

# PASSIONATE VISION

## P 25<sup>+</sup>

BUILDING A NEW VIEW  
OF POSSIBILITY

### World class capability

See your world in a new way through seamless equipment that builds your passion. Explore the possibilities with one hour noise-free exposures, superior ISO 800 capture, Live Preview, color in even the darkest areas and new levels of detail in highlights and shadows. Let OptiColor<sup>+</sup>, Dynamic<sup>+</sup> and XPose<sup>+</sup> redefine your creative limits.

### Your Phase One P 25<sup>+</sup> never becomes obsolete

Your digital investment is protected through Phase One's unique upgrade program. We also offer a 3-year warranty and 24 hour unit replacement guarantee so you can feel secure and always meet tight deadlines. When you're the artist and the entrepreneur, your main focus is always photography and fast project turnaround. We are here to make it happen...

**PHASE ONE** passion & profit



# P 25<sup>+</sup>

7 GOOD  
REASONS

- Full frame capture area
- New brilliant ISO 800
- Even better image quality
- Unlimited burst lengths tethered or untethered
- Extreme exposures with XPose<sup>+</sup> (patent pending)
- Brightest, highest resolution viewing screen available
- Best in class color Live Preview with virtual shutter



## SPECIFICATIONS:

### Imaging technology

CCD:	Full frame CCD
Lens Factor:	1.1
Resolution:	22 mega pixels
Active pixels:	5436 x 4080 pixels
CCD size effective:	48.9 x 36.7 mm
Pixel size:	9 x 9 micron
Image ratio:	4:3
Microlens on CCD:	No
Antiblooming:	10 f-stops
Dynamic range:	12 f-stops

### Storage files

Phase Ones IIQ RAW file format speeds up the image capture and file transfer. Increases the storage capacity by turning the full 16 bit image data into a compact RAW file format. The default IIQ RAW-large format is completely lossless.

IIQ small:	17 MB
IIQ large:	25 MB

### Output files

Color depth:	16 bit per color
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Image file formats:	TIFF-RGB, TIFF-CMYK, JPEG
Color management:	RGB, Embedded ICC profile, CMYK

### Sensitivity

ISO:	50, 100, 200, 400, 800
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### Camera system

Capture time:	1.5 sec./frame
Storage security:	Phase One 3S technology - Secure Storage System
Battery type:	7.2 V Lithium Ion 2500mAh
Battery lifetime:	4000 captures/4 hours
Exposure time:	1/10,000 sec. up to 1 hour with XPose+ technology
Live preview:	Yes
IR filter:	Mounted on CCD
Cooling system:	Passive cooling and sleeping architecture
Power up time:	Less than 2 sec.
Power:	8-33 V DC (from FireWire®)

### LCD screen

Size:	2.2"
Resolution:	230,400 pixels
Viewing angle:	160°

### Models of P+ back mounts

Phase One H101:	Hasselblad H1 and H2
Hasselblad V:	Hasselblad 555ELD, 533ELX, 503CW and 501CM
Mamiya 645:	Mamiya RB67 and RZ67 Pro II
Mamiya 645:	Mamiya 645AFD, 645AFDII, RZ67 Pro IID
Contax 645:	Contax 645AF

### Technical & large format camera support

Wide angle:	Hasselblad 903 SWC, Horseman SW-D & range of adapters with 35 mm support
4" x 5":	Arca Swiss, Cambo 4x5, Rollei Xact, Linhof M679/4x5, Toyo, Sinar, Plaubel, Horseman

### Operating conditions

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

### Lighting

Supports all photographic lights: Flash, tungsten, daylight, fluorescent, HMI

### Computer minimum requirements

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

### Software

Capture One DB or Capture One Pro

### Certifications

CE

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dealer stamp

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