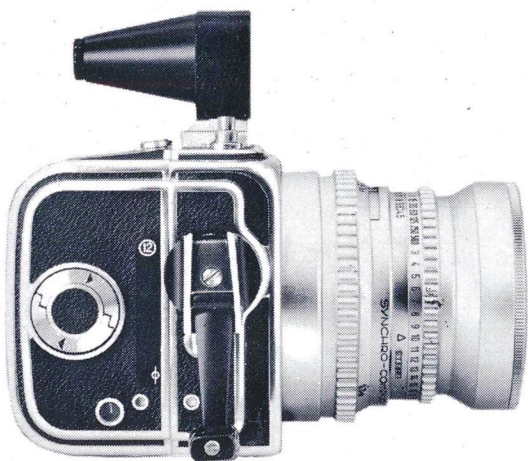


H A S S E L B L A D

SWC







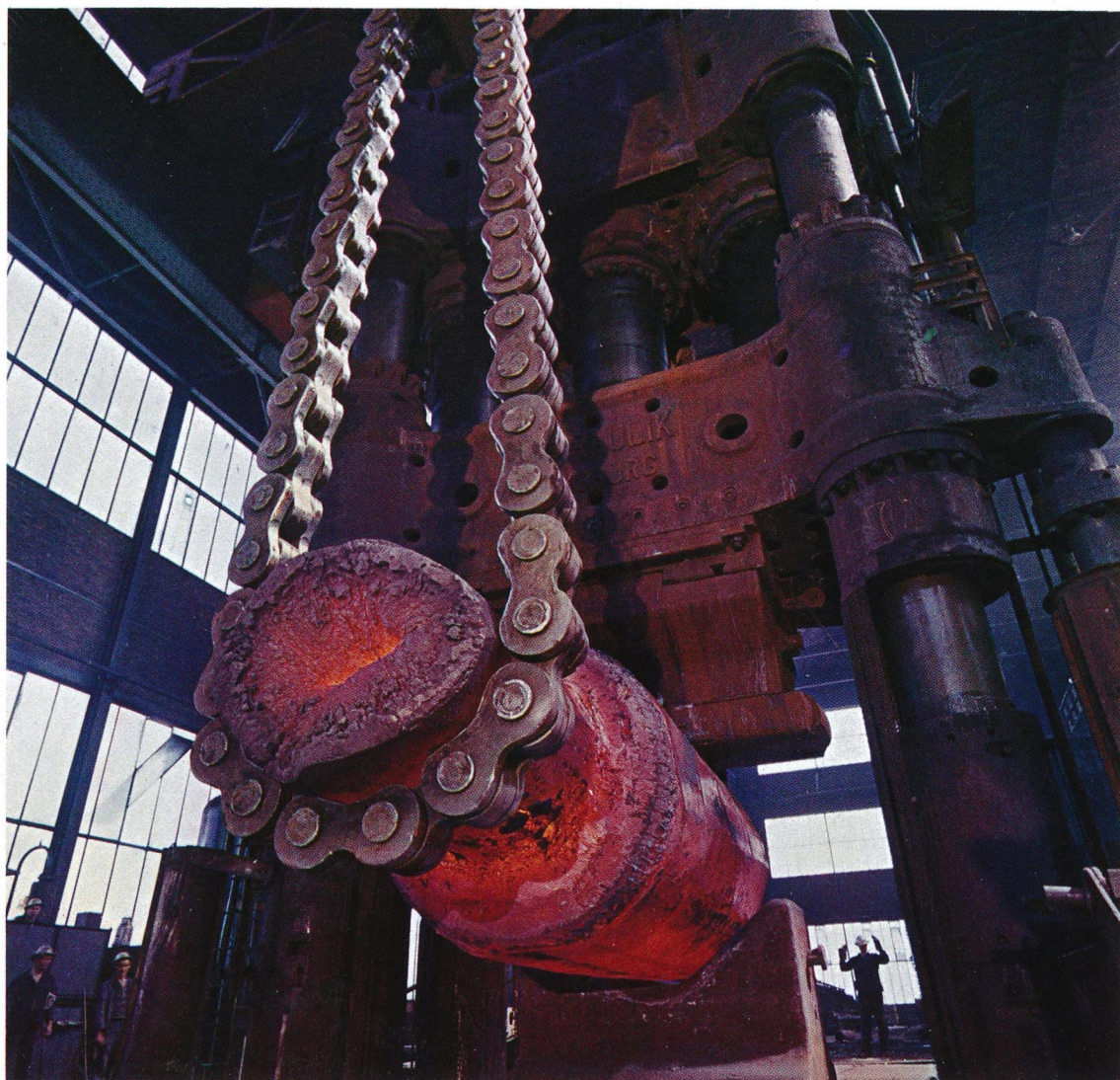
The Hasselblad Super Wide C is a $2\frac{1}{4}'' \times 2\frac{1}{4}''$ extreme wide-angle camera. Its lens — a 38 mm Zeiss Biogon f/4.5 — features a 90° angle-of-view! This lens also has an exceptionally large depth of field — definition at an aperture of f/22 is needle-sharp from 2 feet to infinity, and it provides detailed close-ups even at camera-subject distances as short as one foot. Depth of field is easily checked by movable depth-of-field indicators.

