

HASSELBLAD *phocus*^H

Phocus by Hasselblad – the final step towards uncompromising image quality.

Phocus by Hasselblad could very well be called “The Beauty and the Beast”. Beast, for the power, performance and advanced tools of the Hasselblad imaging software that forms the core of this amazing software, and Beauty for it’s easy and attractive working environment. Phocus makes even the largest files easy

to handle on both Mac and Windows platforms and provides serious photographers with a well thought out, intuitive workflow, designed to work the way that photographers work.

When combined with the optics and sensors that meet Hasselblad’s extreme demands – the result is stunning image quality. A quality standard that we refer to as Hasselblad Image Quality.

Welcome to Phocus

Standard Mode Light Mode Getting Started



The complete toolbox

This is what Phocus looks like when started in Standard Mode. Use the available feature-set, tools, viewing options and tabs as you please at any time. Create favourites or customize on the go. Total flexibility is the basis on which Phocus is built.

Photo by: Marco Grob

Show this window at launch

Choose Standard Mode to start Phocus with all functions and features present. Choose Light Mode if you are new to Phocus or if you want a simple workflow. Choose Skip to start Phocus the way you left it last time.

Skip

Light Mode

Standard Mode

Photos: Marco Grob

When you first launch Phocus you will be greeted by a welcome screen. This screen offers you two different ways of starting Phocus. Choose Standard Mode to start Phocus with all functions and features present or choose Light Mode if you are new to Phocus or if you want a simple workflow.

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Uncompromising Image Quality

Natural Colors

Hasselblad's Natural Color Solution (HNCS) enables you to produce outstanding and true colors out-of-the-box. There's no need for choosing color profiles to get correct colors. Skin tones, product colors and difficult gradations reproduce beautifully and accurately every time.

Digital Lens Correction (DAC)

Hasselblad's modern lens design has been optimized for digital perfection, including full correction of chromatic aberration (color fringing), distortion and vignetting (light falloff). Phocus makes use of its embedded digital lens models and calculates the optical corrections for every shot at the given distance and aperture setting.

The result is clear: Phocus with DAC increases image resolution and delivers perfect images as the basis for optimal image rendering, and it's further processing. The DAC technology works automatically with all Hasselblad HC, HCD lenses, even with movements when using the HTS 1.5 Tilt/Shift adapter. Based upon manual settings, DAC also works with all the Carl Zeiss lenses of the classic V system cameras.

Ultra-Focus

The H system cameras' Ultra-Focus system allows information from the lens and exact capture conditions to be fed to the camera processor for ultra fine tuning of the auto-focus mechanism, taking into account the design specifications of the lens and the optical specifications of the sensor. In this way the full HC lens program is even further enhanced, bringing a new level of sharpness and resolution.

Leading-Edge Moiré Removal Technology

With Phocus, the moiré that can occur on even extremely high resolution images is effectively removed from your images. This is automatically performed directly on the raw data, leaving image quality intact and eliminating the need to carry out special masking selections or other manual procedures, saving hours of tedious post-production work.



Photos: Marco Grob

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Processing power doesn't help much if you can't use it easily and effectively

Achieving a good digital workflow is crucial today. With this in mind we have designed Phocus to be as intuitive and easy to use as possible. Every aspect of the Phocus interface has been developed and designed to reflect the way that photographers work and to help ensure that you can spend as much time as possible taking images – not processing them.

Phocus incorporates some of the most common features found in the most popular image processing environments, combined with a collection of advanced tools all designed to easily provide you with optimum image quality – every time!

The viewer section allows for full view, compare, browse, horizontal or vertical view of images. Multiple folders can be open at the same time, while Quick Selection folders make handling your choices simple and easy. Tools can be hidden when not required or collected into groups for rapid access. The whole appearance and working environment can be altered to suit current needs.

File Browser:

Allows easy access to 'favorites', 'collections' and 'devices', etc plus all system files.

Layout:

Change or edit layout whenever you choose.

Show:

Hide or show layout elements whenever you choose.

