

Phase One's New XF IQ4 Camera Systems Introduce 'Capture One Inside' and Enable Unmatched Workflow Flexibility and Resolution

COPENHAGEN, Aug. 28, 2018 – Phase One today announced a giant leap forward in photography: Phase One XF IQ4 Camera Systems are built upon the new and expandable Infinity Platform. Three full frame medium format camera systems, based on the Infinity Platform, include the IQ4 150MP (151-megapixels), the IQ4 100MP Trichromatic (101-megapixels), and the IQ4 150MP Achromatic (151-megapixels). Each delivers a flexible and customizable photographic solution designed to evolve and adapt over time. The IQ4 features a new level of workflow optimization, integration and support for all photographic applications.

With the Infinity Platform, Phase One has moved the core of Capture One's imaging processor into the IQ4 itself. 'Capture One Inside' offers unprecedented RAW file control. Image editing and processing – once possible only in the Capture One software application – can now be controlled within the IQ4. The Infinity Platform also allows Phase One to challenge fundamental imaging concepts, such as the limitations of dynamic range. Additionally, the IQ4 delivers new tethering and storage options, wireless integration, and performance improvements.

“Our customers drive us to break down barriers and keep pushing forward,” said Henrik O. Håkansson, CEO & President, Phase One, A/S. “With the Infinity Platform we are completely dedicated to grow the IQ4, adapting and expanding incrementally to match the pace of technology – making it unique in the photographic world – a camera investment that pays back with years of cutting-edge operation. We dedicate the new XF IQ4 Camera System to these individuals whose passion for perfection is unlimited.”

Phase One is widely known for its modular, open-platform approach. Like the Phase One XF camera body, introduced in 2015, the Infinity Platform of the IQ4 has been engineered to anticipate developments in technology, and expand functionality to support customers' changing workflow demands.

Key Features and Future-Forward Innovations

Building on 25 years of digital imaging innovation and the success of the XF Camera System, the IQ4 introduces:

151-Megapixel Backside Illuminated (BSI) Sensor

The IQ4 150MP and IQ4 150MP Achromatic models feature an ultra-efficient pixel design that delivers unprecedented image quality and detail. A world first in full frame medium format photography.

'Capture One Inside'

The core of Capture One's RAW imaging processor has been integrated into the Infinity Platform, opening a multitude of customizations and imaging possibilities. Key for expanding workflow efficiency, images can now be processed by the camera itself. 'Capture One Inside' enables:

- Improved preview quality
- JPEG processing
- IIQ Style integration
- Improved live view, faster frame rate, and new tools

Three New Tethering Options

Wireless, USB-C, and Ethernet offer greater control of connectivity and workflow. In addition, users will be able to interface directly with accessories such as hard drives, NAS storage, network solutions, mobile devices, etc. New ports (Ethernet and USB-C) can offer charging capabilities of the camera system or sustained power from compatible devices. Each tethering option brings its own unique workflow benefit, such as speed, extended cable length, evolving camera control and freedom from cabling.

Dual Storage

Support for both XQD and SD memory cards can be combined with the above tethering options to provide a multitude of workflow solutions.

Open Platform

Time-lapse and bracketing tools now operate independently of the camera body, enabling sequencing options across other camera bodies such as technical cameras.

More information about the IQ4, Infinity Platform and supported XF Camera System configurations can be found here: www.Phase One.com/IQ4

Availability and Pricing

The XF IQ4 150MP, IQ4 100MP Trichromatic, and IQ4 150MP Achromatic Camera Systems, will be available in October 2018 through Phase One Partners: www.Phase One.com/partners.

The Manufacturer Suggested Retail Price for the XF IQ4 Camera Systems (including XF camera body and prism, a Blue Ring prime lens of your choice, 5-year warranty and 5-year uptime guarantee) are:

XF IQ4 150MP Camera System: \$51,990 USD

XF IQ4 100MP Trichromatic Camera System: \$47,990 USD

XF IQ4 150MP Achromatic Camera System: \$54,990 USD

For more information, please go to: www.Phase One.com or book a demo on: www.Phase One.com/DemoSignup

About Phase One

Phase One A/S is the world's leading manufacturer of medium format digital photography systems and imaging solutions for professional photographers, cultural heritage and industrial applications.

Established in 1993, Phase One has pioneered the field of digital camera systems and imaging software, including multiple breakthroughs - from the world's first 100MP camera systems to advanced imaging workflows in the award-winning Capture One software.

The modular, open platform approach Phase One employs in developing their full frame medium format camera systems enables professional photographers to capture high-resolution, high-detail images with a camera system that adapts to changing applications and industry demands through firmware and software updates.

Phase One's understanding and ability to optimize hardware and software integration underscores their Capture One software – widely preferred by professional photographers. With native support for more than 500 camera models, the advanced Capture One software offers fast and powerful RAW conversion and image editing. Capture One is built on a highly responsive processing engine that delivers unmatched color handling, precision-editing tools, and seamless tethered support.

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

Based in Copenhagen, Denmark, and with offices in New York, Tokyo, Cologne, Shanghai and Tel Aviv, Phase One is committed to delivering an unmatched level of service and support to every customer through their expert team of global partners.

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Learn more here:

Phase One at: www.phaseone.com

Twitter at: www.twitter.com/PhaseOnePhoto

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YouTube at: www.youtube.com/phaseone

LinkedIn at: www.linkedin.com/company/16665

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Note to editors: For a selection of product images and examples of imagery captured by the new Phase One XF IQ4 Camera Systems, please go to: www.press.phaseone.com