

YOU CAN AFFORD TO DREAM BIGGER WITH

H E R O

HASSELBLAD EDUCATION REWARDS OFFER FOR STUDENTS, EDUCATORS, AND SCHOOLS

OVERVIEW:

The *HERO* program for 2011 is designed to make it as easy as possible for you to acquire the finest camera and digital products in the world. This purchase incentive plan is heavily subsidized by Hasselblad USA and is available only to pre-approved students, accredited schools and photo educators. Simply put, there has never been a better time to purchase the best medium format camera, digital camera, digital back or scanner on the market today. If you are serious about photography, you need a Hasselblad. Need convincing? Just look at the equipment most working photographers rely on for their business – and their reputations.

GUIDELINES:

- ✓ **Duration:** this program is only available on the qualifying products listed in this Program Guide, ordered from an authorized Hasselblad USA Camera or Digital Dealer under the *HERO* program and shipped from January 1 – December 31, 2011.
- ✓ **Eligibility:** this offer is available only to **Students** enrolled full-time in an accredited photography program; **Schools** (including Universities, Colleges, Technical Trade Schools and High Schools) who specialize in or have specific courses, or a curriculum devoted to photographic training; and **Educators** who teach photography in one of the eligible schools. By signing this application, the purchaser certifies they qualify for the *HERO* program and will use the product(s) for the purposes of photo education.
 - Proof of eligibility is required at the time of purchase in the form of:
 - **Students:** student photo ID and a copy of your most recent grade report, transcript or proof of enrollment in a photography course.
 - **Educator:** educator photo ID card or other proof of employment
 - **Schools:** school purchase order
- ✓ **General Conditions:**
 - Due to the exceptionally low prices and nature of the *HERO* program, strict qualifying guidelines have been established. Before ordering, please ensure you meet these guidelines as Hasselblad USA reserves the right to reject the order if all conditions are not met.
 - The purchaser certifies the equipment will not be resold for a period of 24 months.
 - Concurrent general market Hasselblad rebate offers cannot be combined with the *HERO* program
 - Students and Educators are allowed only one complete Hasselblad purchase per year.
 - The equipment must be ordered through a Hasselblad USA Authorized Dealer. Unauthorized imports, so called 'gray market' goods, do not qualify under the *HERO* program.
 - Orders for Hasselblad digital products must be made through select Hasselblad Digital Authorized Dealers. For the name of a dealer in your area, contact the Hasselblad USA office at (973) 227-7320.
 - This offer is available to U.S. and Canadian residents and institutions only. The *HERO* program and *HERO* pricing are subject to change or cancellation without notice.

HOW TO ORDER:

The *HERO* program is easy to use. To purchase your new Hasselblad product, just follow these steps:

1. If you meet the *HERO* program guidelines, visit your local Hasselblad USA Authorized Dealer and select the products you wish to purchase.
2. Complete this application form, provide proof of eligibility and submit payment to the dealer. The dealer will copy the eligibility documents and submit them with your application to Hasselblad USA.
3. Hasselblad USA will process the order, pre-register the equipment to you and ship directly to the dealer. Depending on stock availability, you can pick-up the product(s) from the dealer within 5-7 business days of submitting a complete order.

HASSELBLAD

WWW.HASSELBLADUSA.COM

H A S S E L B L A D

HERO PURCHASE APPLICATION - 2011

CUSTOMER CONTACT INFORMATION *(print neatly)*

STEP #1

You Are (check one): Student Educator School Representative

Applicant Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Email: _____

SCHOOL INFORMATION

STEP #2

School Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Fax: _____

STUDENT INFORMATION

STEP #3

1. List Names of the photography course(s) you are taking:

a. _____

b. _____

c. _____

d. _____

2. Attach copies of your most recent grade report, transcript or proof of enrollment in a photography course and your student ID to this application.

3. Your teacher must verify that you are taking the above photography course(s) by signing below:
I hereby certify that the above student is registered in the course(s) outlined.

Educator's Name: _____

Signature: _____

Educators: if this is a personal purchase, attach a copy of your valid faculty ID to this application.

Schools: if this purchase is for the school, attach a copy of a valid school Purchase Order to this application.

