

What did we learn from building the moon camera?

We learned what a good camera we already had on earth.

Because the moon Hasselblad is basically our electrically-driven Hasselblad 500 EL.

We also learned that NASA's photographic needs were much the same as the needs of serious photographers anywhere.

NASA needed to bring back high-resolution photographs. (Don't you?) The Hasselblad 500 EL offered the superb optics of Carl Zeiss lenses, plus the large 2 1/4" square format.

NASA needed great shooting capacity. (Haven't you been in spots where you wish you'd had more film in your camera? Or could switch from black and white to color in mid-roll?) The 500 EL, with its interchangeable backs, offered a large capacity magazine. Which meant that no film would have to be loaded by the astronauts during the entire moon walk. A fresh, pre-loaded back could be snapped on

as needed. In a matter of seconds.

NASA needed simplicity of operation. (Aren't there times when you, too, want to concentrate on your subject, not your equipment?) The 500 EL offered electrically-driven automatic film advance and cocking of shutter.

Most of all NASA needed fail-safe reliability. (After all, if you were going on a long trip and didn't know when you'd get there again, you'd want insurance, too.) Hasselblad had been the space camera since 1962, so there was no doubt that it would perform reliably on the moon.

There are, of course, some differences between the moon and earth Hasselblads.

For one thing, the moon Hasselblad has wings on the diaphragm and shutter speed rings so they can be operated with bulky gloves on.

It has an oversized shutter release button for the same reason.

And a longer handle on the magazine slide for the same reason again.

And a safety lock to prevent the film back from floating off into space during weightlessness.

The earth Hasselblad doesn't have any of these things because it doesn't need them.

On the other hand the earth Hasselblad has things the moon Hasselblad doesn't have. Or need. Like interchangeable film transport mechanisms, three focusing screens and viewfinders.

In its own way, the earth Hasselblad, with its reflex viewing system, is just as sophisticated as the moon Hasselblad. So rather than stand in awe of the astronauts' Hasselblad, it would be equally appropriate for the astronauts to stand in awe of your Hasselblad.

If you don't require an electrically-driven film advance, there are other Hasselblad bodies. All part of the Hasselblad system which in-

cludes three basic cameras, ten interchangeable Carl Zeiss lenses ranging from 40 to 500mm, five interchangeable magazines from 12 to 70 exposures, interchangeable viewfinders plus a large number of specialized accessories.

We didn't have to push technology to fantastic new limits to come up with the moon camera. We had such a product all along.

Which only goes to show that when you constantly shoot for the moon, you stand a good chance of making it.

For more information, see your Hasselblad dealer. For your free 48-page catalog on The Hasselblad System, write to address below:

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