



the camera system

PHASE**ONE**



PHASE ONE 645

CAMERA PLATFORM

What the world's best photography is made of

Phase One have always been dedicated to providing the ultimate image quality and choice supporting creativity at the highest level. Introducing the Phase One 645 open platform camera, a breakthrough in the medium format market redefining both image quality and choice.

The Phase One 645 Camera System achieves a virtually seamless marriage of lens, body, P+ backs and Capture One software. Perfect harmony keeps your focus on the subject, not the equipment. Incredible images are created through a perfect blend of man and machine, where the imagination is the only limit.

Freedom of choice is the freedom to use the right creative tool for the job. Shoot digital or film with no lens or back restrictions. The multi-mount for lenses, including support for the Mamiya 645 lens range, provides a staggering range of lens choices. Expand your platform options even further by mounting your Phase One 645 back on a large format, architectural or a technical camera.

The ultimate warranty completes the experience giving you absolute peace of mind. Expand your craftsmanship with total confidence and unleash your creativity.

"Phase One is committed to equipping photographers with what they need to surpass even their most passionate visions and enjoy the process. Therefore we offer open modular systems thus supporting photographers' full freedom of choice."

Henrik Håkonsson, CEO, Phase One

PHASE**ONE**





FREEDOM OF CHOICE

Freedom of choice is freedom to use the right creative tool for the job

We believe that creativity is nurtured by freedom. The Phase One 645 is an open platform camera system maximizing choice. Besides the Phase One 80mm f2.8 lens, all Mamiya Sekor 645 Digital, AFD and MF lenses are supported. Choose the new 28mm wide angle and work with digital or film. Multi-mount for lenses expands your choice even further.

Phase One backs support many platforms. Simply adapt the P⁺ digital back to a large format technical camera for architecture or table-top photography. In the same spirit, the Phase One 645 Camera is compatible with any digital back using the Mamiya 645 AF body mount. No restrictions!