AUTHORIZED HASSELBLAD USA DEALER INFORMATION

STEP #4

Dealer Name: _____

Contact Person: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Fax: _____

PRODUCT TO BE ORDERED

STEP #5

QUANTITY	PRODUCT #	DESCRIPTION	HERO PRICE	EXTENSION
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$

APPROVAL

STEP #6

I hereby certify that I am a qualified student; photo educator or school representative and that I have read and met all of the guidelines established under the HERO program. The equipment shall be used only for the purpose of photo education and shall not be resold for a period of 24-months. All HERO orders are registered to the purchaser and may not be returned or exchanged. ***This HERO order is not valid without a signature!***

Applicant Signature: _____ Date: _____

Hasselblad USA, Inc. • 333 New Road • Parsippany • NJ • 07054

Ph: (973) 227-7320 • Fax: (800) 424-0234

Web: www.hasselbladusa.com

H A S S E L B L A D

QUALIFYING HASSELBLAD PRODUCTS

PRODUCT NUMBER	PRODUCT DESCRIPTION	HERO PRICE
H-SYSTEM • CAMERAS		
30 13600	H2F Kit (body, HC 80mm, viewfinder & film magazine)	\$ 7,168
30 13650	H2F Camera Body (requires the H Viewfinder HV 90x)	2,680
H-SYSTEM • LENSES		
30 23028	HCD 28mm f/4.0 (includes lens shade) Compatible with H3Dxx Digital SLR Camera Only	\$ 3,516
30 23035	HC 35mm f/3.5 (includes lens shade)	2,956
30 23052	HC 50mm-II f/3.5 (includes lens shade)	3,196
30 23080	HC 80mm f/2.8 (includes lens shade)	1,756
30 23100	HC 100mm f/2.2 (includes lens shade)	2,604
30 23120	HC 120mm-II f/4.0 Macro (includes lens shade)	3,676
30 23150	HC 150mm f/3.2 (includes lens shade)	2,636
30 23210	HC 210mm f/4.0 (includes lens shade)	2,796
30 23300	HC 300mm f/4.5 (includes the lens shade)	3,436
30 23511	HC 50-110mm Zoom f/3.5-4.5 (includes lens shade)	3,516
30 23590	HCD 35-90mm Zoom f/4-5.6 (includes lens shade) Compatible with H3Dxx Digital SLR Camera Only	5,996
30 23717	Converter H 1.7X	1,196
30 43500	CF Lens Adapter (adapts Zeiss V-System lenses to the H1 or H2 body or H3D and H3DII)	876
75020359	HTS 1.5 Tilt/Shift Adapter	4,444
H-SYSTEM • EXTENSION TUBES		
30 53513	Extension Tube H 13mm	\$ 259
30 53526	Extension Tube H 26mm	262
30 53542	Extension Tube H 52mm	328
H-SYSTEM • FILM MAGAZINES & ACCESSORIES		
30 33016	Magazine HM 16-32	\$ 1,698
30 53320	Magazine Film Holder HM 16-32	526
H-SYSTEM • VIEWFINDERS		
30 53326	Viewfinder HV 90x	\$ 1,311
30 53328	Viewfinder HVM, Waist Level	248
H-SYSTEM • FILTERS		
30 53470	UV-Sky Filter, 67mm	\$ 83
30 53474	UV-Sky Filter, 77mm	95
30 53478	UV-Sky Filter, 95mm	123
H-SYSTEM • PROSHADE & ACCESSORIES		
30 40740	ProShade V/H 6095	\$ 355
30 43415	ProShade Adapter H67 (for 80mm & 120mm)	126
30 43417	ProShade Adapter H77 (for 50mm, 100mm, 150mm & 210mm)	126
30 43419	ProShade Adapter H95 (for 35mm, 50-110mm & 300mm)	152
V-SYSTEM • CAMERAS		
30 10243	503CW Body only, chrome trim	\$ 2,768
V-SYSTEM • LENSES		
30 20039	40mm Distagon f/4.0 T* CFE IF* (available while supplies last)	\$ 6,049
30 20047	50mm Distagon f/4.0 FLE T* CFI	4,144
30 20062	150mm Sonnar f/4.0 T* CFI	3,686
V-SYSTEM • FILM MAGAZINES		
30 30212	A12 Film Magazine – Chrome trim, (6x6)	\$ 854
V-SYSTEM • CAMERA ACCESSORIES & WINDERS		
30 43326	Tripod Quick Coupling H (fits all V, H & X System Cameras)	\$ 145
30 44105	Winder CW, for the 503CW and 503CXi	1,153


