

Phase One Announces World's First Full Frame 645 Medium Format Camera System, based on Breakthrough Sensor Technology

Sensor+ redefines sensor functionality to support pros' investments

Copenhagen, July 14, 2008 -- Phase One A/S today announced the P 65+ digital back and the P 65+ camera system based on Sensor+ CCD technology co-developed with DALSA Semiconductor. This patent-pending, Sensor+ technology represents a significant advancement in image capture. The chip platform offers the most demanding photographers upgradeable CCD functions, ensuring a longer lifespan for their digital back investments.

"Photographers need real reasons to upgrade past 39 Megapixel digital backs," said Henrik Håkonsson, CEO of Phase One. "Real value includes higher resolution but also requires new functions, faster operation, higher quality through expanded sensitivity, increased dynamic range, better results in the studio or on location and a better longer-term investment. I believe we are able to achieve this and more with our Sensor+ technology."

Improvements and upgrades based on Sensor+ technology have been designed to enable:

- Scaleable pixel and file size
- Higher sensitivity & dynamic range
- Increased flexibility for operation and capture
- Improved capture rates

The P 65+ digital back and the P 65+ camera system are fully upgradeable, based on advancements in the chip technology, providing a competitive advantage through enhanced performance and new functions as well as a lower overall cost of operation. Such improvements have previously been available only at the cost of new chips and hardware.

The Phase One P 65+ is the first digital back and camera system to take advantage of the new Sensor+ design and is the world's first full-frame capture system based on actual 645 film format. The P 65+ provides the largest live capture area available with coverage of 53.9mm x 40.4mm – enabling full viewfinder coverage thus no need for lens magnification. "What you see is what you get." The P 65+ sensor format provides 20 percent more live area compared to 39 or 50 Megapixel, 48mm x 36mm chips currently delivering or announced. Sensor resolution is 60.5 Megapixel with 8984 x 6732 active pixels achieving 180 MB, 8 bit RGB files.

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In addition to offering the industry's largest live capture area and highest resolution, the P 65+ offers captures at 1 frame per second, reduction of Moiré artifacts, next generation Lens+ & Focus+ technologies and an unprecedented 12.5 *f*-stops of dynamic range.

Pricing and Availability

More technical details and demonstrations of Sensor+ technology will be available at the Photokina trade show in September 2008. Camera shipments with P 65+ digital back are expected to begin in Q4 2008. The P 65+ digital back starts at \$39,900, 29.990 EUR; the P 65+ camera system starts at \$41,990, 31.990 EUR. Advance orders are available now. For more information please contact sales@phaseone.com.

About Phase One

Phase One is a leading provider of digital image capture and work flow management technology. Phase One P+ Series digital backs and camera systems 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 about the products, visit the Phase One web site on www.phaseone.com.

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