

Preliminary



THE IDEAL CHOICE FOR THE WORKING PROFESSIONAL

PHASE ONE'S BRAND NEW 16 MEGA-PIXEL COMPLETELY UNTETHERED DIGITAL BACK MAKES YOUR BUSINESS PROFITABLE!

Complete freedom to work

It is an indisputable fact that the combination of a professional 645AF camera and a high-end digital back from Phase One provides you with the best image quality in the world! Now for the first time you can work without being connected to a computer or external hard drive: No bags, no cables and no physical obstacles. You can work any way you choose to: Tethered or untethered with your 645.

A business decision

The untethered Phase One P 20 is a long-term investment that provides you with image quality that fully matches today's customer demands and saves you valuable time in the retouching process. The workflow is extremely simple to use and takes you from capture to print in minutes. It produces thousands of images 24-7 and provides countless creative opportunities. Finally, the P 20 brings home a nice profit every day to ensure that the investment you made not only is a pleasure to work with - it also pays the bills!

P 20

5 good reasons:

- 100% untethered shooting
- Up to 50 captures per minute
- Noise-free images with natural color
- Efficient, simple to use workflow
- Rewarding investment



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Specifications:

Technology

Raw file compression: High: 19 MB (lossless)
Low: 9.5 MB

Battery

(rechargeable): Lithium Ion
Battery lifetime: 300 captures within 4.5 hours

Untethered operation:

1 GB CF card II (up to 7 GB)

Writing speed to CF:

9 MB per sec.

Tethered operation: 400Mbit IEEE 1394/FireWire®

LCD screen (mounted on digital back)

Size: 2.2"
Pixels: 116,000
Colors: 262,144 (18 bit)
Information: Preview, histogram, exposure warning, ISO, battery status, buffer status, storage status
Functionality: Image browsing & deleting
ISO % white point setting
Resolution: High or Low

Capture rate

Tethered: Up to 50 per minute
Un-tethered: 35 per minute

Imager

Technology: Full frame CCD
Color filter: Red, Green and Blue
Total pixels: 4,145 x 4,145
Effective pixels: 4,080 x 4,080
Effective size: 36.9 x 36.9 mm (1.5 x 1.5")
Pixel size: 9 x 9 micron
Imager ratio: 1:1
Imager output: 48 bits (16 bit per color)
Antiblooming: 8 f-stops

Digital image

Color depth: 16 bit per color
Dynamic range: 12 f-stops
Single exposure: 4,080 x 4,080 pixel
24 bit RGB: 48 MB
48 bit RGB: 96 MB

64 bit CMYK: 128 MB

Two exposures: 7,800 x 4,000 pixel
24 bit RGB: 89 MB
48 bit RGB: 178 MB
64 bit CMYK: 237 MB

Basic sensitivity

ISO: 50, 100, 200, 400 or 800

Phase One P 20 models

Hasselblad
Mamiya
Contax

Camera support

Hasselblad: H1
Mamiya: Mamiya 645 AFD
Contax: Contax 645 AF

Maximum performance

PC: Pentium 4, 500 MB RAM, IEEE 1394 interface, Windows 2000/XP

Mac: G5, 500 MB RAM. FireWire® interface, Mac OS X

Certifications

CE

Availability

May/June 2004 (depending on model)

Partner stamp