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PHASE ONE

Press Contact:

Pat Arcand
Arcand & Madison
Ph: 617-576-7777
Email: Pat@am-pr.com

Phase One Contact:

Jens Holst-Andersen
Product Manager
Ph: +45 3613 1234
Email: jha@phaseone.com

FOR IMMEDIATE RELEASE

THE POWER TO PORTRAY THE ALLURING NEW JAGUAR C-XF

-- Realized by Photographer Nigel Harniman, Armed with Phase One --

COPENHAGEN, Denmark, January 15, 2007 – Photographer Nigel Harniman www.harniman.com met serious challenges in his recent Jaguar assignment. How to capture a stunningly beautiful automobile that is more experience than machine? How to show its latent velocity even while it's standing still? How to capture the design purity, tailored performance and sheer animal power of a car whose engine doesn't just turn over but springs to life?



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JAGUAR

For Immediate Release

Harniman's wide experience, well-earned confidence and technical acumen had won him the job. He has shot for most of the major automotive brands worldwide in many countries - USA, Europe, Japan, India, Middle East and Africa. He has also been using Phase One exclusively for about a year now.

"To shoot awesome cars, you need awesome photographic equipment. You don't get the job if you don't have this," he said.

For the Jaguar shoot, he needed to capture the subtlety of tones, textures and shapes that comprise the elegantly modeled Jaguar C-XF. For a job like this, where there can be no compromise, Harniman relied on Phase One.



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JAGUAR

"The benefits of Phase One digital backs for an advertising job like this are enormous; the quality of the image that is produced by the P 45 back can be better than the results I was getting with 5 x 4 film," said Nigel Harniman. The lacquer/polish, reflexes, and shadows are recorded with a surface smoothness, an edge sharpness, contrast, and dynamic range which is unrivaled by other digital camera solutions.

"Phase One equipment is used in environmental conditions where other digital backs have a hard time operating reliably. I can shoot cars racing around the ice cold North Pole or cars in melting hot desert landscapes. You can get amazing atmosphere through the hour-long exposure times for special effects, natural low light shooting, no flash needed, to make the images come alive."

"Phase One understands that in car photography, a color is not just color; it's a feeling, a lifestyle, a state of mind. To nurture and honor a customer's expectations, it's essential that a color match is not just close. It must be perfect," said Dr. Claus, vice president of research and development at Phase One. "Phase One is a pioneer in delivering the best color workflow from image capture to print production to ensure that the highest level of customer experience is satisfied -- no compromise."

The Phase One P 45 digital camera back offers an unprecedented 39-megapixel resolution, supporting capture of the most subtle details which can be rendered to billboard size. One image can render equally well the image of an entire car, and the finest-quality poster-size image of an aluminum rim.

Phase One P Series digital camera backs free the world's leading pro photographers to capture virtually moiré-free images, achieve superior detail sharpness, spectacular shading and the smoothest transition and tonal range. Free to be the artist. Free to release the wildest creativity.

About Phase One

Phase One is the world's leading provider of digital image capture and workflow management technology. Phase One P+ Series digital backs open new possibilities, putting the focus back on the moment of capture. Phase One Capture One software helps streamline the post-production process. Supporting medium and large-format photographic equipment, Phase One products are renowned for their superior quality, flexibility and speed -- enabling pro photographers to realize their most subtle and most complex visions without compromise.

Phase One is an employee-owned company based Copenhagen with offices in New York, London, Tokyo, Cologne, and Shanghai. Many of its employees themselves are skilled photographers.

For more information about the products, visit the Phase One web site on www.phaseone.com.

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Notes to editors:

For further editorial information or to arrange an interview please contact:

Arcand & Madison Public Relations
Kathy Madison
kathy@am-pr.com
kathymadison@mac.com
+1 781-259-1764

For more details, please call either of the contact persons or visit the Phase One website at www.phaseone.com.

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