

Press release

Phase One Launches P 40+ with Sensor+

Medium format camera quality plus hand-held flexibility in one system

COPENHAGEN, April 30, 2009 -- Phase One, the leader in open-platform based medium format camera systems and solutions, today announced immediate availability of the Phase One P 40+ -- the company's second Sensor+ enabled digital camera back/camera system.

Like the P 65+ introduced last year, this new system offers two separate image-capture modes. In normal mode, the P 40+ delivers full 40 megapixel captures for high-quality image details. And when shooting conditions demand, a photographer can push a button and instantly switch from 40 megapixels to 10 megapixels, gaining a four-fold increase in light sensitivity (ISO to 3200), and a capture rate of up to 1.8 frames per second --an ideal performance for hand-held and/or low-light conditions.

"Our second Sensor+ enabled system has been designed to deliver the fastest capture rate of any high-end medium format camera system on the market today," said Jan H. Christiansen, marketing director for Phase One. "Our relentless innovation is inspired by the needs of quality-conscious professional photographers who seek flexible and reliable camera systems that can work as hard as they do."

The versatility of the P 40+ system is important for those who seek quality medium-format 16-bit capture under a variety of working conditions. Both modes feature a 12.5 f-stop dynamic range. From high-end wedding, fashion and fine-art photographers to photojournalists, the choice of capture modes in a single camera system frees photographers to focus on the job at hand rather than worry over equipment.

Best results of Sensor+ technology are available by processing images using Phase One Capture One software version 4.8 or higher.

Technical specifications:

P 40+ full resolution capture mode:

Resolution: 40 megapixels

Pixel size: 6 x 6 micron

RAW file compression:

IIQ large: 40 MB

IIQ small: 26 MB

ISO: 50, 100, 200, 400, 800

Capture rate: Up to 1.2 frames per second

P 40+ Sensor+ capture mode:

Resolution: 10 megapixels
Pixel size: 12 x 12 micron
RAW file compression:
 IIQ large: 10 MB
 IIQ small: 7 MB
ISO: 200, 400, 800, 1600, 3200
Capture rate: up to 1.8 frames per second

Phase One P+ camera back mounts:

Phase One 645 AF, Mamiya 645AFDII/ AFDIII, Mamiya RZ67 PRO IID via adaptor, Hasselblad H1 and H2, Hasselblad 555ELD, 553ELX, 503CW and 501CM, Contax 645.

Wide angle & technical cameras: 4 x 5" via FlexAdaptor: Arca Swiss, Cambo, Linhof, Toyo, Sinar, Plaubel, Horseman.

Pricing & Availability

The P 40+ digital back starts at €14,990; the P 40+ camera system starts at €16,990. All products are available now.

More information

For full technical specs, please read more here: www.phaseone.com/p40.
For pricing and more information please contact a local Phase One dealer:
<http://www.phaseone.com/Content/ContactUs/LocateDealer.aspx>

About Phase One

Phase One is a leading provider of digital image capture and work flow management technology. Phase One 645 Camera Systems and P+ digital backs open new possibilities, putting the focus back on the moment of capture. Phase One Capture One software helps streamline the capture and post-production process. Supporting DSLR, medium- and large-format photographic equipment, Phase One products are renowned for their superior quality, flexibility and speed — enabling pro photographers to realize their most subtle and most complex visions without compromise.

Phase One is an employee-owned company based in Copenhagen with offices in New York, London, Tokyo, Cologne and Shanghai. For more information please, visit the Phase One web site on www.phaseone.com.

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