In addition to its extraordinary angle-of-view, the ability of the lens to render vertical and horizontal lines accurately over the entire picture plane makes this camera exceptionally well-suited to architectural photography. Both for interior and exterior shots, the broad angle-of-view enables the photographer to take meaningful pictures at short distances and awkward angles and allows him unlimited scope for creating interesting and unusual perspectives. Industrial photographers, too, have found the capabilities of the SWC to be of inestimable value in their work.

Ludwig Windstosser



L. Windstosser





Like the Hasselblad 500C, the SWC features interchangeable roll film magazines which allow you to change film in the middle of a roll. Switching between black-white and colour, for example, takes only a few seconds. This feature, together with the compact design of the camera, has endeared the SWC to countless press photographers. Easy film changing, simplicity of operation and great depth of field make the SWC a fast, reliable camera for the most demanding photographic assignments. The SWC has shutter speeds ranging from 1 to 1/500 sec. (EVS scale) — all synchronized for flash gun and electronic flash.

The Hasselblad SWC has proved its worth in many other fields of application — in photocopying it is chosen for its speed, outstanding resolution and ability to take close-up shots without accessories, while fashion photographers favour the SWC for composing eye-catching pictures of their models against suitable backgrounds.

Landscape scenes in colour also comprise a rewarding field for the SWC.

The Hasselblad SWC is a high-performance camera of exceptional versatility — it provides the photographer with endless possibilities of producing out-of-the-ordinary pictures.

The top picture on this page was taken with the Hasselblad SWC, while the lower picture is a comparative shot taken with the Hasselblad 500C and 500 mm Tele-Tessar f/8

