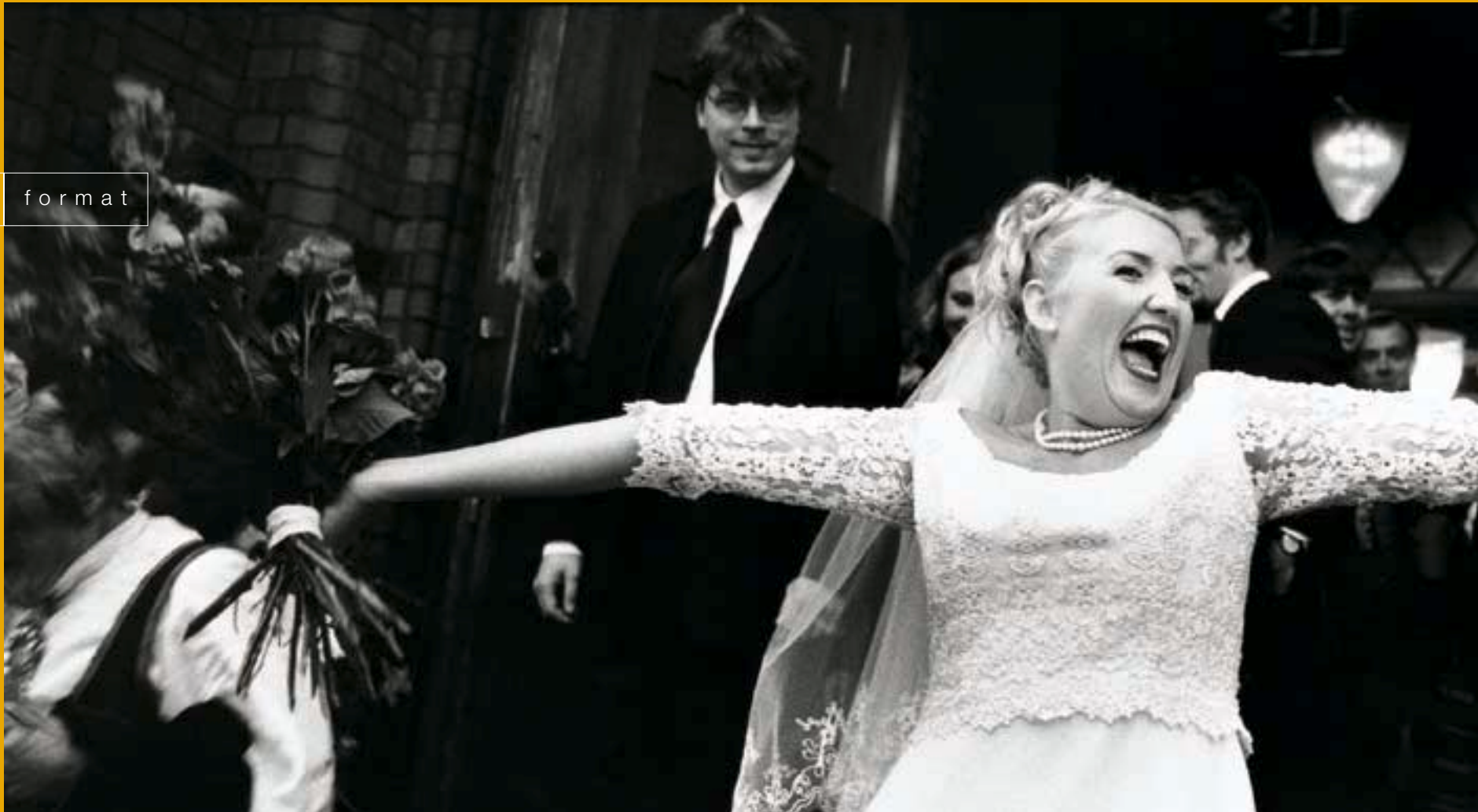
Photo: Delfim Martins



dual format

OK, it's not the surface of Mars, it's not the summit of K2, and maybe there have been others here before you. But not many. And they're not here now. Moments can be demanding. They set the rules, they decide the pace. You make the effort, you go where they take you, or you let them slide from your grasp.

dual format



You try to weigh each instant, not as if it were your last, but as if it were your first. The first of many. You cherish your dreams of the future more than the history of your past. Embrace as much of the world as life allows you, at your pace, in your own way, and in style. Every moment is full of future.



Photo: Michal Tomaszewicz

"A day is a miniature eternity."

RALPH WALDO EMERSON

"The world is not to be put in order;
the world is order, incarnate.
It is for us to harmonize with this order."

