

Hasselblads Winning Streak Continues!

26/04/2010 For the fourth time - the second in two years! -a Hasselblad camera has won the TIPA (Technical Image Press Association) award for Best Medium-Format D-System.

This year, the H4D-40 with True Focus and APL (Absolute Position Lock) was chosen by editors of more than 20 photo magazines around the world.

The editors based their decision on five factors: innovation, the use of leading-edge technology, design and ergonomics, ease of use, and price/performance ratio.



Hasselblad H4D-40

- TIPA judges noted that in addition to “making auto-focus easier and more accurate for photo professionals, the H4D series has been designed to meet the demands of high-end commercial photographers, who require the ultimate in both image quality and performance.”

Responding to Hasselblad’s latest win, CEO Larry Hansen commented, “We are honored to receive this prestigious award and proud of the company’s achievements in developing the H4D-40. This camera not only meets the needs of the established Hasselblad community of professional photographers, but will introduce 35mm DSLR photographers to the benefits of medium-format photography, including advances in image quality.”

Hasselblad Director of Product Management Peter Stig added that the H4D-40’s True Focus and Absolute Position Lock “provide a clever use of new technology. By providing this unique mechanism, with which photographers gain speed, accuracy and flexibility when focusing in a recomposed image, Hasselblad has solved one of the technological challenges facing serious photographers today.”

Hasselblad debuted the H4D in September 2009 in Florida, at the Kennedy Space Center to mark the 40th anniversary of the U.S. moon landing and Hasselblad’s first trip into outer space.

For more on the prestigious TIPA award, [click here](#).

For more information about the H4D-40, [click here](#).

Text by Alice B. Miller