



Preliminary

## THE ULTIMATE CHOICE FOR THE TOP PROFESSIONAL SHOOTER

PHASE ONE'S BRAND NEW 22 MEGA-PIXEL COMPLETELY UNTETHERED DIGITAL BACK SURPASSES ALL OF YOUR EXPECTATIONS!

### Adding a new dimension

Phase One's new untethered P 25 for 645AF adds a new dimension to digital photography: For the first time you can work with the latest digital technology without being connected to a computer or external hard drive. One day you shoot models on the beach 100% untethered - the next you shoot in the studio tethered to a computer. Phase One is renowned for delivering the best image quality and most efficient workflow in the world, allowing you to

capture, adjust, prepare for print and archive perfect images in minutes. It makes your studio profitable and is the reason why clients keep coming back.

### Investment in the future

Your untethered Phase One P 25 never becomes obsolete! Your digital investment is protected through Phase One's unique upgrade programs. On top of this, Phase One offers a 3-year warranty and 24 hour unit replacement guarantee so that you are protected and will always meet tight deadlines. When you're the artist and the entrepreneur, your main focus is always photography and fast project turnaround. Phase One is there to make that happen.

## P 25

### 5 good reasons:

- 100% untethered shooting
- Sharp, noise-free images with natural color
- Latest digital technology
- Maximum flexibility and efficiency
- Rewarding investment both financially and creatively



## Corporate headquarters:

### Phase One A/S

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

### Phase One Inc.

24 Woodbine Ave.  
Northport, New York  
11768 USA  
Tel.: +1 631 757 0400  
Fax: +1 631 757 2217  
e-mail: info@phaseone.com

## Regional offices:

### Phase One Germany.

Lichtstrasse 43H  
50825 Köln,  
Germany  
Tel.: +49 (0)221/2829968  
Fax: +49 (0)221/2829975  
e-mail: info@phaseone.de

### Phase One Asia.

25B Times Square  
Apartments  
111 Huai Hai Zhong Lu  
Shanghai, 200021  
China  
Tel.: +86 2163842854

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. ©2004 Phase One A/S. All rights reserved. January 2004 # .

## Specifications:

### Technology

Raw file compression: High: 25MB (loss-less)  
Low: 13 MB

### Battery

(rechargeable): Lithium Ion  
Battery lifetime: 250 captures within 4 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: 35 per minute  
Un-tethered: 35 per minute

### Imager

Technology: Full frame CCD  
Color filter: Red, Green and Blue  
Total pixels: 5,488 x 4,145  
Effective pixels: 5,436 x 4,080  
Effective size: 48.9 x 36.7 mm  
Pixel size: 9 x 9 micron  
Imager ratio: 4:3  
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: 5,436 x 4,080 pixel  
24 bit RGB: 65 MB  
48 bit RGB: 130 MB  
64 bit CMYK: 173 MB

Two exposures: 5,436 x 7,991 pixel  
24 bit RGB: 127 MB  
48 bit RGB: 254 MB  
64 bit CMYK: 339 MB

### Basic sensitivity

ISO: 50, 100, 200 400 or 800

### Phase One P 25 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