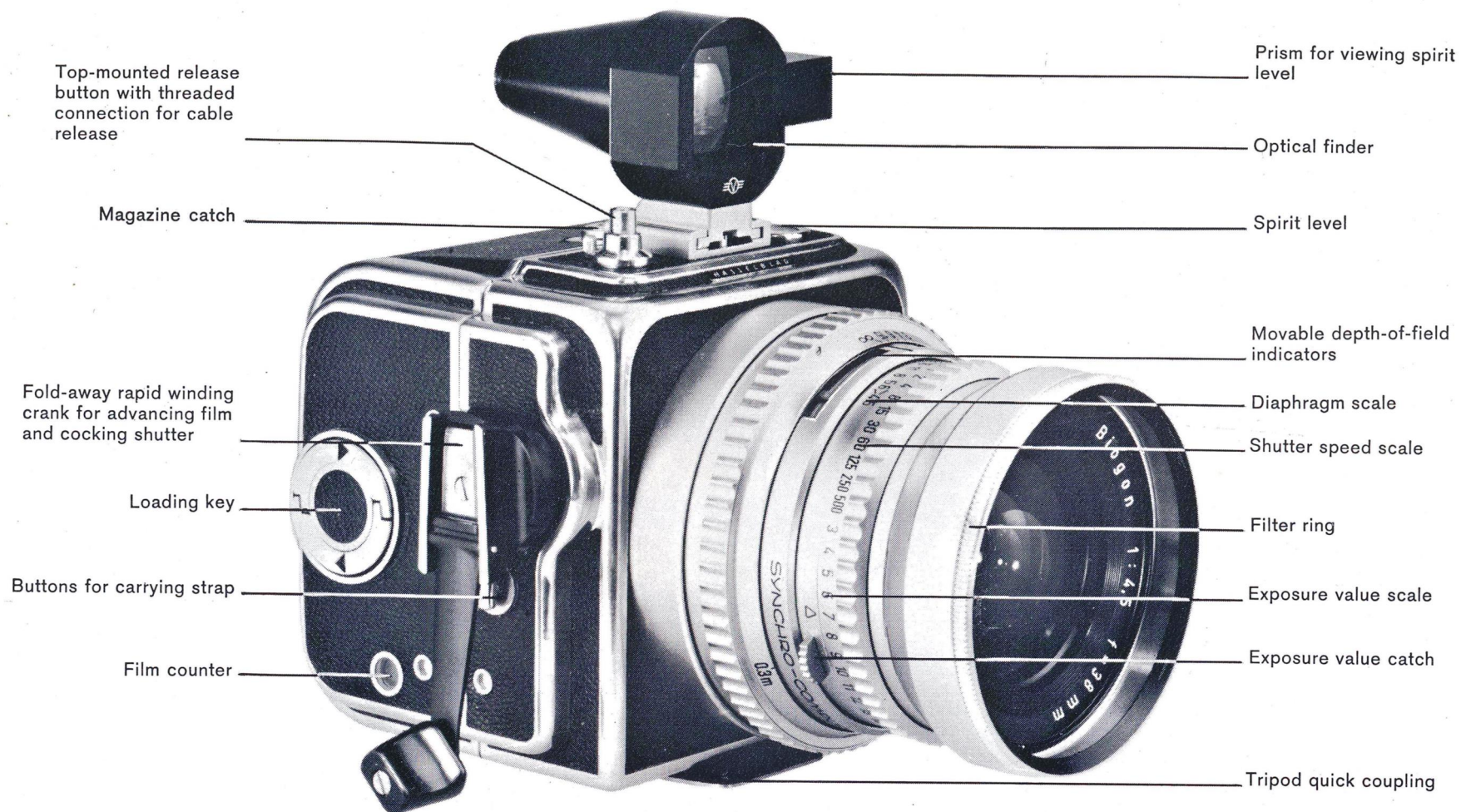
Fashion. Photo: Pål-Nils Nilsson

Tjörnbrö bridge. Photo: T. Skår

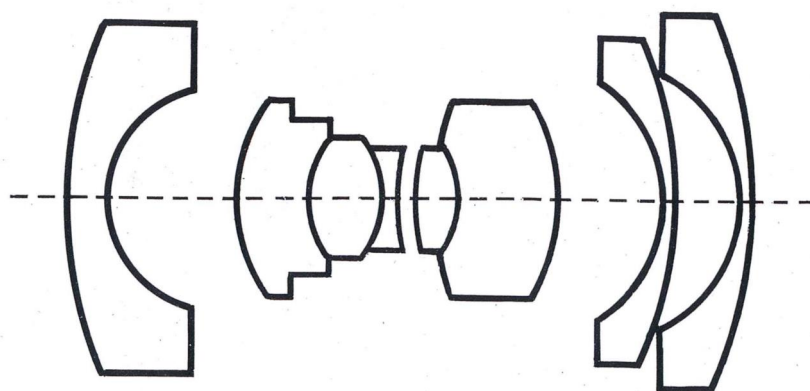


Tjörnbrö bridge. Photo: T. Skår



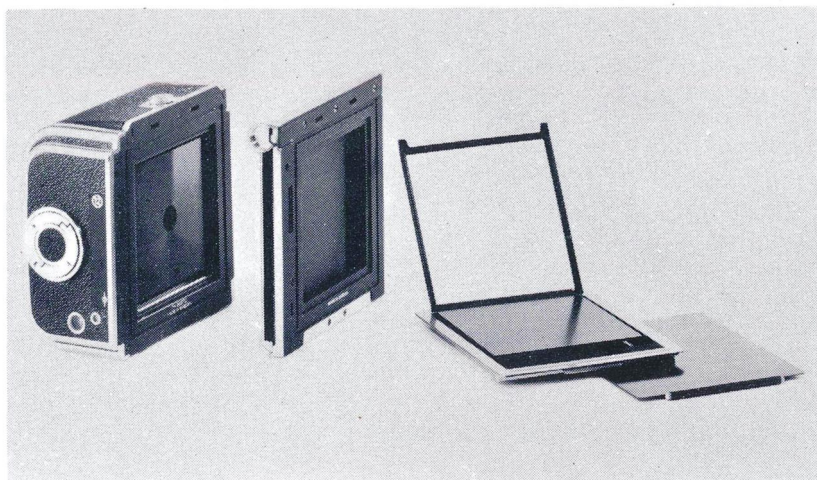


Zeiss Biogon f/4.5/38 mm



Aperture	f/4.5
Focal length	38 mm
Angle-of-view	90°
Number of lens elements	8
Focusing range	12 in.—∞
Shutter speeds	1—1/500 sec., B, T
