



Photo: Matthauss

## THE COOLEST MEDIUM FORMAT BACK FOR PROFESSIONAL SHOOTERS

PHASE ONE'S NEW 31 MEGA-PIXEL DIGITAL BACK WILL SET A NEW QUALITY STANDARD IN FASHION SHOOTING.

### **Outstanding image quality and efficiency**

Phase One's new P 30 camera back lifts up the performance of any medium format camera. It offers superb image quality and you will enjoy the virtually 'Moiré free' sharp, and noise-free images with natural color rendering. The combination of your unique photographic talents and the P 30 camera back will put you in the limelight.

As a high performance fashion photographer, you will also benefit from the workflow efficiency, simplicity, and

storage security which are championed by the Phase One P 30.

The Phase One P 30 will help you make your business profitable and position you among top shooters world-wide.

### **Investment in the future**

Your Phase One P 30 never becomes obsolete! Your digital investment is protected through Phase One's unique upgrade programs. On top of this, Phase One offers a 3-year warranty and 24 hour unit replacement guarantee so that you are protected and will always meet tight deadlines. When you're the artist and the entrepreneur, your main focus is always photography and fast project turnaround. Phase One is there to make this happen.

## P 30

### **5 good reasons :**

- Ultimate image quality and details
- Sharp, noise-free images with natural colors
- Fast and continuous capture rate
- Maximum efficiency in workflow
- Makes you stand out versus all DSLR shooters on quality and creativity



## Corporate headquarters:

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## Specifications:

### Imager

Technology: Full frame CCD  
Color filter: Red, green, blue  
Pixels (active): 6496 x 4872  
CCD size: 44.2 x 33.1 mm  
Pixel size: 6.8 x 6.8 micron  
Image ratio: 4:3  
Image output: 48 bits (16 bit per color)  
Antiblooming: 8 f-stops

### Digital image

Color depth: 16 bit per color  
Dynamic range: 12 f-stop

### Sensitivity

ISO: 50, 100, 200, 400, 800

### Camera system

Capture rate: 45 frames per min.  
Writing speed to CF: Up to 20 MB/sec.  
depending on CF card  
Battery type: Lithium Ion  
Battery lifetime: 250 captures/4 hours  
Exposure time: Several minutes to less than 1/10000  
IR filter: Mounted on CCD  
Orientation: Automatic image rotation (Patented)  
Power: 8-33 V DC

### Data format

Phase One IIQ RAW  
(patent pending),  
TIFF-RGB,  
TIFF-CMYK, JPEG

### Color management

RGB, Embedded ICC profile, CMYK

### LCD screen

Size: 2.2"  
Colors: 262,144 (18 bit)

Information: Preview, histogram, exposure warning, ISO

Functionality: Image browsing, deleting, zooming, ISO and white balance setting

### Lighting

Flash, tungsten, daylight, fluorescent, HMI

### Operating conditions

Temperature: 0° to 40°C (32° to 122°F)  
Humidity: 15 to 80% RH (non-condensing)

### Camera models

P 30 Hasselblad V, Hasselblad H, Mamiya 645 AFD or Contax 645AF

### Camera support

Hasselblad: 555ELD, 553 ELX, 503 CW, 501 CM, H1  
Mamiya: RZ67, 645AFD  
Contax: 645AF

Limited 4"x5": Arca Swiss, Cambo 4x5, Rollei Xact, Linhof M679/4x5, Toyo, Sinar, Horseman

Note: Wide angle and large format tilt and swing positions may produce a colorcast in the image.

### Computer requirements

Mac: G4, 500 MB RAM, FireWire® interface, Mac OSX  
PC: Pentium III, 500 MB RAM, IEEE 1394 interface, Windows XP/2000

### Certifications

CE

dealer stamp