

**H A S S E L B L A D**



**501CM**



The great wall, China. Photo: Chen Chang Fen

# HASSELBLAD

## 501CM

*The Hasselblad 501CM is a lightweight, compact, first-rate camera, available as a separate camera body, or as a complete kit, equipped with the Zeiss Planar CFE 2.8/80 mm lens. The camera kit offers an ideal opportunity for those photographers wishing to enter the Hasselblad system. The separate camera body is a useful item for committed Hasselblad photographers requiring an additional camera body.*



Photo:John Mason

The 501CM's characteristics make it the perfect choice both for hand-held photography and as a studio camera. Thanks to the innovative GMS (Gliding Mirror System), it produces a full viewfinder image with virtually all Hasselblad lenses.

It is an easy camera to focus. The focusing screen is large and bright – 54x54 mm – and features a microprism and split-image rangefinder. In addition precise focusing is facilitated by an interchangeable 4.5x magnifier in the folding focusing hood.

The 501CM is a basic but versatile camera that can be seen either as an entry-level model or as an additional body to the normal outfit. The robust aluminium alloy body is cast in one piece making it a tough contender in the hard world of daily professional use.

## Hasselblad – a symbol for quality

The name Hasselblad is synonymous with reliability, design and image quality.

Reliability is a result of the highest mechanical and optical precision, designed and produced by skilled craftsmen with help from the latest in modern production techniques.

The design is modular; all the elements of the system are exchangeable. Therefore virtually all Hasselblad lenses, film magazines and other accessories, even older models, are compatible with the latest developments. Hasselblad is the most comprehensive medium format system with over 300 items; and constantly developing.

Brilliant image quality results from the most demanding criteria concerning mechanics and lenses. Hasselblad and Zeiss represent the quality connection; the camera is a perfect combination of mechanical and optical design. Extreme film flatness produced by Hasselblad film magazines and the stunning optical quality guaranteed by the unsurpassed Zeiss lenses result in razor-sharp quality across the entire film area.

### The Medium Format: 6x6 cm

The 6x6 cm medium format produces an image that is 3.5 times larger than 35 mm, thereby providing the opportunity to reshape the format. The original size is large enough for direct visual assessment, something that is much appreciated by art directors and picture editors alike. Due to the square format the camera never has to be turned on its side – any necessary reshaping can take place when the picture is used.

### 14 top quality lenses from Zeiss

The 501CM grants you access to 14 different lenses, from 30 to 500 mm in focal length. They are all made by Zeiss, the world's leading optics manufacturer. Thanks to the Zeiss T\* anti-reflex coating, Zeiss lenses produce unbeatable image contrast and colour saturation. The Hasselblad system also offers converters of the same high optical quality 1.4x, 2x Converter XE and the PC-Mutar for perspective control.

### A selection of viewfinders

There are several types of viewfinders in the Hasselblad range, affording various viewing angles. You can choose between focusing hoods, reflex or prism viewfinders both with or without metering. The meter prism viewfinders PME45 and PME90 for example features TTL spot metering, centre-weighted TTL integral metering as well as incident light metering via a dome sensor.

### Interchangeable film magazines

Interchangeable film magazines allow for rapid reloading of film, change of film type or format. There are magazines for 120, 220, and 70 mm perforated film. Film or format can be changed whenever you choose without losing a single frame. Exposure and composition can be tested immediately with the Polaroid magazine. For those considering the possibilities of digital photography Hasselblad is the right choice. Today eleven leading manufacturers produce digital backs to fit Hasselblad cameras.



All CFI/CFE/CF and CB lenses can be used with the 501CM. The Hasselblad system also offers converters of the same high optical quality as the lenses.



Thanks to the innovative GMS (Gliding Mirror System), the 501CM produces a full image in the viewfinder with virtually all lenses.



No other medium format system offers a greater range of accessories than the Hasselblad system, making it the most versatile system on the market.



The Hasselblad 501CM is a mechanical, medium-format, single-lens reflex camera. It is part of the Hasselblad system which covers interchangeable lenses, viewfinders, film magazines and a host of other accessories. As a kit the 501CM is equipped with a Planar CFE 2.8/80 mm lens and an A12 magazine with slide holder as standard.

#### CAMERA BODY

One-piece, cast aluminium alloy shell with 3/8" and 1/4" socket threads and tripod plate for rapid mounting with the Hasselblad tripod quick-coupling accessory.

## Technical specifications 501CM

#### FILM FORMAT

6x6 cm (2<sup>1</sup>/<sub>4</sub>x2<sup>1</sup>/<sub>4</sub>") or 6x4.5 cm (2<sup>1</sup>/<sub>4</sub>x1<sup>5</sup>/<sub>8</sub>") with appropriate magazines. 6x4.5 cm (2<sup>1</sup>/<sub>4</sub>x1<sup>5</sup>/<sub>8</sub>") or 6x3 cm (2<sup>1</sup>/<sub>4</sub>x1<sup>1</sup>/<sub>5</sub>") with format mask.

#### FILM CHOICES

120 and 220 rollfilm, 70 mm perforated film and Polaroid film with accessory magazines.

#### FILM ADVANCE

Simultaneous manual shutter winding and film advance.

#### LENSES

Interchangeable Carl Zeiss CFi/CFE/CF and CB lenses with focal lengths of 30, 40, 50, 60, 80, 100, 120, 150, 160, 180, 250, 350 and 500 mm. Converter 2XE, PC-Mutar 1.4X Shift Converter and Teleconverter 1.4XE.

#### SHUTTER

Between-lens shutter with speeds from 1 s to 1/500 s and B.

#### FLASH SYNCHRONIZATION

The between-lens shutter provides flash synchronization at all shutter speeds.

#### EXPOSURE METERING

Meter Prism Viewfinders available as accessories.

#### VIEWFINDER

Fitted with GMS, Gliding Mirror System, which provides a full image in the viewfinder with virtually all lenses. Interchangeable focusing screens for different applications. Folding focusing hood with 4.5x magnifier that can be exchanged for: reflex viewfinders, magnifying hood, prism viewfinders (45° and 90° viewing angles) either with or without built-in light meter.

#### SYSTEM COMPATIBILITY

All CFi/CFE/CF and CB lenses. All magazines, viewfinders and most other accessories.

#### DIMENSIONS

With focusing hood, Planar CFE 2.8/80 mm, film magazine A12: length 180 mm (7"), width 114 mm (4.5"), height 110 mm (4.3")

#### WEIGHT

With focusing hood, Planar CFE 2.8/80 mm, film magazine A12: 1565 g (3 lb 7 oz)  
Camera body only: 590 g (1 lb 5 oz)

#### CAMERA FINISH

Chrome or black, supplied with focusing hood, carrying strap and front and rear protective covers.

*We reserve the right to make changes without notice.*



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