



# THE VERDICT



**L**egendary Swedish camera maker, Hasselblad, known for their very high priced cameras and lenses, as well as providing the cameras that NASA used to take pictures from space and on the moon. The famous picture 'Earthrise' taken in 1968 was captured with a Hasselblad and still looks incredible to this day! Well, they are back and they have a new camera that caters for both the new, but also the old, so lets take a look.

The 907X 100C consists of two pieces. The 907X is the camera body; an almost wafer thin slice that consists of the XCD lens mount, which can also be adapted for vintage HC/HCD, V or even XPAN lenses. The shutter button is also found on the 907X in the spot where any V-series photographer would be familiar. The 100C digital back is the main part of this camera where the sensor, internal storage and for want of a better word, gubbins can be found. The sensor in the 100C is a back-side illuminated 100 megapixel medium format sensor with a resolution of 11,656 x 8,752. It also features phase detect autofocus as well as contrast detect autofocus. The previous models autofocus was said to be a little hit or miss by users, but that's not the case with the new model thanks to the inclusion of phase detect AF. This new autofocus system features 294 autofocus zones which Hasselblad state has improved autofocus by 300%. It still doesn't make this camera the sports, wildlife or street photographer's camera, but will definitely be of use to portrait and studio photographers who want a faster workflow with the inclusion of face detection aiding in this endeavour. The digital back also features a 1TB SSD, something Leica started



# THE OLD AND THE NEW



introducing in their cameras, and that photographers are really enjoying as a back up in case anything goes wrong with their SD or CFexpress cards. The internal SSD is no slouch either with a write speed of 2370MB/s and read speeds of 2850MB/s. The camera also features a CFexpress Type B slot for further expansion.

The neat thing about the new Hasselblad though is not just its capability to fit vintage glass onto a new body, but for the 100C back to attach to older camera V-system bodies. Have a vintage 501C/M from the 1970s? No problem, just attach the 100C and you have yourself a fully working camera complete with waist level viewfinder. Have an even older 500C from the 1950s? It's the same story. The 100C can attach to all of them in place of the typical film back. Hasselblad say that along with their Hasselblad Natural Colour Solution (which is widely regarded as one of the best and most natural on the market), that the 100C brings out the best in vintage optics displaying the "full charm of each film camera lens". Some photographers have never been able to shake their desire for film photography, and looking through the ground glass of a medium format camera like those of the Hasselblad V-series, a Rolleiflex, Mamiya or Zenza Bronica is something else. Hasselblad may have given people a reason to switch over. A mix of the old and the new, blending seamlessly into a vintage, but also high tech package.

The Hasselblad 907X 100C is available to buy now for £6,729.00/AUS\$12,869.00.



# FOR EARLY ADOPTERS ONLY



**A**pple Vision Pro is out and the reviews have come thick and fast. The resounding response is that this is the best version of VR/AR that we have seen, but the technology has still not quite caught up with how Apple or any other tech company envision this new computing space will be.

Let's get the negatives out of the way. First up, the user's eyes appearing to users on the outside of the device is not quite what was shown in Apple's initial video. The eyes appear through a blue mist effect that appears when they are using the device but in practice, it's not as clear as Apple clearly wanted to be. In the Verge's review they basically said it was 'virtually a waste' with the low-res screen and the reflectiveness of the front panel making the eyes

that are projected very difficult to see. With this not really working as intended, there does seem to be room for saving money on future iterations of this new category. Battery life is also not great. The battery pack Apple include is sized similarly to battery packs on the market that have capacities of over 10,000mAh but it only has a capacity of just over 3,000mAh. This provides just 2-4 hours of battery life. The headset itself is of a very high build quality constructed of metal and glass. This has given it more of a premium look and feel than other headsets on the market, but unfortunately, this has come at a cost. Many users have reported a bit of fatigue whilst wearing it, and with the way it fits to the face with no support at the top, it can slip a little. The weight and comfort go against it and there is room for improvement in future iterations. Finally, whilst the Apple eco-system is well

catered for, the app selection is a little lacking. The first party apps work really well, but results with third party apps are a little hit or miss at the moment.