Synchronization	fully synchronized (X and M)
Self-timer	8—10 sec.
Filters	Hasselblad series 63

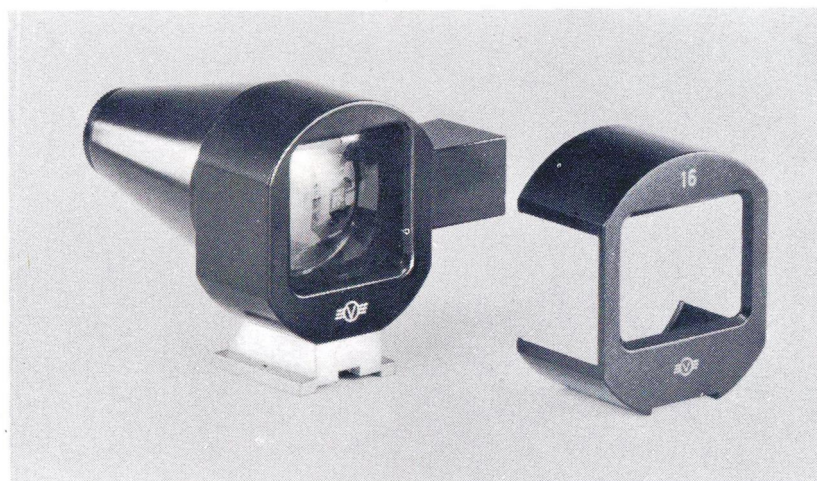




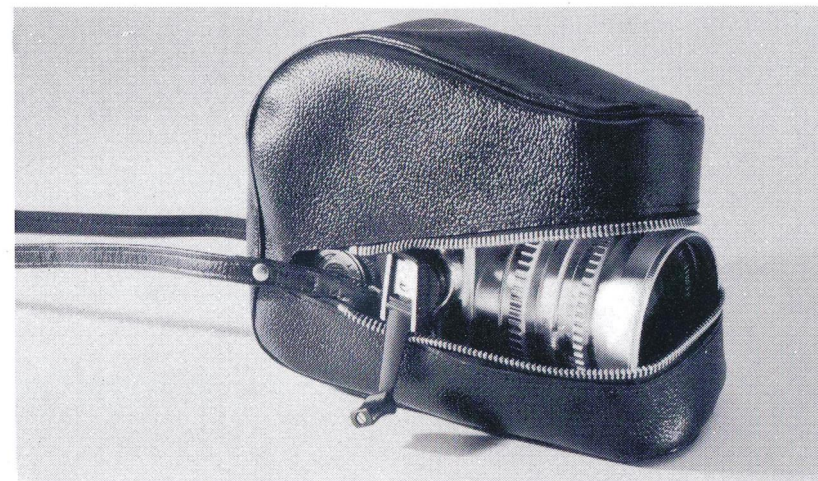
1. The $2\frac{1}{4} \times 2\frac{1}{4}$ film magazine for 120 roll film is interchangeable. It is also available in $1\frac{5}{8} \times 2\frac{1}{4}$ and 2×2 negative sizes. Cut film adapter and cut film holder.



