

# PRESS RELEASE



## **Expand Your Digital Capabilities and Perspective Control with the Cambo ULTIMA 35 for Canon, Fujifilm, Kodak or Nikon DSLR cameras**

September 2004, KAMPEN, HOLLAND — Cambo Photographic is excited to introduce the implementation of the latest digital cameras to expand the capability and versatility of digital photography with the ULTIMA 35.

Designed initially for the full-frame Canon EOS-1Ds and Kodak ProSLR, the ULTIMA 35 features 35mm portability, high-resolution digital quality images and studio capability all in one, and is the most affordable high-end digital solution available today.

The ULTIMA 35's design allows the full-frame as well as the smaller sensors of many of today's digital SLR cameras on the market to be expanded into a complete photographic system. The ULTIMA 35 transforms either the Canon 1D(s) series, 10D and 20D, the Kodak Pro SLR/n or /c, or the Fujifilm S2, the new Fujifilm S3, or the Nikon D1x and the new Nikon D2x into a tool with the perspective controls of a view camera and the excellent resolution of a 35mm-sensor digital camera. This design enables the photographer to photograph studio product, fashion, portrait, architecture or landscapes — both in the studio and on location, tethered to a computer or totally portable and wireless — in a unique combination of ultra-precise view camera movements with state-of-the-art digital technology.

Photographers can enjoy the portability of a 35mm camera out in the field untethered, and then bring the camera back into the studio and have all the rise and fall, swings and tilts of a view camera, while still operating untethered.

When used in combination, the SLR body will function as the capture device, while the ULTIMA 35 is the optical system that offers swings, tilts, lateral and vertical shift and critical focusing in order to create perfectly aligned images with the desired sharpness plane and depth of field. Cambo recommends the Schneider Digitar series of specially designed lenses for digital photography. Hasselblad and Mamiya 645 Pro lenses will work when mounted on a special adapter plate. In addition, any regular large format lens (over 90mm) will also work. No shutter is necessary, as all metering and exposure functions are controlled by the digital SLR. Because the metering is done at the chip, there is no need to compute bellows compensation. Both front and rear standard movements provide for quick and easy set up of images, and the sensor ("film-plane") is located in the optical axis for direct control over the image without need for constant refocusing.

The camera body can be taken off quickly and used as a handheld camera with its own compatible lenses for shots that require a stand-alone application, and can just as easily be remounted onto the ULTIMA 35 again in perfect alignment for studio shooting.

Cambo has designed a line of dedicated accessories that will be compatible with the ULTIMA 35. In production are a compendium shade, flat and recessed lensboards and a Hasselblad lens adapter, a Mamiya 645 Pro lens adapter, as well as a vertical mounting adapter for all available SLR mounts. Future developments of new digital SLR cameras can easily be adapted when they will be released. The ULTIMA 35 is also compatible with Cambo's general accessory system and can always be upgraded or retrofitted for other applications.

Designed and manufactured by  
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