Adjustments:

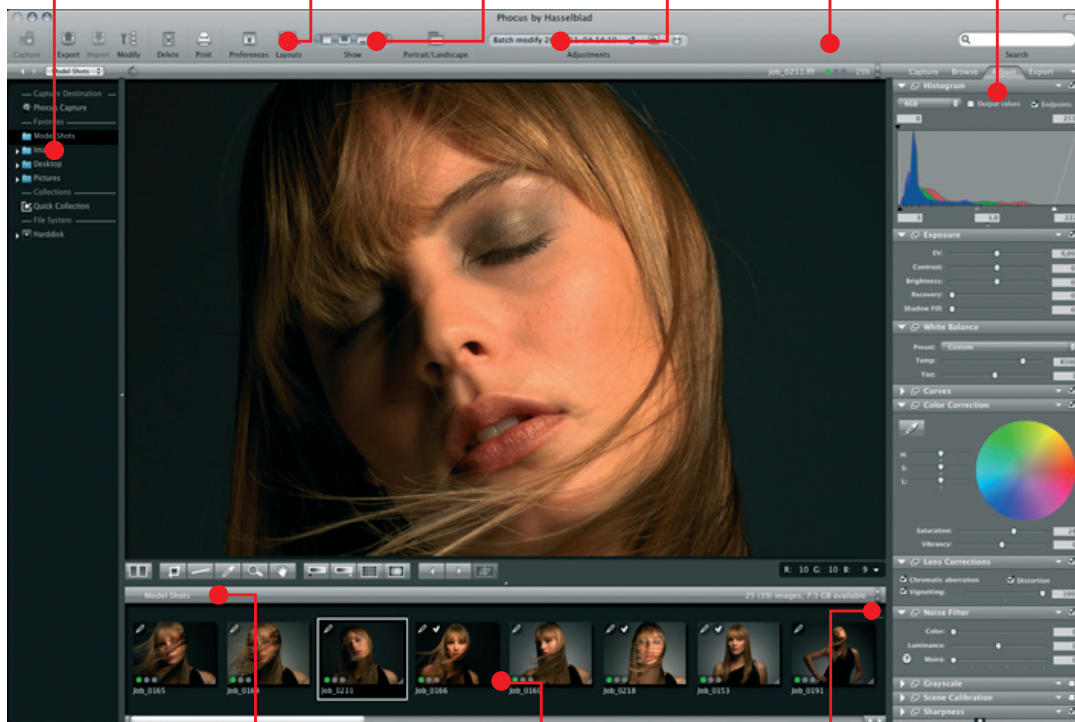
Easy overview and maintenance of adjustments.

Toolbar:

Customize toolbar to include the tools you choose.

Tools:

Can be grouped, hidden, moved or floated.



Photos: Marco Grob

Folders: Tabbed folders offer easy and fast folder access.

Thumbnails: Can be quickly enlarged and reduced.

Thumbnail Browsing: Choose method to sort thumbnails quickly, change names, etc.

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The ghost in the machine

My Phocus – Layouts

Working with layouts in Phocus is the foundation stone for an effective and fast workflow. Most assignments have requirements that are special and each of these can slow you down when it comes to workflow. That's why Phocus can be customized into what we call "My Phocus" – your personal version that you know is right and will work for you. With the 'layout' concept we have formalized the way a complete monitor layout and its associated views, tools layout, toolbar, and adjustments is compiled. This means that with one click you have a viewing environment you favor, a collection of tools you need for the job in hand and unwanted tools and functions out of the way. 'My Phocus' also means being able to save your layouts and have them with you on location or with rented equipment.

Light or Standard

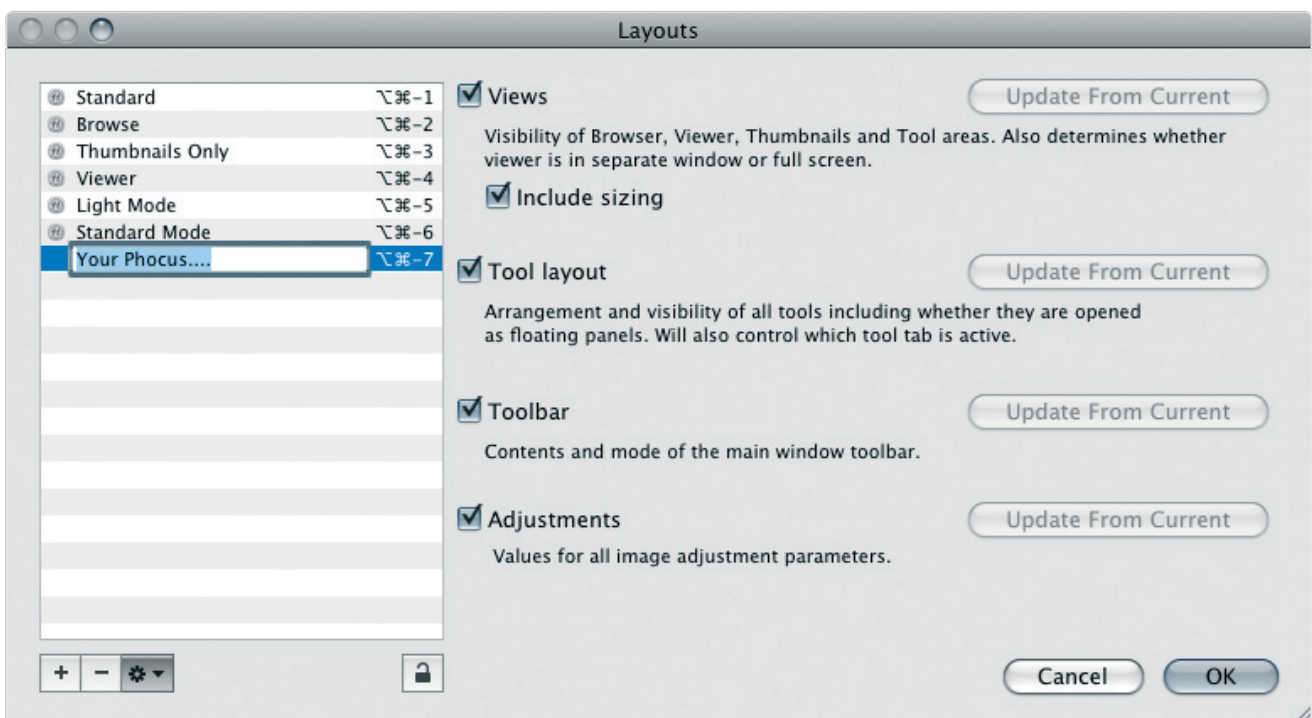
As illustrated on the first page Phocus initially opens with a Welcome screen offering two starting modes: Light Mode and Standard Mode. These modes are intended as starting points only. All the