HENRY MILLER




Photo: Sigurgeir Sigurjonsson



dual format

The world shows us clearly the things that bond us one to another. In the celebration of our differences and similarities, in the recognition of the color and spirit of our fellow beings, we pay the highest tribute to ourselves.



dual format

Every vision is unique, all sight is special. It's a matter of perspective. The trick is to see not just through your eyes, not just through their eyes, but what there is to be seen. No matter how large or how small the moment, to try to take it all in. Moments are personal.



"The eye of a human being
is a microscope, which makes the
world seem bigger than it really is."

KAHLIL GIBRAN

Photo: Jan Locus

"Man is free at the moment he wishes to be."

VOLTAIRE



Photo: Bardo Fabiani



dual format

It's the little moments that do it. When you realize that most of your limitations are self-imposed, that the most important freedom is freedom of the mind, and that in the war against the mundane, your imagination and your spirit are your only weapons. Moments can be liberating.

How about a little Hasselblad for the road? Life is motion and movement, life is unexpected, unpredictable, and sudden. It's flexible and it's fast, and it can take you to some pretty unusual places. In life, you need a camera that can go where you go. Wherever that may be. To places where your studio can't, where flexibility isn't an option, it's a requirement. Weighing in at only 950 grams with a 45 mm lens, the XPan can go wherever the moment demands. And without sacrificing an inch of the quality and reliability you expect from a Hasselblad. Superior quality should mean freedom, not sacrifice. So, despite its compact size and light weight, the XPan is designed to be a true heavyweight when it comes down to what really matters – the quality of the images you take. Whether they happen to be found in the furthest reaches of the Australian Outback, the wilds of New York's late night, or your own backyard. Because there's a lot of things that should dictate where you go for your shots – your subject, your ideas, your mood, whatever – but not your camera. Your camera should help you view the world around you, not limit how you do it. So go where you want to go. And take the XPan along for the ride.

XIPAN





Photo: Tim Motion



Photo: Patrick Näslund

The Hasselblad XPan – making decisions at the speed of life.

With the Hasselblad XPan, you can make that decision when the time comes. And then make it again. A flick of a switch and your view expands. It can't get much easier than that. With the XPan, you can switch between standard 35 mm and medium format quality, full panorama as many times as you wish – mixing the two in any order – on the same roll with no empty space or wasted film. And without sacrificing image quality or lugging around a lot of extra equipment, without changing magazines or cameras, without losing the moment in front of you.

The XPan lets you capture as much or as little of a shot as you see fit, so you decide how you want to frame your world, capturing the image at hand with the camera at hand.

dual	format
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Broader horizons demand new perspectives.

The outstanding image quality and full panorama effect of the Hasselblad XPan is made possible by the superb optical quality of lenses specially designed for the unique XPan system. These superior, highly compact lenses, are actually medium format lenses, but have the compact external dimensions of ordinary 35 mm lenses. Together with the XPan, they provide the bridge between the image quality of the medium format and the convenience and economy of the 35 mm format. All XPan lenses feature extremely high resolution, low distortion, and low color fringing, and are multicoated for maximum image contrast and color rendition.

The Hasselblad 5.6/30 mm Aspherical, ultra-wide-angle lens gives an almost 94° horizontal view and comes with a dedicated 58 mm center filter, lens shade, and viewfinder with built-in spirit level.

The Hasselblad 4/45 mm is a high quality, ultra compact lens, perfect for standard use with the XPan camera. In panorama format, the 4/45 has wide-angle coverage of 71°.

The Hasselblad 4/90 mm is an ideal lens for general photography when a wide-angle effect is not desired. In addition, the 4/90 mm is an excellent telephoto lens for standard 24x36 mm images, and provides a moderate (but clearly visible) telephoto perspective for panorama images.



Photo: Jens Karlsson

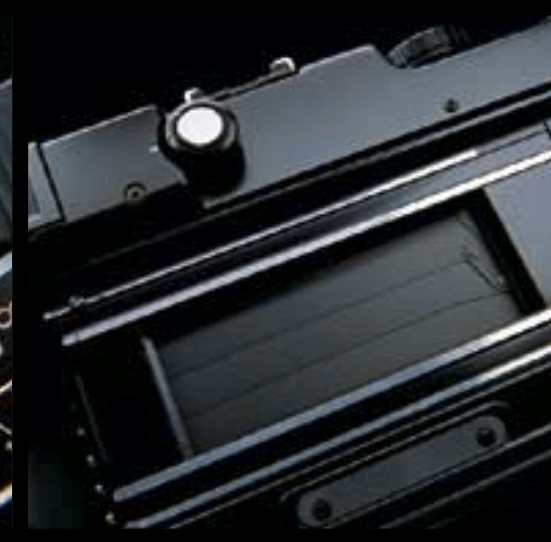
Maximum control.

