

## Phase One introduces exclusive 'Phase One Lab' program

Once again sets new image quality standard with Dual Exposure+ feature

**COPENHAGEN, March 3, 2020** - Phase One today introduced the *Phase One Lab* - a unique invitation for Phase One photographers to gain exclusive early access to the boundary-pushing features Phase One has under development and contribute to the development of IQ4 Camera Systems.

The *Phase One Lab* is the embodiment of Phase One's passion for forward-thinking innovation within photography and their dedication to the photographers who rely on Phase One cameras to capture their most remarkable work. Their vision is to keep pushing the boundaries of what is possible in digital photography and deliver innovation to those who choose Phase One.

The *Lab* is a dynamic and evolving workspace that extends unprecedented access to the feature development roadmap and Phase One's technical experts - forming an open conversation with photographers that serves as valuable feedback to inform and polish the final feature that will become a permanent tool on IQ4 cameras.

### Dual Exposure+

By harnessing the expansive power and performance of the IQ4 Infinity Platform, Phase One have once again set a new image quality standard with the first feature to be made available in the *Phase One Lab* - Dual Exposure+. Introducing a completely new capture process to the photography industry, Dual Exposure+ promises IQ4 150MP Camera Systems to output unparalleled improvements in dynamic range and shadow detail performance.

*"The core technology of our first Phase One Lab feature, Dual Exposure+, is the culmination of many different development streams in sensor technology, platform architecture and image processing. With the Lab, we can now involve our customers directly in the process of turning this somewhat geeky technology innovation into a powerful and intuitive tool for creative photography."* - Lau Nørgaard, Chief Visionary Officer and VP of Product Management.

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what the world's best photography is made of

Activating Dual Exposure+ places the IQ4 into a specific mode that seamlessly captures and integrates a second exposure, providing more detail in a single image. Dual Exposure+ is available to any IQ4 150MP customer who wishes to explore and challenge the image quality performance possible in a single exposure.

Phase One delivers camera systems that exceed the boundaries of what is thought to be possible in photography. Their innovative drive and thirst for what's next fuels the constant development of their camera systems - development that is passed on to the photographers who have chosen, and will choose, to shoot with Phase One. Now, with the option to access the *Phase One Lab*, photographers are invited join Phase One's commitment to pushing the boundaries of image quality.

### **How to get the update**

The latest IQ4 Infinity Platform update is available from 3<sup>rd</sup> March 2020 for IQ4 150MP and IQ4 150MP Achromatic customers. The update can be downloaded after login at [www.phaseone.com/update](http://www.phaseone.com/update)

Full release notes for the update can also be downloaded from [www.phaseone.com/update](http://www.phaseone.com/update)

Sample images and further media assets available via [press.phaseone.com](http://press.phaseone.com).

## 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.

A pioneer in digital camera systems and imaging software, Phase One's breakthroughs since its 1993 launch include developing the world's first 100MP camera system and advanced imaging workflows in the award-winning software Capture One.

Phase One takes a modular, open-platform approach in developing camera systems, so professional photographers can capture high-resolution, high-detail images with a camera system that adapts to shifting industry demands via updates.

This success in optimizing hardware and software integration is underscored in Capture One – the professional's choice in photo-editing software. Offering native support for over 500 camera models, Capture One's software offers fast, powerful RAW conversion and image editing. Built on a highly responsive processing engine, the software delivers unmatched color-handling, precision-editing tools and seamless tethered support.

With full control of 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 unmatched customer service and support via an expert team of global partners.

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