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Revised December 2010

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V-SYSTEM • LENS SHADES		
30 40693	Lens Shade 93 /40 (for CF and CFE)	\$ 165
V-SYSTEM • PROSHADE & ACCESSORIES		
30 40740	ProShade V/H 60-95	\$ 444
30 40741	Proshade Lens Mount Ring 6093/60	84
V-SYSTEM • CLOSE-UP ACCESSORIES		
30 40649	Extension Tube 8mm	\$ 416
30 40654	Extension Tube 16E	359
30 40655	Extension Tube 32E	386
30 40656	Extension Tube 56E	441
V-SYSTEM • FILTERS		
30 51603	Polarizer Filter – Series 60	\$ 318
30 51578	Polarizer Filter – Series 70	496
MISCELLANEOUS		
*WILDI	The Hasselblad Manual, 7 th Edition – by Ernst Wildi	\$ 45
INTEGRATED DIGITAL CAMERAS		
70480522	H4D-31 (31mp Integrated H3D Digital Camera, HC 80mm Lens, HVD90x Viewfinder)	\$ 13,295
70390554	H4D-40 (40mp Integrated H4D Digital Camera, No Lens, HVD90x Viewfinder)	17,095
70380534	H4D-40 (40mp Integrated H4D Digital Camera, HC 80mm Lens, HVD90x Viewfinder)	18,995
70480542	H4D-50 (50mp Integrated H4D Digital Camera, No Lens, HVD90x Viewfinder)	27,545
70490533	H4D-50MS (50mp Integrated H4D Multi-shot Digital Camera, HC 80mm Lens, HVD90x Viewfinder)	36,095
70380543	H4D-60 (60mp Integrated H3D Digital Camera, No Lens, HV90x Viewfinder)	37,995
DIGITAL BACKS & CAMERA BUNDLES		
3034214	CFV-39 39mp Digital Back for V System Cameras (battery and charger included)	\$ 13,295
3034216	CFV-50 50mp Digital Back for V System Cameras (battery and charger included)	16,145
70360542	CFII-39 39mp Digital Back (includes 1 I-adapter, battery, and charger)	18,995
70360542-H2F	CFII-39 39mp Digital Back & H2F Kit Bundle (includes 1 I-adapter, battery, and charger)	24,695
70370528	CFII-39MS 39mp Multi-shot Digital Back (includes 1 I-adapter, battery, and charger)	27,545
70370528-H2F	CFII-39MS 39mp Multi-shot Digital Back & H2F Kit Bundle (includes 1 I-adapter, battery, and charger)	33,245
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PRODUCT NUMBER	PRODUCT DESCRIPTION	HERO PRICE
FILM SCANNERS		
70380201	Hasselblad Flextight X1 Scanner	10,795
70380301	Hasselblad Flextight X5 Scanner	16,596
FILM SCANNER ACCESSORIES – X1, X5		
50200401	Org. Holder std. 24x36 + 36x24 (24x35)	\$149
50200402	Org. Holder std. 4"x5" (94x119)	149
50200417	Org. Holder std 24x65 (24x65)	149
50200428	Org. Holder std. 6x6/6x4.5	149
50200403	Org. Holder std. 60x70 (57x70)	149
50200404	Org. Holder std. 60x60 + 60x60 (57x57)	149
50200406	Org. Holder 6x8 (57x78)	191
50200405	Org. Holder 6x9 (57x90)	191
50200418	Org. Holder 6x9 (57x88)	191
50200413	Org. Holder 6x12 (57x120)	191
50200412	Org. Holder 6x17 (57x171)	191
50200407	Org. Holder 4.5x6 (45x57)	191
50200411	Org. Holder 24x36x4 Strip (24x149)	191
50200416	Org. Holder 24x36x6 Strip (24x226)	191
50200415	Org. Holder 60x60x3 Strip (57x182)	191
70310105	Batch Feeder (X5 compatible only)	1,696
70310205	Mounted Slide Feeder (X5 compatible only)	4,246
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