

PRESS RELEASE



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HORSEMAN ANNOUNCES THE DIGIFLEX: THE WORLD'S FIRST 24x36mm SLR FOR HIGH-END DIGITAL CAMERA BACKS

Professional photographers are increasingly expanding into 'digital' as a convenient means for high speed picture taking and transmission, and 24x36mm CCD digital camera backs for medium-format cameras have achieved a remarkable degree of image quality. However, there has not been a single lens reflex (SLR) camera body that could accept standard SLR lenses and high-quality one-shot digital backs.

In a world's first, Horseman now offers exactly such an SLR in the standard 24x36mm format. A 24x36mm SLR camera with built-in focal plane shutter and reflex viewer, the Horseman DigiFlex accepts any lens equipped with the Nikon F SLR mount. This includes super wide-angle 14mm and fish-eye lenses, enabling true wide-angle shooting with digital backs for the first time. Nikon F mount lenses are usable regardless of focal length, optical design or mechanical construction: naturally, zoom and macro lenses can also be used with the DigiFlex

The camera accepts 24x36mm digital backs from Phase One and other manufacturers, providing the full -- not truncated -- 24x36mm frame size.

Panoramic QuickTime™ data files can be made with a fish-eye lens, while perspective correction becomes possible by using shift lenses. The Horseman View Camera converter (VCC) can provide rise, fall, shift, swing and tilt operations (with lenses 80mm or longer).

Thanks to its built-in metal focal plane shutter (1 - 1/2000 sec, B) and rugged construction, the new Horseman DigiFlex can be used with the same ease as any top quality 35mm SLR while avoiding duplication of costly lenses and other equipment. For the professional photographer, the Horseman DigiFlex® will provide a convenient and economical way to step into the digital medium.