Now, let's get on to the positives of which there are quite a few! The display quality and video passthrough is the best of any kind in a device like this. The passthrough provides a view of the world that has natural colours and popular YouTuber's like Marques Brownlee and Casey Neistat (whose video review was a little more unorthodox than others) said that after a while you just forget you are looking at a screen. They are also sharp enough (with no screen door effect) to read text, and bright enough to make watching movies a very enjoyable experience. Brownlee also said that the passthrough latency at just 12ms allowed him to play catch and table tennis with no issues. Neistat was able to walk, and ride the subway around Manhattan although on the subway train, tracking was lost whilst the train was moving, meaning the applications would not work.

The spatial audio on the headset is also reported to be very good. There is a little bleed from the speakers but for the most part it is quite well contained.

The eye tracking and control with hands is also reported to be very good. What you look at is highlighted, even down to the smaller actions like using

eyes to look at specific keys on the virtual keyboard. When apps are brought up, they are locked in place and to top it off, their shadows are projected into the space accurately. This and the displays high resolution, fast refresh rate at 90Hz, all add up to a device that has the best immersion of any headset we have seen on the market.

When used as a display for a connected MacBook, the Vision Pro really shines, blacking out the screen and projecting a 4K version of your computers in front, which can be made as big or as small as you want.

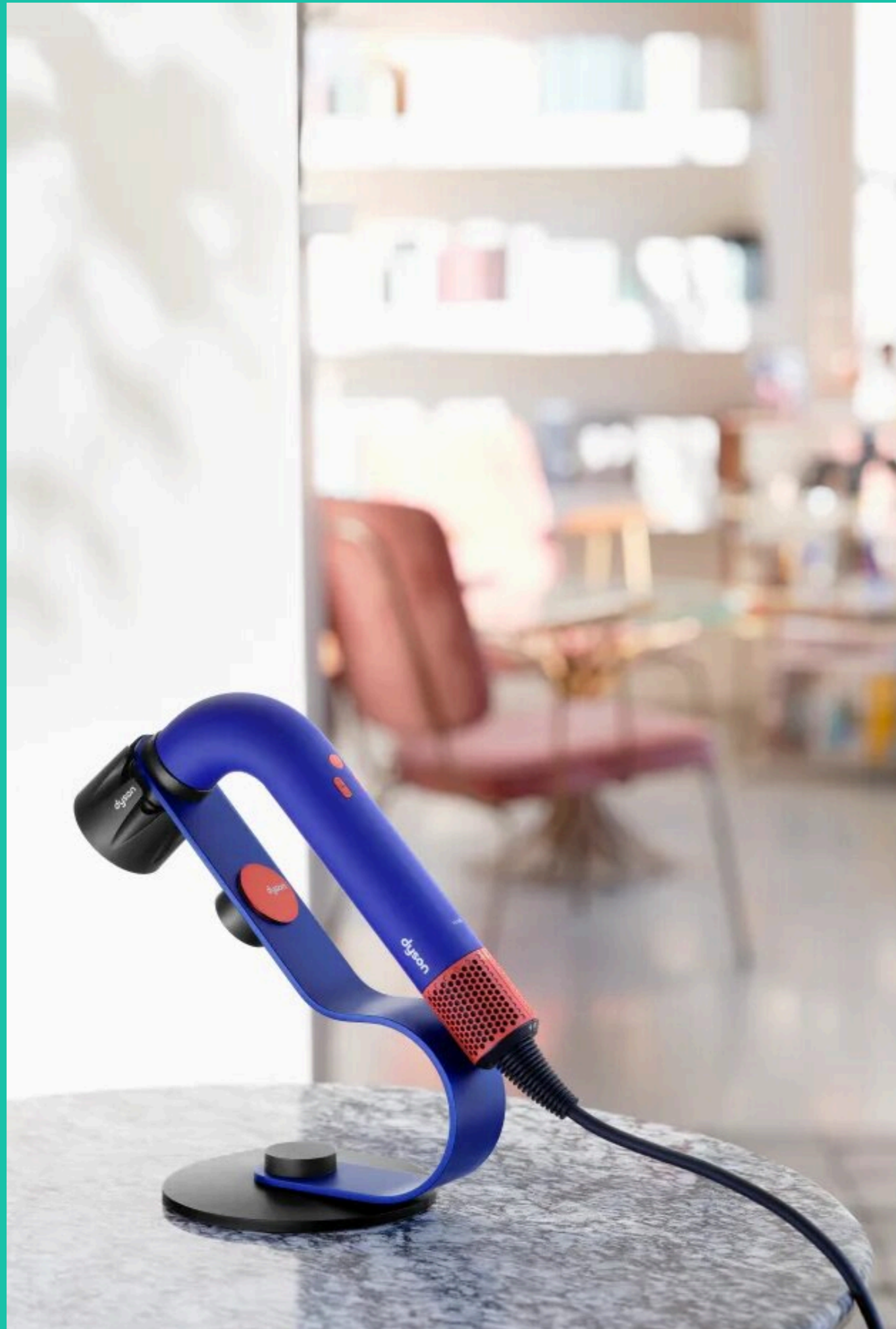
Some quotes from reviewers to round out this article:

*"My bottom line on the Vision Pro is that it's definitely revolutionary, but it's a revolution very much in progress" - Toms Guide*

*"There is so much technology in this thing that feels like magic when it works and frustrates you completely when it doesn't" - the Verge*

So the verdicts are in, and like any 1<sup>st</sup> generation product there are issues, but it at least shows us what this category could become, and with future "Vision's" from Apple hopefully being cheaper than the current exorbitant price tag of \$3,499.00, other manufacturers might start taking more notice of this product space than they have up until now.





# D

**D**yson have just announced a new hi-tech hair dryer to it's range, but this one is for the pros only. Whether or not this filters down to the home market remains to be seen, but there will definitely be the odd one getting into the hands of the general public who are willing to pay for it.

The Dyson Supersonic R blow-dryer is named after its shaped which essentially looks like a tube that has been bent to resemble the letter r. This deliberate shape has been designed to give stylists more control and comfort. Alongside the hair dryer they introduced some of their new technology that it comes installed with. Dyson Hyperdymium is a streamlined heater that evenly heats the airflow and RFID sensors are installed that communicate with the hair

dryer to adjust airflow and heater for optimal airflow and temperature. Not necessarily an innovative new piece of technology, but the Supersonic R is also fitted with a small LED light that lights up if the filter needs cleaning and as a safety feature, if it is not cleaned the unit will not operate until it has been.

The hair dryer comes with a number of attachments in the box: an powerful air attachment for quick drying, a concentrator for precise airflow, a gentle attachment to reduce frizz and define curls and a smoothing nozzle for de-tangling.

The dryer does not make an appearance until the end of the year and Dyson have said they will continue to innovate in this space. When it does launch the price is going to be \$579.99.

Other phone manufacturers are going big on AI, OnePlus snuck out their new OnePlus 12 model and unlike Samsung and Google they are not pushing AI. Instead they are focused on shipping a phone that deals with the essentials like battery life, fast charging, and display quality. That's not to say its not ready for anything Google delivers in its OS as it's equipped with the Qualcomm Snapdragon 8 Gen 3 processor.

The OnePlus 12 comes with more RAM and storage than its competitors for the same cost; the 256GB model installed with 12GB and the 512GB with 16GB. Battery life is class leading and it offers 80W fast-charging with the included charger and there is the option of a 50W proprietary wireless charger or 15W on regular Qi chargers.

The 6.8-inch display is best in class with a resolution of 1440p

and a refresh rate of 120Hz with a peak brightness of 4,500 nits, although in practice reviewers have said this figure might have been inflated. However, reviewers state the phone is very comfortable to use in direct sunlight.

OnePlus have once again partnered with Hasselblad for the camera system. A 50MP wide camera features alongside a 64MP telephoto with 3X optical zoom and a 48MP ultra-wide camera. Around the front, there is a 32MP camera hole-punch style camera. Hasselblad's colour processing is where this camera system really shines.

OnePlus 12 is an improvement on last year's model with an IP65 rating but it's still behind the others who have moved on to IP68 resistance.

The OnePlus 12 is available now starting at £849.99 in Flowy Emerald or Silky Black.

