

Introducing the Fourth Evolution of the Phase One XF Camera System

Committed to Advancing the Professional Photographer

COPENHAGEN, September 13, 2017 – Phase One today announced the fourth major feature update for its XF Camera System. Much-anticipated by existing customers, this update emphasizes autofocus control and precision, further enhancing the ever-evolving XF Camera System. This update provides optimized functionality for leading photographers.

With Feature Update #4, the XF Camera System continues to expand, retaining its position at the cutting-edge of digital imaging technology. Feature Update #4 has a distinct emphasis on focus control and accuracy, bringing new tools and flexible features to the XF Camera System, and improving existing functionality based on customer feedback.

Feature Updates are free for all Phase One XF Camera System owners.

“The Phase One XF camera can be upgraded with firmware updates. Once you invest in the system, you don’t need to change the camera for many years, yet it will keep improving. This is brilliant!” – Vincent Lions, Commercial Photographer

More information on Feature Update #4 is available here:

www.phaseone.com/Feature-Update-4

New features included in Feature Update #4

Autofocus & Recompose

The Autofocus and Recompose mode enables the photographer to focus on a subject and recompose the frame while retaining the desired focus point.

Zoom to Focus

In connection with the new Autofocus and Recompose mode, Zoom to Focus allows photographers to verify the focus by providing a dynamic image preview option in the IQ Digital Back, automatically enlarging captured images to the point of focus.

Focus Trim Tool

This automated calibration tool provides a built-in analysis of the focus trim calibration conditions, paired with a dedicated focus chart, ensuring Auto Focus trimming is done with complete confidence.

Focus Nudge

Any dial on the XF can be assigned to accurately step lens focus to minute degrees. Used together with Live View, this new feature provides an incredible degree of precision for control.

Automatic Focus Stack Calculator

This tool complements the existing Focus Stacking feature by evaluating focusing distances, sensor resolution, and aperture, then automatically suggesting the optimal number of frames that should be captured. This ensures superior image quality in the results.

Profoto Remote Trigger

In addition to the existing wireless control of Profoto lights from the XF Camera System, it has now been made possible to shoot the XF Camera System using the Profoto Air Remote as a wireless remote trigger.

Vibration Analysis

This visual feedback feature shows the user a display if any vibrations incurred during the capture process.

Infinite Vibration Delay

An expansion of the XF Camera System's built-in ability to wait for optimal conditions before releasing the shutter, Infinite Vibration Delay now allows the camera to continue waiting indefinitely in a state of hibernation for calm, stable, and vibration-free conditions.

Additional features and improvements include control for visual displays with Capture Analysis Popup control as well as the ability to trigger the Electronic Shutter using an external shutter release, and several other system improvements. For a complete list of system specifications, please see www.phaseone.com/Feature-Update-4

Optional Hardware Upgrade Available

Honeybee Autofocus Platform 2

An optional hardware upgrade to the existing Honeybee Autofocus Platform (HAP) is now available. The HAP-2 refines autofocus in low-light and low-contrast conditions and provides a ready platform for future growth.

Availability and Pricing:

Feature Update #4 is available immediately for download free of charge for all XF Camera System owners at www.phaseone.com/Feature-Update-4

Honeybee Autofocus Platform 2 hardware upgrade is available immediately. Please contact your local dealer to arrange the upgrade. The upgrade cost is \$890 USD.

In addition, Phase One has released the unparalleled IQ3 100MP Trichromatic Digital Back today, which is available now through Phase One Partners: www.phaseone.com/partners. Please contact your local Phase One Partner to arrange a demo.

For more details, please go to: <http://www.phaseone.com>

About Phase One

Phase One A/S is the world's leading provider of medium format digital photography systems and imaging solutions for professional photographers and industrial applications. For more than 20 years Phase One has pioneered the field of digital camera systems and imaging software.

Phase One's engineering and designs have produced imaging breakthroughs from high-resolution camera systems to advanced software for smooth 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.

Embargo 13:00 CEST,
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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, Phase One is dedicated to delivering the best image quality and user experience. With offices in New York, Tokyo, Cologne, Shanghai and Tel Aviv, and with its expert teams of global partners, Phase One is committed to serving and supporting its customers worldwide.

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Learn more here:

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