WORLD LEADING
IMAGE QUALITY





Complete integration optimizes image quality

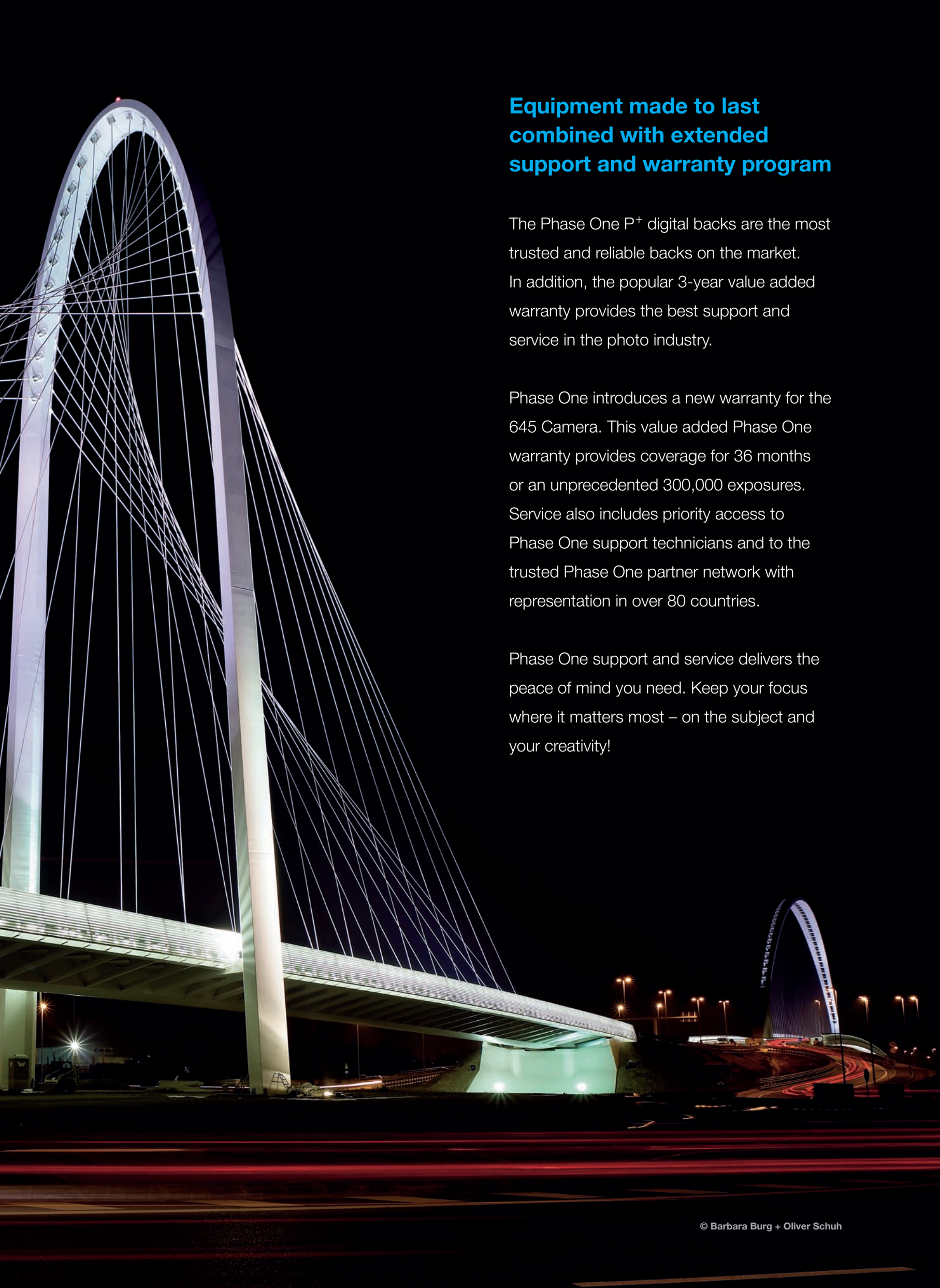
Phase One engineers have taken advantage of complete integration, optimizing image quality from capture to processed image. Advanced communication between lens, camera body and P⁺ back enhance performance, increasing capture opportunity.

The complete integration extends to optimization of overall image quality using Capture One software. This includes breakthrough technology providing lens correction for the Phase One 80mm lens as well as Mamiya Sekor 645 Digital, AFD and MF lenses.

Phase One is the recognized industry leader in image quality with digital backs. Photographers demanding the best possible images and rental houses that demand quality and virtually indestructible equipment, have made Phase One backs the number 1 selling medium format solution. The Phase One 645 Camera System, including the precision manufactured 80mm f2.8 digital lens, now raises the benchmark for quality and performance even higher.

PEACE OF **MIND**





Equipment made to last combined with extended support and warranty program

The Phase One P⁺ digital backs are the most trusted and reliable backs on the market. In addition, the popular 3-year value added warranty provides the best support and service in the photo industry.

Phase One introduces a new warranty for the 645 Camera. This value added Phase One warranty provides coverage for 36 months or an unprecedented 300,000 exposures. Service also includes priority access to Phase One support technicians and to the trusted Phase One partner network with representation in over 80 countries.

Phase One support and service delivers the peace of mind you need. Keep your focus where it matters most – on the subject and your creativity!

THE PHASE ONE CAMERA SYSTEMS

The Phase One 645 Camera combines an open platform, increased image quality and peace of mind, with the ultimate in support and service. Keep yourself focused on the subject, not your equipment.

CAMERA SPECS

- Open platform for shooting digital or film
- Multi-mount for wide selection of lenses
- Advanced camera integration provides digital optical lens correction

Stop action or experiment with extreme long exposures with shutter speeds ranging from 1/4000th of a second to 60 minutes. Choose your favorite lenses from the greatest range available, including Mamiya 645 optics family, Hasselblad V-series, Pentacon 6 and specialty optics. Ergonomically designed grip for day long hand held photography, and manual dials for simple control of exposure.

