## PHASE ONE P 25



# 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

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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

## PHASE ONE P 25



## Corporate headquarters:

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## **Specifications:**

Technology

Raw file

compression: High: 25MB (lossless) Low: 13 MB

Battery (rechargeable): Battery lifetime:

Untethered operation:

to 7 GB) Writing speed to CF: 9 MB per sec. Tethered operation: 400Mbit IEEE

1394/FireWire©

Lithium Ion

hours

250 captures within 4

1 GB CF card II (up

#### 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

#### Capture rate Tethered:

Un-tethered:

35 per minute 35 per minute

Full frame CCD

5,488 x 4,145

5,436 x 4,080

9 x 9 micron

8 f-stops

4:3

48.9 x 36.7 mm

Red, Green and Blue

48 bits (16 bit per color)

Resolution: high or low

#### Imager

Technology: Color filter: Total pixels: Effective pixels: Effective size: Pixel size: Imager ratio: Imager output: Antiblooming:

## Digital image

Color depth: Dynamic range: Single exposure: 16 bit per color 12 f-stops 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

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