2. Filters are fitted by means of the filter adapter ring. Yellow filter, green filter, orange filter, red filter and haze filter.



3. Masks for the SWC optical finder outline picture area for $1\frac{5}{8} \times 2\frac{1}{4}$ and 2×2 (superslides) negatives.

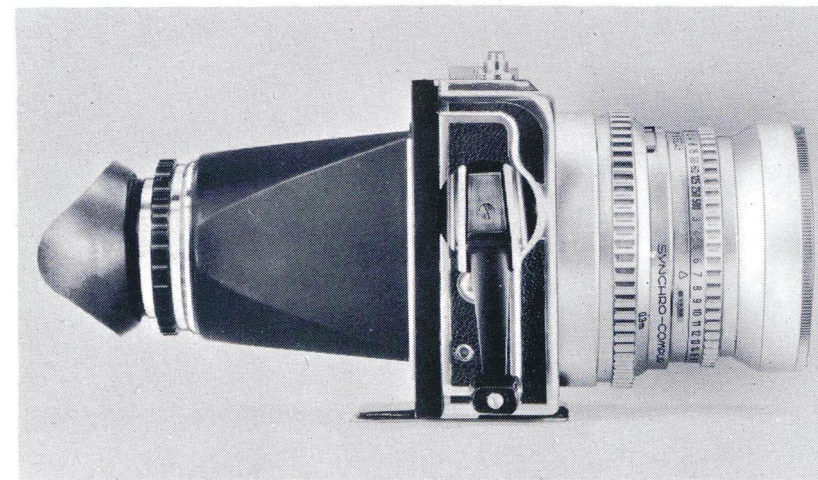


4. Case 503 is an ever-ready case of supple leather for the SWC. It attaches to the camera by means of the carrying strap.

5. The flash gun bracket has a flash unit attachment shoe and a flash gun holder. It also doubles as a carrying handle.



6. The ground glass adapter for the SWC permits easy and accurate control of picture composition for exceptionally exacting assignments. It can be used in conjunction with the magnifying hood or focusing hood for the Hasselblad 500C.



The Hasselblad SWC forms part of the Hasselblad system, and has the shortest focal length of all Hasselblad lenses. Excepting the 38 mm Biogon, all lenses are designed for use with the Hasselblad 500C single-lens reflex camera, which together with the SWC forms an ingeniously contrived photographic system. The Hasselblad 500C uses interchangeable film magazines of the same type as supplied for the SWC. The standard Hasselblad 500C lens is an 80 mm Planar f/2.8. This may be replaced by other lenses such as the 50 mm Distagon f/4, 120 mm S-Planar f/5.6, 150 mm Sonnar f/4, 250 mm Sonnar f/5.6 or the 500 mm Tele-Tessar f/8. All these lenses, like the SWC lens, feature integral fully-synchronized between-the-lens shutters (1—1/500 sec.), movable depth-of-field indicators and coupled exposure value scale. Lenses for the 500C also have an automatic diaphragm. Included in the Hasselblad system are numerous accessories — interchangeable viewfinders, interchangeable film winding knobs, proxar lenses, extension tubes and bellows extension.

Using suitable accessories, Hasselblad cameras can master every field of photographic endeavour — photomicrography, macrophotography, photocopying, medicine, press photography...

For further details about the various components of the Hasselblad system, ask at your photographic dealer for the special catalogue.



H A S S E L B L A D SWC

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