

# "Evolution of Hasselblad cameras and photo metadata"

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## Hasselblad 2007

- Total digital turn-around 2004
- Main locations:
  - Copenhagen, Gothenburg
  - Subsidiaries: USA, UK, F, D
- 2006 financial result:
  - 63M€ turnover, 10% Ebit
- Full digital product palette

## Main Product Lines



## Main customer objectives

- Quality - world's best images
- Flexibility - capture, use and reuse (now and in distant future)
- Photographic Business Development
  - Optimize price, and use of image
  - Copyright consistency

## 2001: “3F” file format

1. Raw capture data
2. Preview data
3. Metadata (IPTC IIM, Proprietary camera and capture related data)
4. History log

TIFF standard  
Process - and reprocess

## Raw file processing improves

- Focusing parameters
- Aperture
- Shutter
- Light metering
- White balance
- etc.

- Chromatic aberration
- Lens distortion
- Lens vignetting
- etc.



- CCD color response
- Color filter response
- CCD noise level
- etc.

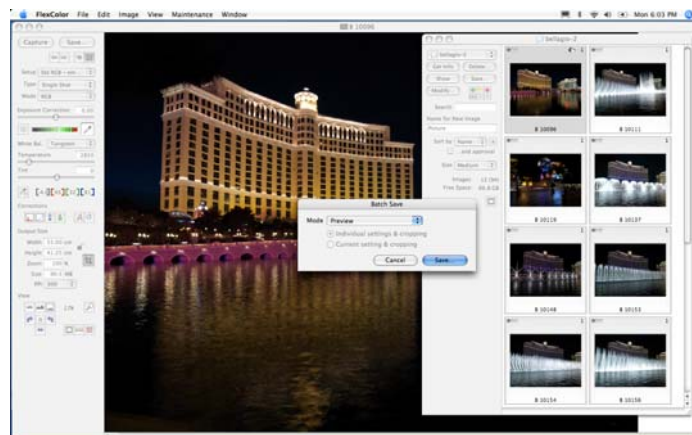
The more we know - the better we can process

## Raw file processing for Quality



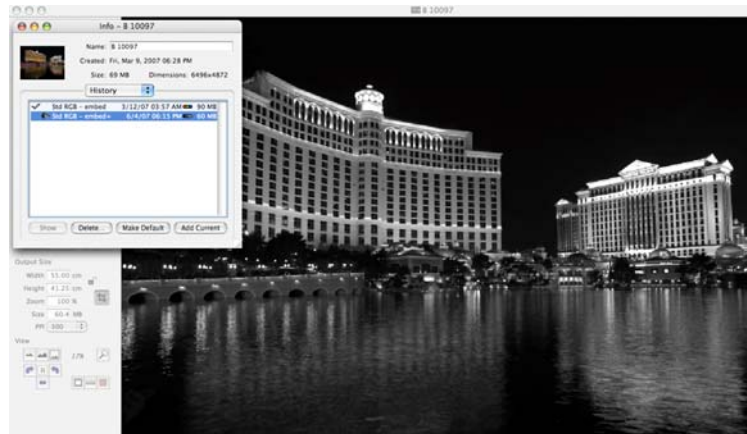
- Resolution
- Natural Color
- Optical Purity
- Detail
- Clarity

## “3F” previews for direct export





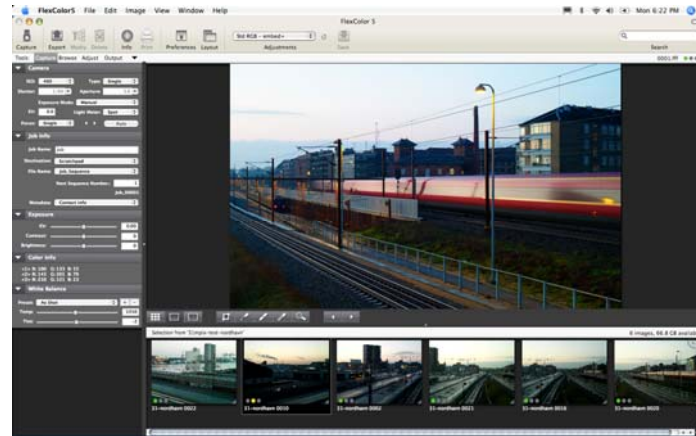
## New entry in “3F” History log



## Export from “3F” to TIFF

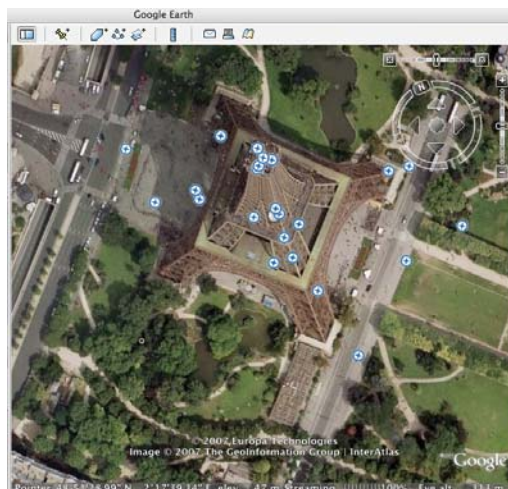
- Standard 8/16 bit file
- Processed image data
- Metadata (IPTC, ...)
- Exif data

## Coming Hasselblad software



## Hasselblad metadata direction

- IPTC Core
- XMP extras
- Forced copyright “sign-in”
- Upload of job-presets to camera
- History log
- GPS options
- ...



Thank You

