



PRESS RELEASE

HORSEMAN
SW-D

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HORSEMAN SW-D DIGITAL! Camera Body for Super Wide Angle Hand-Held Photography

As a photographer engaged in architectural, interior or landscape photography, you are used to the convenience of super wide angle lenses. And you have also taken advantage of the special rise, fall and shift functions made possible by cameras accepting bellows units for multiple lens movements.

Exemplified by the Horseman SW612 Professional, such cameras in the past have all worked with film. The relatively thick flange of digital camera backs has inhibited the use of bellows in combination with super wide angle lenses.

But Horseman wouldn't be Horseman if our engineers hadn't searched for a solution. We are proud to present it at this year's Photokina: The Horseman SW-D.

- * "The "D", of course, stands for "digital", because this all-new design works with digital camera backs including those with the recently developed 36 x 48mm CCDs.
- * As long as the digital back conforms with the widely used Hasselblad® "V System" back mount, the Horseman SW-D will accept it.
- * Maximum image sizes are 66 x 48mm in landscape orientation, or 36 x 78mm in portrait format.
- * Lens movements, in addition to "neutral", include rise and fall (by up to 17mm either way) and lateral shift (up to 15mm left or right).
- * The shortest usable focal length is 35mm.
- * At the long end of the focal length range, a 135mm lens has been added. In total, there are now six different focal lengths available.
- * For focusing, a Hasselblad® standard ground glass can be used.
- * The optical viewfinder, basically the same as for the Horseman SW612 Professional, has a different set of masks for the common digital formats.

The Horseman SW-D. Internally, we like to call it the "envy eliminator" because it now gives the photographer working with digital exactly the same super wide angle capabilities as his colleague using film.

Product Name: HORSEMAN SW-D

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Specifications

Type	Interchangeable Lens Wide-angle Camera for Digital photography with Vertical and Lateral shift movements
Camera Movements	Vertical Shift 34mm (Rise 17mm + Fall 17mm) Lateral Shift 30mm (15mm L/R each)
Lens	Rodenstock Apo-Grandagon 35mm F4.5 Rodenstock Apo-Grandagon 45mm F4.5 Rodenstock Apo-Grandagon 55mm F4.5 Rodenstock Apo-Grandagon 65mm F4.5 Rodenstock Apo-Grandagon 90mm F6.8 Rodenstock Apo-Sironar-S 135mm F5.6
Focusing	By Focus Ring (Visual focusing or Ground Glass Focusing)
Camera Back Mount	Hasselblad standard mount ("V" system mount)
Spirit Levels	3 for all dimensions
Dimensions	165(W) x 136(H) x 60(D) mm
Weight	650g



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(850 x 1,100 pixels, RGB JPEG approx. 463KB).

850 x 1,100 pixels, RGB JPEG approx. 452KB