- 1/4000th of a sec. to 60 min. exposures
- Guaranteed to 300,000 shutter releases
- Includes precision manufactured 80mm f2.8 AF lens

P 45+ CAMERA

- The industry standard for high end digital capture
- Maximum resolution and fine details
- Noise-free exposures up to 1 hour

The Phase One P 45+ Camera System offers 39 mega pixel captures with no compromise. The virtually full frame P 45+ is the top choice for cars, architecture, commercial, jewelry, high-resolution fashion, cultural heritage reproduction and any photography that demands the highest quality possible.

- Rectangular format sensor 4:3
- Chip size (effective) 49.1x36.8mm
- Light sensitivity 50-800 ISO

P 30+ CAMERA

- Powerful moiré control, invaluable for fashion photographers
- Up to ISO 1600 sensitivity
- Fast capture rate to catch the perfect moment

The P 30+ Camera System offers powerful moiré control and a fast capture rate, invaluable for high-end fashion and people photography. The high-resolution 31 mega pixel captures can be combined with up to 1600 ISO sensitivity for extremely low light situations.

- Rectangular format sensor 4:3
- Chip size (effective) 44.2x33.1mm
- Light sensitivity 100-1600 ISO



P 25+ CAMERA

- **Near full frame at an affordable price**
- **Open platform flexibility for technical and large format cameras**
- **Noise free exposures up to 1 hour**

For general purpose photography choose the 22 mega pixel Phase One P 25+ Camera System. The P 25+ is a powerful for commercial, portrait, fashion, advertising and lots more. Combine the virtually full frame captures with the Mamiya 28mm lens for architecture, interior and fine art photography.

- Rectangular format sensor 4:3
- Chip size (effective) 48.9x36.7mm
- Light sensitivity 50-800 ISO

P 21+ CAMERA

- **Blazing speed without compromise**
- **Unlimited burst capacity**
- **Small RAW file sizes**

Compressed RAW files as small as 15MB are perfect for retail fashion, weddings, or applications needing speed and quality. Balance 18 mega pixel captures at up to 70 frames per minute with simple adaptation to large format cameras for volume production or tabletop photography.

- Rectangular format sensor 4:3
- Chip size (effective) 44.2x33.1mm
- Light sensitivity 100-800 ISO

P 20+ CAMERA

- **1:1 aspect ratio square format sensor**
- **Cost effective entry-level solution**
- **Maximum flexibility and efficiency**

Frame images for vertical or horizontal crops with ease. The P 20+ Camera System featuring a square format sensor is the ideal tool for weddings, portraits and production catalogue photography. Save time and money with the 12 stop capture range and the efficiency of Capture One software.

- Square format sensor 1:1
- Chip size (effective) 36.9x36.9mm
- Light sensitivity 50-800 ISO

Phase One A/S

Roskildevej 39
DK-2000 Frederiksberg
Denmark
Tel: +45 36 46 01 11
Fax: +45 36 46 02 22
email: info@phaseone.dk

Phase One U.S.

200 Broadhollow Rd., Suite 312
Melville, NY 11747
Tel: +1 (631) 547-8900
Fax: +1 (631) 547 9898
email: info@phaseone.com

Phase One Germany

Oskar-Jäger-Str. 160
50825 Köln
Germany
Tel: +49 (0) 221 54 02 26 - 0
Fax: +49 (0) 221 45 02 26 - 22
email: info@phaseone.de

Phase One Asia

Qing Hai Lu, 138, 25B
Jing An District
Shanghai, 200041
China
Tel: +86 21 62676808
Fax: +86 21 62676807
email: lzm@phaseone.com

Phase One Japan

#302, 2-11-1 Nakano
Nakano-ku
Tokyo, 164-0001
Japan
Tel: +81 3 3229 0977
Fax: +81 3 3229 0987
email: tya@phaseone.com

www.phaseone.com

Phase One is a registered trademark of
Phase One A/S. All other brand or product
names are trademarks or registered
trademarks of their respective holders.
© 2008 Phase One A/S.
All rights reserved. March 2008.
Part N°: 80710600

PHASEONE

what the world's best photography is made of