

26<sup>th</sup> September 2006

*photokina 2006*

*Cologne, Germany*

*Hall 2.1, Stand A020/B029 and B020/B028*

## Hasselblad Launches Innovative Photographic Publication to Inspire New Generation of Digital Professional Photographers

In keeping with the Hasselblad philosophy of developing products of outstanding quality that are ahead of their time, and to celebrate the 100<sup>th</sup> anniversary of Victor Hasselblad's birth, Hasselblad is launching at *photokina* a truly innovative publication for professional photographers - *VICTOR by Hasselblad*.



By showcasing the work of selected photographers and describing how they capture their best images, *VICTOR by Hasselblad* hopes to inspire the current and next generations of professional photographers to new levels of digital photographic excellence.

Setting a new standard in photographic magazines, *VICTOR by Hasselblad* will be published quarterly in print with an online presence ([www.victorbyhasselblad.com](http://www.victorbyhasselblad.com)) that will be refreshed monthly. The new publication will succeed Hasselblad's long-running, in-house magazine, *FORUM*, and will contain a unique mix of exciting and inspirational content for photographers, who have already invested in or are considering investing in Hasselblad's digital photographic equipment. A glossy, high quality, 60 page magazine in a large (12" x 15" or 30cm x 38cm), 'coffee table' type format, *VICTOR by Hasselblad* will be available at a cost of 13 Euros/\$16 US per issue (although the first issue will be sold at *photokina* at a special price of 10 Euros), or at an annual subscription price of 39 Euros/\$49 US.

Adopting a fresh editorial approach and exceeding the image and production quality of any publication previously associated with Hasselblad, the magazine will demonstrate the outstanding photographic results that can be achieved from a Hasselblad in the hands of an experienced professional.

Combining stunning photography with fascinating and insightful interviews and informative technical articles, each 60 page issue will follow a specific theme - reflected in the issue title – and will contain the following sections:

- *Emerging Technologies* – Examines pioneering photographic technologies and trends and their potential benefits to your business
- *Digital Workflow* – Well-known professional photographers give their views on the various components of the digital workflow, e.g. color management, security, calibration
- *Technique* – Reports (including via podcasts and streaming media) on the latest photographic techniques and the Hasselblad technology, such as IAA and DAC, that underpins them
- *Photoscene* – A major section devoted to the photographic zeitgeist – events, locations, lifestyles, art, and trendsetting photography and photo production

Christian Poulsen, CEO, Hasselblad A/S, comments: "*VICTOR by Hasselblad* has been designed both for professional photographers and for anyone for whom image excellence is crucial, whether at work or otherwise. Just as professional photographers want to use the best equipment available to perfect their photographic skills and perhaps one day capture that 'dream shot', we hope that *VICTOR by Hasselblad* will be the educational and inspirational tool that will help them prepare for that moment. We are very proud of what we have achieved with the first issue and are confident that the all-round quality of the magazine will make it the outstanding success it deserves to be."

For further information about the magazine or to subscribe to *VICTOR by Hasselblad*, please visit [www.victorbyhasselblad.com](http://www.victorbyhasselblad.com)

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2006 年 9 月 26 日

**德国科隆 Photokina 展览会**

**2.1 号展厅，A020/B029 和 B020/B028 展位**

## 「哈苏」公司发布全新的摄影出版物以激励新一代数码专业摄影师

为了继承「哈苏」公司的哲学——研发出领先于时代的，质量卓越的产品，同时也是为了纪念维克多·「哈苏」先生诞辰 100 周年，「哈苏」公司在 Photokina 展览会上发布真正为专业摄影师准备的革命性出版物——维克多「哈苏」杂志。通过对精选的摄影师的作品的展示以及介绍他们如何拍摄出最好的图像，维克多「哈苏」杂志 希望能够激励当前一代以及下一代的专业摄影师达到数码摄影的新境界。



维克多「哈苏」杂志设立了摄影杂志的新标准，将于每个季度印刷出版，并且还提供网上在线版本（[www.victorbyhasselblad.com](http://www.victorbyhasselblad.com)）而且会每月更新。这本新杂志将会沿袭「哈苏」出版过很长时间的内部刊物——FORUM的成功经验，带给已经购买或者正在考虑购买「哈苏」数码摄影器材的摄影师激动人心的和充满灵感的内容。维克多「哈苏」杂志 采用光面铜版纸高精度印刷，每期 60 页，大尺寸开本（12x15 英寸或 30x38 厘米），定价为每期 13 欧元/16 美元（创刊号将于Photokina展览会上以特价 10 欧元销售），年度订阅的价格为 39 欧元/49 美元。

维克多「哈苏」杂志 采用了全新的编辑方式，超越了所有与「哈苏」公司合作过的出版物的图像和出版质量，将会向读者展示在有经验的专业摄影师手中，「哈苏」相机能够拍摄出如何卓越的摄影效果。

每一期维克多「哈苏」杂志 都会有一个特定的主题并且以此命名该期杂志，内容包括精彩的图片，引人入胜的采访报道以及极有价值的技术文章。每期的版块如下：

- **新工艺** —— 评测前端摄影工艺，探讨发展趋势和前景。
- **数码流程** —— 著名的专业摄影师会介绍他们对数码工作流程的各个方面的观点，比如色彩管理，安全性，校正等。
- **新技术** —— 有关最新摄影技术和「哈苏」技术，比如 IAA 和 DAC 以及这些技术背景的报道（包括网上播客和流媒体）。
- **摄影风景线** —— 最重要的版块，有关摄影的一切鲜活报道——活动、事件、生活方式、艺术、新潮摄影以及图片生产。

「哈苏」公司总裁克里斯藤·鲍尔森说道：“维克多「哈苏」杂志 不仅仅是为专业摄影师准备的，如果你认为美好的图像是至关重要的，不管你的工作与此相关

或不相关，那么这本杂志也适合你阅读。就如同专业摄影师一样，他们总是希望使用最好的器材，希望尽可能提高摄影水平，也许有一天能拍到那张‘梦想中的照片’，我们也希望维克多「哈苏」杂志能够成为教育和激励的工具，能够帮助他们达到那一个伟大的时刻。我们对创刊号的质量非常自豪，而且我们坚信维克多「哈苏」杂志的质量会越来越好，获得意料之外的成功。”

欲了解更多详情或订阅维克多「哈苏」杂志，请访问 [www.victorbyhasselblad.com](http://www.victorbyhasselblad.com)。

— 完 —

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