

PRESS RELEASE



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HORSEMAN ANNOUNCES A SUPER WIDE ANGLE MEDIUM FORMAT CAMERA WITH RISE/FALL/SHIFT FEATURES THE HORSEMAN SW6X9 PROFESSIONAL

Super wide angle combined with perspective control has not been easy to achieve with medium-format cameras in the past. As desirable as this combination is in architectural, landscape, interior photography and wherever space is severely restricted, cameras with rise, fall and shift facilities were never slim enough to accept the short focal lengths of truly wide-angle lenses.

Precision engineering and manufacturing at Horseman has now enabled a super-slim camera body to be built that offers 34mm of rise/fall and 40mm of sideways shift stroke while accepting lenses as short as the 35mm Rodenstock Apo-Grandagon. In the 6x9cm format, this corresponds to a 15mm lens in a 35mm camera. The three body parts, machined from blocks of solid aluminum, move with silky smoothness on mirror-polished steel roller bearings, and movement remains smooth even under a twisting load.

Other lenses available for the SW6x9P include Rodenstock Apo-Grandagon 35,45 and 55mm, and Rodenstock Grandagon-N lenses in focal lengths of 65,75 and 90mm.

Rise, fall and shift are indicated on calibrated scales; locking devices arrest the body exactly in the chosen position. Three spirit levels on camera body permit accurate leveling in all three dimensions.

The viewfinder specifically designed for the SW6x9P has eye sight correction. Viewfinder masks can be provided for each of the six lenses; "Pre-shifted" masks show the image appear with 1 Omm shift or rise / fall. Every viewfinder mask also has a circular "peephole" through which the distance scale on the lens barrel (except for the 35mm lens) and the horizontal spirit level are visible.

Photo professionals that have been hoping for a camera with ultra wide angle and perspective correction capabilities now need look no further than the nearest authorized Horseman dealership.