Phase One Delivers A-series cameras  
-- for the Fine Art of Photography

COPENHAGEN, December 17, 2014 -- Phase One today begins shipping the first A-series medium format camera systems. Blending the best of Phase One and ALPA technology through highly-integrated precision components, these cameras are designed to capture outstanding images with greater ease, convenience, and fun.

The three Phase One A-series models include the A250, A260 and A280. They are based on the ALPA 12TC mirrorless camera body, plus a Phase One medium format IQ2 A-series digital back -- the 50 megapixel CMOS-based IQ250; the long-exposure-capable 60 megapixel, full frame IQ260; or the highest-resolution 80 megapixel full frame IQ280. Each model comes with the 35mm Rodenstock Alpar lens. There are two optional lenses available, including the ultra-wide 23mm, and the all-round 70mm, ALPA HR Alpagon, both offering perfect edge-to-edge sharpness and the ability to resolve full frame medium format sensors.

Exclusive to the Phase One A-series are the models’ factory configured in-camera lens calibrations, making the need to create and apply color cast correction profiles (LCCs) optional. One can simply attach an A-series lens and start shooting.

A-series features:
-- The three A-series Rodenstock Alpagon/Alpar lens profiles are factory calibrated, configured and preloaded on the new IQ2 A-series digital backs to get the most out of each medium format sensor. Using the new firmware and A-series camera mode, photographers simply select the lens used and corrections are then automatically processed in camera and when importing to Capture One Pro 8.1.
-- A new version of Capture Pilot permits checking the selected A-lens directly from an iOS device. Once images are captured, they are wirelessly displayed in Capture Pilot, to validate focus, exposure and composition.
-- The A250 can stream Live View wirelessly to ease focusing and composition. With the ALPA smart device holder, one can mount both iPhones and iPads directly on the camera.
-- Each model is serviced as a complete system, with a 5-year warranty.

For optimal raw processing and image editing, the Phase One A-Series systems ship with Capture One Pro 8.1 as well as Capture Pilot 1.8 for remote viewing. Camera accessories include: release cables, lens shades, straps, covers, a special A-series transport case designed by F-Stop Gear, and an iPhone and iPad holder to attach devices in waist-level mode.

For camera specifications and more details, please see: www.phaseone.com

Availability and Pricing
The Phase One A-Series camera systems are available now exclusively through Phase One partners worldwide: www.phaseone.com/partners. To arrange a demo, please go to: www.phaseone.com/demo.

The Phase One A250 is priced at 36.000 EUR / 47,000 USD. The A260 is 38.000 EUR / 48,000 USD, and the A280 is 43.000 EUR / 55,000 USD.

Purchase price on the system includes a 5-year warranty.

Estimated pricing for optional Alpa lenses is: ALPA HR Alpagon 5.6/23 mm 7.110 EUR / 9,070,00 USD; ALPA HR Alpagon 5.6/70 mm 3.510 EUR; and 4,520 USD.
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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