Loading, winding, and exposure are all simple and convenient. After insertion of the film cassette, the camera automatically detects the film speed and pre-winds the film onto the camera spool. Exposure is single frame or continuous with a rate of three standard or two panorama frames per second and the shutter release can be triggered by button, cable, or the built in self-timer. The XPan's auto bracketing feature provides three consecutive exposures in ± 0.5 or 1 step intervals.

As the film is exposed, it is wound back frame-by-frame into the cassette, thereby protecting the exposed section in case the camera is accidentally opened. This useful feature – combined with the XPan's extremely quiet exposure and film transport – also reduces the risk of unwanted noise, since the camera winds film when the photographer decides to load film, not at the unexpected end of a roll.

Viewing and focusing are intuitive and easy with TTL auto-exposure metering (with manual over-ride), a large, brightly lit viewfinder, and with LED exposure information.

The XPan provides the photographer with all the information needed to make the right shot decision at the right time. Viewfinder format indication is adjusted automatically, reflecting the focal length of the lens and the format you have chosen. This information – along with total exposure history, ISO settings, auto-bracketing and battery status – is also provided via the LCD panel on the back of the camera. A smaller LCD display, showing the format and number of exposures remaining, is located conveniently on the top plate of the camera.



H A S S E L B L A D

X PAN

DUAL FORMAT CAMERA

Camera type

Coupled rangefinder camera with interchangeable, compact lenses.

Construction

Titanium and aluminum body with partial rubber covering.

Lenses

Hasselblad 5.6/30 mm Aspherical: bayonet fitting, f/5.6-f/22, 8 groups, 10 elements (2 aspherical surfaces), focusing range 0.7 m – infinity, filter 58 mm. Angle when set in panorama format = 17 mm lens for 24x36 mm format. The 30 mm lens is delivered as a kit consisting of lens, add-on viewfinder, lens shade and dedicated center filter.

Hasselblad 4/45 mm: bayonet fitting, f/4-f/22, 6 groups, 8 elements, focusing range 0.7 m – infinity, filter 49 mm. Angle when set in panorama format = 25 mm lens for 24x36 mm format.

Hasselblad 4/90 mm: bayonet fitting, f/4-f/22, 7 groups, 9 elements, focusing range 1.0 m – infinity, filter 49 mm. Angle when set in panorama format = 50 mm lens for 24x36 mm format.

Filters

Hasselblad special types: Dedicated 49 mm center filter for the 45 mm lens (for critical applications on transparency film), 49 mm UV-SKY filter, dedicated 58 mm center filter for the 30 mm lens.

Viewfinder

Bright-frame type viewfinder (ambient light), automatic parallax compensation, automatic standard/panorama switch-over via selector dial, automatic magnification switch-over according to lens fitted (0.45x with 30 mm and 45 mm lenses, 0.66x with 90 mm lens) integral LED exposure metering indications. >85 % field of view. Diopter correction lenses (-4D - +2D) are available.

Focusing

Lens helicoid interlocked to coupled rangefinder.

Film transport

Pre-wind type, automatic positioning according to format, automatic wind-on and rewind. Single frame and continuous triggering.

Film type

35 mm.

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. 270 s) – 1/125 s. Activated by button, cable release or self-timer with 10 s delay. EV1 step control on manual, EV1/12 step control on automatic.

Exposure control

TTL measured at shutter plane, center weighted averaging system, aperture priority automatic/manual switchover, AE-lock, EV4 (f/4) –19 (f/22) (ISO100) working range.

Exposure compensation

+/- EV2 at EV1/2 step intervals.

Auto bracketing

EV1/2 or EV1 step intervals. Order: standard, under, over.

Film speed

Auto DX setting and manual setting ISO25 – 3200 (EV1/3 step accuracy).

LCD information

LCD showing ISO, shutter speed, auto bracketing, self-timer, battery status and total exposure history.

Batteries

2xCR2 (6 V total)

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, ϕ 66 mm.

45 mm lens: length 47 mm, ϕ 60 mm.

90 mm lens: length 73 mm, ϕ 60 mm.

Weight

Body: 720 g (25.2 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)

Photo: Karen Kuehn



We reserve the right to make changes without notice.

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