

MADE IN SWEDEN

HASSELBLAD



THE SWEDISH SPACE SATELLITE

Last year marked the 25th anniversary of a unique U.S.A.-Sweden relationship: the cooperation between the Swedish camera manufacturer Hasselblad, headquartered in Göteborg, and the National Aeronautics and Space Administration (N.A.S.A.). It was on October 3, 1962 that astronaut Wally Schirra took a Hasselblad with him on board one of the early Mercury flights. Since then at least one Hasselblad camera has accompanied every U.S. manned flight including all flights to the moon. When astronaut Michael Collins lost his Hasselblad while walking in space as part of the Gemini 10 mission, Sweden gained its first space satellite.

Hasselblad's newest camera is the 2000 FCW medium format camera. A special feature is that the winding crank (used for

manual winding) can be removed and replaced with a powerful motor drive for automatic film advance and sequence photography at the rate of 1.3 pictures per second. The motor drive runs on five AA batteries—enough charge for 1000 exposures.

When operated electronically, the 2000 FCW has 23 shutter speeds ranging from 1 second to 1/2000 of a second. At the photographer's option the camera can also be operated mechanically, giving a shutter speed range of 1-1/500 of a second.

While all manufacturing of Hasselblad's cameras is done in Sweden, distribution and marketing in the United States is handled by Victor Hasselblad, Inc., 10 Madison Rd., Fairfield, NJ 07006.



Hasselblad cameras have accompanied every NASA space mission since 1962.

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