

# Phase One Releases XF Camera System Feature Update #3

*Adding new functionality, new hardware and improved warranty*

**COPENHAGEN, Oct. 3, 2016** – Phase One, the world’s leading medium format camera system provider, today released a major XF Camera System update. Available now and free to all XF Camera System owners, this update demonstrates Phase One’s commitment to the continuous upgrade and improvement of the XF camera platform.

Feature Update #3 greatly advances the features of the world’s first full frame medium format CMOS sensor. The IQ3 100MP system now includes complete Electronic Shutter integration -- the world’s first in medium format photography. With the ability to capture images without a single moving component, the IQ3 100MP is now even more versatile.

The update adds significant improvements for studio and flash photography applications such as advanced flash controls with the in-camera Profoto Air Remote enabling Profoto TTL metering. Further, a post capture Flash Analysis Tool has been added to ensure unparalleled control.

Phase One also today introduced the new XF V-Grip, providing advanced ergonomic capabilities and control options.

## The world’s best warranty becomes even better

Phase One’s dedication to product quality, in combination with the maturity of the XF Camera System, provides professional photographers with the assurance they demand.

“All XF IQ3 Camera Systems come with a five-year warranty that now includes unlimited shutter actuations, a warranty unprecedented in our industry,” says Stefan Sandor, VP Marketing and Product Management, Phase One.

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Phase One's XF Camera System Feature Update #3 introduces

### **Advanced Studio Hardware, Controls and Workflow:**

#### **Flash Analysis and Rear Curtain Trim**

Review all aspects of the flash output just after the capture, directly on the XF Camera System and offset the flash sync to meet your requirements;

#### **Profoto Air**

Full functionality of the Profoto Air for up to six groups, now built directly into the XF Camera System;

#### **Profoto AirTTL**

Integrated with the XF Camera System's Auto Focus sensor to provide active feedback and deliver accurate exposures with every capture, no matter the variables.

#### **V-Grip for the XF Camera System**

Providing advanced ergonomic capabilities and control options, the XF Camera System V-Grip ensures simplicity as well as dynamic improvements to handheld workflow applications.

### **Advanced Technology, Tools and Customization:**

#### **Electronic Shutter for the IQ3 100MP**

The IQ3 100MP now includes complete Electronic Shutter integration. With the ability to capture images without a single moving component, the IQ3 100MP is even more versatile.

#### **Additional New Customization and Workflow Options**

With Feature Update #3, the XF Camera System now includes Icon Control, Create, Load & Save System Setup, Advanced Tool Options for sequence tools, as well as several other new improvements and features.

For all the details, please go to: [www.phaseone.com/feature-update-3](http://www.phaseone.com/feature-update-3) or book a demo on: [www.phaseone.com/demo](http://www.phaseone.com/demo)

### **Availability and Pricing**

Firmware for the XF Camera System Feature Update #3 is free and available for download here: [www.phaseone.com/feature-update-3](http://www.phaseone.com/feature-update-3)

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New XF V-Grip will be shipping in November and is available through Phase One photography partners worldwide: [www.phaseone.com/partners](http://www.phaseone.com/partners)

Prices for Phase One XF V-Grip – 1,490 USD

### About Phase One

Phase One A/S is the world-leading provider of medium format digital photography systems and imaging solutions for professional photographers and industrial applications. Established in the early 1990s, Phase One is a true digital photography pioneer with a passionate commitment to image quality excellence and creative freedom. Phase One's engineering and design expertise has produced imaging breakthroughs from high-resolution camera systems to advanced software for better photographic workflows and raw file editing. Phase One's understanding and ability to optimize hardware and software integration underscores their award winning Capture One Pro software – widely preferred by professional photographers.

Phase One's industrial division focuses on imaging accuracy for industrial applications ranging from aerial image acquisition to cultural heritage preservation – from mapping the globe, to protecting priceless works of art and documents.

Today, with control over all aspects of the medium format camera system supply chain, Phase One is uniquely positioned to help photographers and imaging experts everywhere stand out above the competition and realize their creative visions without compromise.

Based in Copenhagen Denmark and embracing the high demand of Scandinavian design excellence, Phase One is dedicated to delivering the best image quality and user experience. With offices in New York, London, Tokyo, Cologne, Hong Kong, Shanghai and Tel Aviv, and with its expert teams of global partners, Phase One is committed to serving and supporting its customers worldwide. 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.

To connect with Phase One, please go to:

Phase One at <http://www.phaseone.com>

Twitter at <https://www.twitter.com/PhaseOnePhoto>

Facebook at <http://www.facebook.com/PhaseOnePhoto/>

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Instagram at <https://www.instagram.com/phaseonephoto/>

YouTube at <https://www.youtube.com/c/phaseone>

LinkedIn at <https://www.linkedin.com/company/phase-one>

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Note to editors: For a selection of product images and examples of imagery, please go to: <https://www.phaseone.com/media-library>

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