tools and processing abilities are always present and always accessible behind the scenes; it's just that you choose when and how they become part of the action. Some users will lean towards the Light Mode with a possible few additions while others will start with Standard Mode and change it to the finest degree. The key point is the ever-available customization of Phocus.

Customize

A list of options that could be included in 'My Phocus' layouts would be long but the need for defined tool-setups for various adjustments, importing and exporting, for example, could typically benefit by having a customized 'My Phocus' layout assigned – one for each situation or job if you wish.

Customized layouts can even automatically be triggered when a camera or card reader is connected, a camera is tethered or when a specific tool tab is selected. As 'My Phocus' layouts are predetermined, they ensure a secure handling of files.



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Technical Information

The Hasselblad raw file

In order to incorporate the unique Natural Colors and Digital Lens Correction features Hasselblad has developed a custom Hasselblad raw file format called 3F. The 3F file format is build upon the TIFF standard. It includes lossless image compression, which reduces the file size and required storage space, by 33%.

The 3F file includes all the raw pixel data, all metadata created by the camera and yourself, and the full history log of your image adjustments and your export settings. No sidecar files structure is generated. Further, you will not be locked into a closed world of proprietary raw files as the Hasselblad raw files open directly into Apple's or Adobe's imaging environments.

Metadata

The basic metadata architecture in Phocus images follows the IPTC Core standard with XMP. On top of that the extended metadata architecture provides for detailed and accurate image adjustment, cataloguing and indexing. Your benefits from working with the Phocus metadata structure in the raw 3F file, include:

1. Easy overview of file information and it's adjustment history
2. When working with the HTS 1.5, all settings with regards to capture, angle, equipment etc. are stored as metadata directly in the image file for full function with Digital Lens Corrections (DAC).
3. The Hasselblad GPS accessory allows for a range for new functions within Phocus, as it links GPS data directly to i.e. Google Earth, making geographic reference a snap and image storage and retrieval much easier.

Your exported tiff's and large jpeg's will carry most of this capture information available for your further post processing and archiving.

Perfect Viewing Quality

By taking advantage of the extra computational power available from the graphics card Phocus provides real time full quality viewer updates when performing adjustments. On top of that the Phocus Viewer delivers image viewing quality that matches every detail of the image with all corrections. This quality standard also secures that what you see in Phocus matches what you will see later in i.e. Photoshop.

Camera Integration

Phocus provides special extended controls with which to operate your Hasselblad camera with tethered use. Special extended camera controls with which to operate your camera. These features, such as live video for easier shot set-up and workflow, or the ability to control the lens drive for focusing when the camera is in a remote position or when the digital capture unit is mounted on a view camera, bring an entirely new level of flexibility to the way you shoot.



Want to know more?

Go to www.hasselblad.com/products/phocus.

System requirements

MAC	WINDOWS
Mac OS X 10.5 or later is required and at least 2GB of memory, where 4GB is recommended. Phocus is optimized for Intel processors.	Phocus supports Windows XP, Vista and Windows 7 in 64 or 32 bit mode, where 64 bit is recommended. Intel Core 2 Duo or AMD equivalent processors, with min. 2GB of memory and min. 256MB of video memory. For Windows 7 installations min. 512MB of video memory is recommended.