

# Phase One Releases First Major XF Platform Update

*Phase One's future-ready camera platform evolves*

**COPENHAGEN**, Oct. 21, 2015 – Phase One, the world's leading medium format camera system provider, today released the first major XF Camera System update – just months after the product's introduction. Engineered from day one as an updateable platform, the XF Camera System is Phase One's most flexible and expandable camera system ever, thanks to its operating software and highly integrated, yet modular hardware design.

The Phase One XF Camera System offers hard-working pro photographers and photo enthusiasts a competitive advantage with its continual feature enhancements and long-term investment value.

*"We designed the XF to be THE system for medium format photography today and for many years to come," said Lau Nørgaard – Vice President of R&D. "It had to be very flexible and able to grow. With our first of many feature updates, we are now ready to prove this flexibility by adding new advanced functionality through a simple update."*

For a closer look, please go to [www.phaseone.com/XF-Platform-Update](http://www.phaseone.com/XF-Platform-Update) or get your hands on the XF Camera System by booking a demo at: [www.phaseone.com/demo](http://www.phaseone.com/demo)

## **XF features update delivers new functionality:**

- Focus confirmation on the XF OneTouch UI; now gives full focus control in Waist Level Finder workflow;
- Seismographic Vibration Delay ensures camera stillness at the moment of capture;
- Hyperfocal Point Calibration allows photographers to use Capture One PRO to calibrate and store their perfect hyperfocal point;
- BullsEye Level tool on the XF OneTouch UI enables easy camera alignment;
- Histogram display on the XF OneTouch UI permits immediate review of captured data;
- Focus Step enables focus control directly from Live View in Capture One PRO, providing the photographer with the ultimate focus accuracy;
- And general stability improvements.

All these new features are free to all XF Camera System owners.

## **Three new Schneider Kreuznach leaf shutter lenses**

Today Phase One introduced new 55mm LS f/2.8, 80mm LS f/2.8 and 150mm LS f/3.5 lenses. Like the 35mm and 120mm lenses introduced during the XF System launch, these Schneider Kreuznach leaf shutter lenses are built to a new and more robust quality standard.

Phase One is continually updating its wide lens range to optimize performance with the evolving XF Camera System. For example, each lens serial number is now stored in firmware to support individual lens calibration and for integration with future camera

system advancements. The new lenses feature a metal focusing ring and AF/MF selector ring of precision milled aluminum, and a new metal lens hood with anti-skid rubber edging. They are manufactured to Phase One's latest standards, including improved quality assurance measures and tighter tolerances for a better, more reliable lens performance.

### **New A-series extends compatibility**

The new A-series IQ3 system is now fully compatible with the XF Camera System. New Factory Lens Calibrations (FLC) have been engineered for each of the new A-series IQ3 Digital Backs. So A-series users can simply select the lens they're using from the IQ3 touch screen and shoot, eliminating the need to later create Lens Cast Corrections.

The A-series IQ3 system is a great example of Phase One's open-platform philosophy.

### **Availability and Pricing**

New Schneider Kreuznach leaf shutter lenses are shipping now and available through Phase One photography partners worldwide: [www.phaseone.com/partners](http://www.phaseone.com/partners)

Prices for Schneider Kreuznach 55mm LS f/2.8 -- 3.990 EUR / 4,990 USD

Prices for Schneider Kreuznach 80mm LS f/2.8 -- 2.490 EUR / 3,290 USD

Prices for Schneider Kreuznach 150mm LS f/3.5 -- 4.490 EUR / 5,990 USD

The New A-series IQ3 system is shipping now and available through Phase One photography partners worldwide: [www.phaseone.com/partners](http://www.phaseone.com/partners)

Prices for the new A-series IQ3 system begin at 37.000 EUR / 48,000 USD.

The XF Camera System is shipping now and available through Phase One photography partners worldwide: [www.phaseone.com/partners](http://www.phaseone.com/partners)

Prices for the XF Camera System begin at 31.990 EUR / 40,990 USD.

Bundle options with the new A-series IQ3 system and the XF Camera System are also available through Phase One photography partners worldwide:

[www.phaseone.com/partners](http://www.phaseone.com/partners)

Prices for the new A-series IQ3 system bundled with the XF Camera System begin at 43.990 EUR / 56,990 USD.

Attractive camera system upgrade offers are available for all Phase One photographers. For a demo, please sign up here: [www.phaseone.com/demo](http://www.phaseone.com/demo)

### **About Phase One**

Phase One is the world's leader in open-platform, high-end camera systems and solutions. Phase One cameras, digital backs and lenses are designed to deliver superior quality image capture and investment value. Phase One's Capture One Pro and Media Pro software help streamline capture and post-production processes for both medium format and DSLR cameras. Phase One products are known for their quality, flexibility and speed enabling pro photographers shooting in a wide range of formats to achieve their creative visions without compromise.

Phase One is based in Copenhagen with offices in New York, London, Tokyo, Cologne, Hong Kong, Shanghai, Sydney, and Tel Aviv. Phase One and Capture One are registered trademarks of Phase One A/S. All other brand or product names are trademarks or registered trademarks of their respective holders.

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