



## FOR IMMEDIATE RELEASE

### **ALPA is the perfect combination of medium-format photography and large format moving image**

Zurich/Switzerland, 8 Dezember 2017 - ALPA embraces the possibility of medium-format 4K video recording with the availability of the Hasselblad H6D-100c digital back and continues to expand its range towards moving images. In preparation for embedding into the video ecosystem, the Zurich-based camera manufacturer recently introduced connectivity elements such as "Arri-Rosette" and "Universal Rail" (NATO Rail) and is now also offering a first adaptation for standard 15mm rods.

ALPA will now offer the Hasselblad H6D-100c digital back in kit with different ALPA cameras. For owners of relevant digital backs, the kits will also be available without a digital back, but the H6D-100c back will only be available in a kit with an ALPA camera. As an accessory for the mobile use of an ALPA camera with the H6D-100c, a mobile external power supply will also be offered, so that the camera can be used outside the studio.

With the current kits, ALPA opens up the possibility of using the ALPA 12 cameras not only for still photography, but also in videography. With the H6D-100c, the Swedish manufacturer Hasselblad is the first to offer a digital back with a 100 megapixel CMOS sensor measuring 53.4 x 40.0 mm, which today already enables 4K videos over the entire sensor and could even offer 8K video in future sensor versions. This corresponds to around 53.4 x 30 mm and 61 mm image circle at 16:9. In addition to the Hasselblad proprietary RAW format, which can be converted to Cinema DNG using Phocus software, there is also the option of recording HD-quality videos in H. 264 format. The data can be stored on SD or CFast cards.

### **New ALPA cameras and accessories under development**

With the availability of the Hasselblad H6D-100c digital backs and its video recording capability, ALPA will now expand its range to medium format, so that ALPA users can now medium and large medium format video as well. There will soon be several new modules that are specifically designed for use in the video sector. After ALPA has already developed and produced several products such as the lens hoods optimally designed for focal length and sensor format with the aid of additive manufacturing (AM), this expertise will be used for further products in the future. With AM, new products can be manufactured much faster and more customer-specific. ALPA will communicate products related to AM through an special logo.

**ALPA**<sup>®</sup>  
OF SWITZERLAND

About  
*ALPA Capaul & Weber Ltd.*

*ALPA, Zurich/Switzerland, is a leading designer and provider of high-end medium format photographic tools. ALPA cameras are manufactured by lovers of craftsmanship for a small group of connoisseurs. Cameras of this caliber can be compared to precious musical instruments.*

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Website  
<https://www.alpa.ch>

Instagram  
<https://www.instagram.com/alpacameras/>

Twitter  
<https://twitter.com/ALPACAMERAS>

Facebook  
<https://www.facebook.com/ALPA-of-Switzerland-122503481120936/>

Under the project name PLATON, ALPA is currently developing new camera models based on the ALPA 12 TC. In contrast to the TC with variable mountings, these are permanently equipped with specific lens mounts. The first models are designed for ARRI-PL mount and Canon EF mount for Canon EOS lenses. For the ALPA 12 TC, ALPA 12 FPS and the models of the PLATON project, a "Light Weight Support" was also developed with which standardized "15 mm rods" for Follow-Focus and other accessories can be attached.

In addition, ALPA will soon be offering a connector for Pentax 67 lenses, thus expanding its range of video-capable lenses. So far, this already includes the lenses of ALPA Rodenstock, Hasselblad H, Hasselblad V, Contax 645 and Mamiya manual.

For more information regarding the ALPA moving image projects, see:  
**<http://moving-image.alpa.camera>**

## **NEW ALPA KITS**

### **ALPA 12 STC Kit 4070 + H6D-100c**

Camera body, two lenses HR Alpagon 40 and 70 mm, accessories and digital back Hasselblad H6D-100c at CHF 46,500

### **ALPA 12 STC Kit 4070H**

Camera body, two lenses HR Alpagon 40 and 70 mm, accessories for owners of a Hasselblad H digital back at CHF 20,500

### **ALPA 12 FPS Kit Contax 645 + H6D-100c**

Camera body, ALPA Lens Modul Contax 645, accessories and digital back Hasselblad H6D-100c at CHF 37.800

### **ALPA 12 FPS Kit Hasselblad V + H6D-100c**

Camera body, ALPA Lens Modul and tilt/swing adapters for Hasselblad V, accessories and digital back Hasselblad H6D-100c at CHF 38,900

### **ALPA 12 FPS Kit Hasselblad H + H6D-100c**

Camera body, ALPA Lens Modul for Hasselblad H lenses, accessories and digital back Hasselblad H6D-100c at CHF 37.800

All prices ex works Switzerland.

There are no trade-ins. The H6D-100c kits are not sold through the distribution channels China, Hong Kong, Korea, Australia and New Zealand.

