

# PRESS RELEASE



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## HORSEMAN

### **HORSEMAN ANNOUNCES HORSEMAN "DigiWide" -- A DIGITAL-BACK CAMERA WITH TRUE WIDE-ANGLE CAPABILITIES**

As progressive as the recent spate of high-resolution digital backs may be, with their 2048 x 3072 pixels in a standard 24 x 36 mm frame, their usefulness has been severely limited. Designed to be attached to medium-format SLR camera bodies such as from Hasselblad (R), Mamiya (R), Fujifilm (R) and others, they cannot be used in combination with true wide-angle lenses for the 35 mm format. The shortest focal length lenses available for these camera bodies is around 40 mm, which is still in the standard class for 35 mm. Lenses shorter than that would obstruct the mirror movement in these SLR bodies.

#### ENTER THE HORSEMAN "DigiWide"

Horseman has designed this totally new professional camera from the ground up, with two major design objectives:

- First, to allow the use of any and all digital backs with Hasselblad (R) mount.
- Second, to accept all lenses with Nikon (R) F SLR mount, down to ultra-wide-angle 13 mm.

In a nutshell, the Horseman "DigiWide" is a compact camera body with built-in focal plane shutter and TTL exposure meter. The second design objective did not permit the inclusion of a moving mirror, so the "DigiWide" is not an SLR. Focusing and framing are done either through the (optional) optical viewfinder or through a ground glass.

The camera's light weight and compact size permit unencumbered hand-held operation.

Use with PHASE ONE (R) "LightPhase" (TM) digital back:

The Horseman "DigiWide" automatically supplies the electrical signal required to "wake up" the CCDs in the "LightPhase" for easy one-action shooting.