

November 2006

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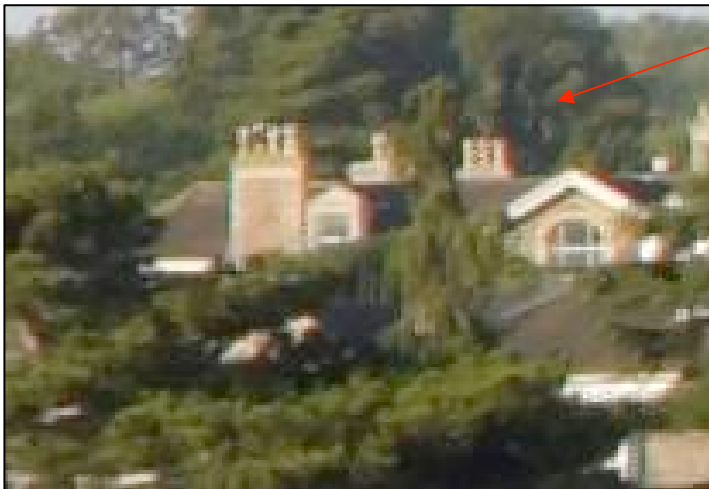
PHASE ONE WIDE ANGLE BUNDLE SOLUTIONS
Horseman SWD II and Cambo WDS available with P 45+ and P 25+

The new Phase One wide angle bundle solutions proves to deliver much higher quality than what can be obtained with a medium format camera with retro focus wide angle lenses.

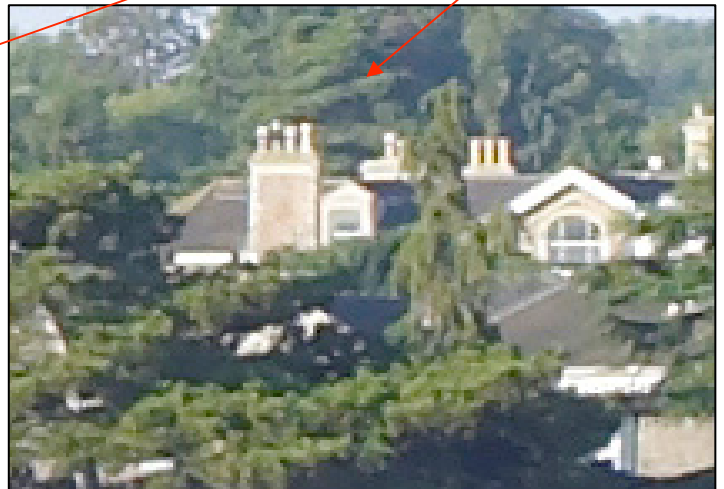
It's all about choosing the right tool for the job!

The two images below are detailed crops from the image to the right. These images were captured with a P 45 on Hasselblad HC 3.5/35 mm (Left) and a P 45 on a Cambo WDS with a Schneider Kreuznach 35 mm XL lens (Right).

These samples clearly show the difference in optical quality of the two systems. Below image to the left shows how blurring of the image is caused by chromatic aberration produced by the Hasselblad HC 3.5/35 mm lens.



Hasselblad HC 3.5/35 mm lens



Schneider Kreuznach 35 mm XL lens

Technical camera attractive pricing compared to medium format

With the very attractive Phase One bundle pricing the full Horseman or Cambo 35 mm system can be purchased at a price similar to the Hasselblad HC 3.5/35mm lens alone.