## **CONTACT**

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**###**

# ALPA PRESS RELEASE

## ADDITIONAL MEDIA

2017340.233725



### Caption

ALPA Project PLATON, camera with Arri PL mount

### Image Credentials

Scanderbeg Sauer

### Filename

ALPA\_PR20171208\_10.jpg

**Size** 3000 x 2248 px



### Caption

ALPA Project PLATON, camera with Arri PL mount

### Image Credentials

Scanderbeg Sauer

### Filename

ALPA\_PR20171208\_11.jpg

**Size** 8984 x 6732 px



### Caption

ALPA Project PLATON, camera with Arri PL mount

### Image Credentials

Scanderbeg Sauer

### Filename

ALPA\_PR20171208\_12.jpg

**Size** 3000 x 2248 px



### Caption

ALPA Project PLATON, camera with Canon EF mount and ALPA Silex control unit

### Image Credentials

Scanderbeg Sauer

### Filename

ALPA\_PR20171208\_13.jpg

**Size** 3000 x 2248 px



### Caption

ALPA Project PLATON, camera with Canon EF mount and ALPA Silex control unit

### Image Credentials

Scanderbeg Sauer

### Filename

ALPA\_PR20171208\_14.jpg

**Size** 3000 x 2248 px

# ALPA PRESS RELEASE

## ADDITIONAL MEDIA

2017340.233725



### Caption

ALPA Project PLATON, camera with Arri PL mount

### Image Credentials

Scanderbeg Sauer

### Filename

ALPA\_PR20171208\_15.jpg

**Size** 3000 x 2248 px



### Caption

ALPA Project PLATON, camera with Arri PL mount

### Image Credentials

Scanderbeg Sauer

### Filename

ALPA\_PR20171208\_16.jpg

**Size** 3000 x 2248 px



### Caption

ALPA Project PLATON, camera with Canon EF mount and ALPA Silex control unit

### Image Credentials

Scanderbeg Sauer

### Filename

ALPA\_PR20171208\_17.jpg

**Size** 3000 x 2248 px



### Caption

ALPA Project PLATON, camera with Canon EF mount and ALPA Silex control unit

### Image Credentials

Scanderbeg Sauer

### Filename

ALPA\_PR20171208\_18.jpg

**Size** 3000 x 2248 px



### Caption

#### **ALPA 12 STC Kit 4070 + H6D-100c**

Camera body, two lenses HR Alpagon 40 and 70 mm, accessories and digital back Hasselblad H6D-100c at CHF 46,500

### Image Credentials

ALPA of Switzerland

### Filename

ALPA\_PR20171208\_70.jpg

**Size** 3000 x 1687 px

# ALPA PRESS RELEASE

## ADDITIONAL MEDIA

2017340.233725



### Caption

#### **ALPA 12 STC Kit 4070 + H6D-100c**

Camera body, two lenses HR Alpagon 40 and 70 mm, accessories and digital back Hasselblad H6D-100c at CHF 46,500

### Image Credentials

ALPA of Switzerland

### Filename

ALPA\_PR20171208\_71.jpg

**Size** 3000 x 2251 px



### Caption

#### **ALPA 12 STC Kit 4070H**

Camera body, two lenses HR Alpagon 40 and 70 mm, accessories for owners of a Hasselblad H digital back at CHF 20,500

### Image Credentials

ALPA of Switzerland

### Filename

ALPA\_PR20171208\_72.jpg

**Size** 3000 x 2250 px



### Caption

ALPA Light Weight Support 15 for standard 15 mm rods

### Image Credentials

ALPA of Switzerland

### Filename

ALPA\_PR20171208\_90.jpg

**Size** 1200 x 1200 px



### Caption

Hasselblad H6D-100c Digital Back

### Image Credentials

Hasselblad

### Filename

ALPA\_PR20171208\_99.jpg

**Size** 1024 x 1024 px



### Caption

ALPA Logo for Additive Manufacturing and additively manufactured components

### Image Credentials

ALPA of Switzerland

### Filename

ALPA\_PR20171208\_100.jpg

**Size** 2000 x 1500 px

# ALPA PRESS RELEASE

## RELATED PRODUCT INFORMATION

2017340.233725

### Product



ALPA 12 STC Kit 4070 + H6D-100c, complete set with ALPA 12 STC, HR Alpagon 40 and 70 mm in SB17 with lens shades and HPF high precision focusing rings, tilt/swing adapter, accessories; H6D-100c digital back and external battery pack- kits with H6D-100c digital back may not be available in all countries.

**Professional Price CHF**

46'500

**Availability**

ON REQUEST

**Article No**

020.000.211

### Product



ALPA 12 STC Kit 4070H, consists of camera body, two lenses HR Alpagon 40 and 70 mm, accessories for owners of a Hasselblad H digital back

**Professional Price CHF**

20'500

**Availability**

IN STOCK

**Article No**

020.000.210

### Product



ALPA 12 FPS Contax 645 Kit + H6D-100c, consists of the ALPA 12 FPS body, ALPA Silex and accessories, ALPA Lens Module Contax 645, H6D -100c digital back and shimmed ALPA back adapter H1A, external battery pack - kits with H6D-100c digital back may not be available in all countries.

**Professional Price CHF**

37'800

**Availability**

ON REQUEST

**Article No**

020.000.610

### Product



ALPA 12 FPS Hasselblad V Kit + H6D-100c, consists of ALPA 12 FPS, ALPA Lens Modul and tilt/swing adapters for Hasselblad V, accessories and digital back Hasselblad H6D-100c - kits with H6D-100c digital back may not be available in all countries.

**Professional Price CHF**

38'900

**Availability**

ON REQUEST

**Article No**

020.000.801

### Product



ALPA 12 FPS Hasselblad H Kit + H6D-100c, consists of camera module ALPA 12 FPS, ALPA Lens Modul Hasselblad H, accessories and digital back Hasselblad H6D-100c - kits with H6D-100c digital back may not be available in all countries.

**Professional Price CHF**

37'800

**Availability**

ON REQUEST

**Article No**

020.000.811

# ALPA PRESS RELEASE

## RELATED PRODUCT INFORMATION

2017340.233725



### Product

ALPA Light Weight Support 15, for 15mm-Rods; with various screw-on points 3/8" and fast clamping; dove tail tripod adapter UniQ / C standard; ALPA anti twist pins (removable for third party use).

### Professional Price CHF

835

### Availability

IN STOCK

### Article No

410.500.500