



Photo: Matthaues

THE COOLEST MEDIUM FORMAT BACK FOR PROFESSIONAL SHOOTERS

PHASE ONE'S NEW 31 MEGA-PIXEL DIGITAL BACK WILL SET A NEW QUALITY STANDARD IN FASHION SHOOTING.

Outstanding image quality and efficiency

Phase One's new P 30 camera back lifts up the performance of any medium format camera. It offers superb image quality and you will enjoy the vitually 'Moiré free' sharp, and noise-free images with natural color rendering. The combination of your unique photographic talents and the P 30 camera back will make you shine in the limelight.

As a high performance fashion photographer, you will also benefit from the workflow efficiency, simplicity, and storage security which are championed by the Phase One P 30.

The Phase One P 30 will help you make

your business profitable and position you among top shooters world-wide.

Investment in the future

Your Phase One P 30 never becomes obsolete! Your digital investment is protected through Phase One's unique upgrade programs. On top of this, Phase One offers a 3-year warranty and 24 hour unit replacement guarantee so that you are protected and will always meet tight deadlines. When you're the artist and the entrepreneur, your main focus is always photography and fast project turnaround. Phase One is there to make this happen.

P 30

5 good reasons :

- Ultimate image quality and details
- Sharp, noise-free images with natural colors
- Fast and continuous capture rate
- Maximum efficiency in workflow
- Makes you stand out versus all the DSLR guys on quality and creativity



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Specifications:

Imager

Technology: Full frame CCD
Color filter: Red, green, blue
Pixels (active): 6496 x 4872
CCD size: 44.2 x 33.1 mm
Pixel size: 6.8 x 6.8 micron
Image ratio: 4:3
Image output: 48 bits (16 bit per color)
Antiblooming: 8 f-stops

Digital image

Color depth: 16 bit per color
Dynamic range: 12 f-stop

Sensitivity

ISO: 50, 100, 200, 400, 800

Camera system

Capture rate: 40 frames per min.
Writing speed to CF: Up to 20 MB/sec.
depending on CF card
Battery type: Lithium Ion
Battery lifetime: 250 captures/4 hours
Exposure time: Several minutes to less than 1/10000
IR filter: Mounted on CCD
Orientation: Automatic image rotation (Patented)
Power: 8-33 V DC

Data format

Phase One IIQ RAW
(patent pending),
TIFF-RGB,
TIFF-CMYK, JPEG

Color management

RGB, Embedded ICC profile, CMYK

LCD screen

Size: 2.2"
Colors: 262,144 (18 bit)

Information: Preview, histogram, exposure warning, ISO

Functionality: Image browsing, deleting, zooming, ISO and white balance setting

Lighting

Flash, tungsten, daylight, fluorescent, HMI

Operating conditions

Temperature: 0° to 40°C (32° to 122°F)
Humidity: 15 to 80% RH (non-condensing)

Camera models

P 30 Hasselblad V, Hasselblad H, Mamiya 645 AFD or Contax 645AF

Camera support

Hasselblad: 555ELD, 553 ELX, 503 CW, 501 CM, H1
Mamiya: RZ67, 645AFD
Contax: 645AF

Limited 4"x5": Arca Swiss, Cambo 4x5, Rollei Xact, Linhof M679/4x5, Toyo, Sinar, Horseman

Note Wide angle and large format tilt and swing positions may produce a colourcast in the image.

Computer requirements

Mac: G4, 500 MB RAM, FireWire® interface, Mac OSX
PC: Pentium III, 500 MB RAM, IEEE 1394 interface, Windows XP/2000

Certifications

CE

dealer stamp