

PHOTOKINA 2016 - SPECIAL SITE

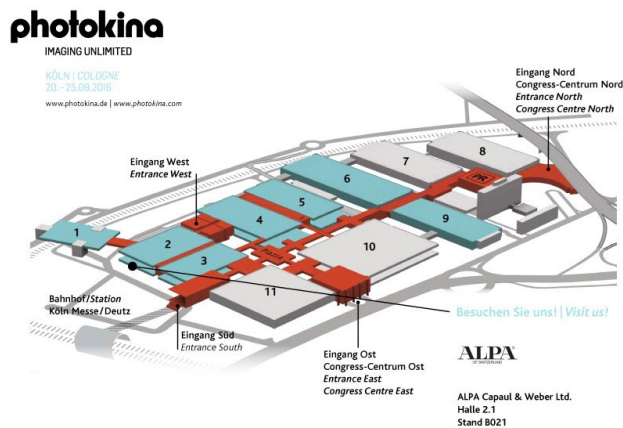
Here you will find all additional information regarding ALPA's presence at Photokina 2016, taking place 20 - 25 September in Cologne.

ALPA will show solutions with the...

- Hasselblad Multishot digital back
- Phase One IQ3 100 MP, the IQ350 and the Achromatic
- all new Sinarback S 30|45

You will find ALPA at stand B021 in hall 2.1 - [Download Floor Plan Photokina 2016](#)





PHOTOKINA 2016 - PRESS RELEASES

ARCHIVE PRESS RELEASE PACKAGES (ZIP)

August 19, 2016 - ALPA Releases Additional Products for Still and Movie Photography

August 25, 2016 - ALPA 70 & Years Anniversary: ALPA launches ALPA Anniversary Edition Set

August 31, 2016 - Hasselblad and ALPA Sharing Expertise

September 16, 2016 - ALPA introduces new control devices - ALPA SILEX, ALPA eShutter Support Sinarback S 30|45

September 17, 2016 - ALPA modularizes bellow and tripod head - ALPA SERPENT and ALPA GON

PHOTOKINA 2016: ALPA SILEX - THE NEW SWISS KNIFE

ALPA's credo was and is to offer their users the outmost modularity, flexibility and protection

of their investment. ALPA is pleased to announce in its anniversary year a number of future-oriented products for existing and new customers. ALPA aims to provide highly tailor-made photographic equipment. With 18 new products for this Photokina ALPA is underpinning this claim.

ALPA SILEX – THE NEW SWISS KNIFE

This compact control module ALPA SILEX (reminiscent of the once universal biface tool made from flint stone/silex) offers all the functionality you have seen with the proven ALPA 12 FPS – without a built in focal plane shutter. SILEX enables every existing conventional ALPA 12 camera with new functionality and operates all lenses equipped with eShutter 250 or 125 in combination with the ALPA eShutter Control.

But that there is much more: Add the all new ALPA Electronic Lens Adapter and use any ALPA 12 FPS lens adapter on any existing ALPA 12 body. This will offer completely new choices for ALPA's users. The cooperation with Hasselblad will open the ALPA to an even better integration of the complete palette of Hasselblad HC/HCD lenses. Together with video capable digital backs Canon, Contax 645, Nikon PC-E, Rollei can be used as well. And there will be more choices in the future.

Together with the eShutter control and the electronical lens adapter ALPA SILEX reaches way beyond what was possible in the past in medium format photography.





PHOTOKINA 2016: ALPA INTRODUCES ALPA ESHUTTER CONTROL - NEW SHUTTER OPTIONS

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ALPA eSHUTTER CONTROL – NEW SHUTTER OPTIONS

With the introduction of the all new Sinar/Rodenstock eShutter 250 users get offered a new, precise and long lasting leaf shutter solution optimized for the digital workflow. The fastest shutter speed of 1/250s allows the better use outside of the studio. But mobility remains restricted due to the need of tethered operation.

Solving this issue, ALPA shows the newly developed ALPA eShutter Control. This module is hand-grip shaped and attaches to the ALPA 12 FPS and ALPA SILEX (see below). It provides the power supply and logical interface to and from the eShutter unit. It integrates completely in the unique and proven user interface of the ALPS 12 FPS and ALPA SILEX. This integration allows the use of T to 1/250s with the built in leaf shutter (also fastest flash sync time) and adds seamlessly faster shutter speeds up to 1/4000s with the integrated focal plane shutter of the ALPA 12 FPS. The camera switches fully automatically between the two shutters also during bracketing sequences. The new ALPA eShutter Control is also compatible with the older eShutter 125 with its fastest shutter time of 1/125s.

The ALPA eShutter Control is a world's first in making the shutter mobile and suitable for outdoor use. Developed fully on CAD the body is completely additively manufactured before getting equipped with the electronic components. After the introduction of the wide choice of completely additively manufactured lens shades ALPA shows its experience in this field. All new functionality will be supported via new firmware – free of cost as usual.







PHOTOKINA 2016: ALPA MODULARIZES THE TRIPOD HEAD

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ALPA GON

The ALPA GON goniometer modules for pivoting motion on the ALPA SERPENT build up to a micro levelling head together with pano plates and other elements. The whole system is highly flexible and allows individualization depending on the need of the user. Optimal combinations for the various tripods and solutions are easily achievable.





PHOTOKINA 2016: ALPA MODULARIZES THE

BELLOWS

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ALPA SERPENT

ALPA shows at Photokina 2016 its completely modularized approach to the an individually configurable bellows system ALPA SERPENT which is in many aspects already a camera. The module kit consists of a base rail unit and goniometers as well as various configurations of the standarts (design study). All based on a coupling interface fully compatible to the UniQ/C standard. So all existing ALPA 12 cameras but also third party digital cameras can be directly attached and integrated.







PHOTOKINA 2016: ALPA SUPPORTS THE NEW SINARBACK S 30|45

ALPA is delighted to have also the newly introduced Sinarback S 30|45 on its booth together with exclusive lenses from CW Sonderoptic.

From the Sinar press releases: "The new Sinarback S 30|45 - The new Sinarback S 30|45 was specially designed for mobile use and is uniquely versatile for shooting photos and film. A high-resolution 3-inch display guarantees a perfect overview of photographs in every situation or produces a live image directly on the display. WLAN offers the option of comfortable operation with an iPad. The CF and SD memory card slots ensure a reliable workflow also outdoors. With tethered shooting, the USB 3.0 connection routes the data directly to the Sinar CaptureFlow software. The Sinarback S 30|45 provides maximum flexibility, extreme sensor sensitivity of up to ISO 12500 and extensive capturing features for photographs and videos in the highest quality."

Built-in Video Option - This digital back can do more than just take pictures. A Leica CMOS sensor with micro lenses (37.5 megapixels) and a Leica Maestro II image processor also provide the option of shooting videos in Full HD up to 4K.“

Sinar will also show the integration of Leica S lenses into their new back solution. ALPA is already able to show an appropriate adaptation of the all new back into its platform. The new video option will add to the versatility of the digital medium format as well as offering new dimension to its users. For further information, see www.sinar.ch.





PHOTOKINA 2016: HASSELBLAD AND ALPA SHARING EXPERTISE

Swedish camera maker Hasselblad and Swiss camera maker ALPA have formed a collaboration allowing an unprecedented exchange of expertise and technical information. With a shared philosophy of superior design and precision engineering the partnership grants ALPA access to Hasselblad's technical documentation regarding their cameras and lenses. It allows ALPA to adapt its technical cameras to achieve optimal system compatibility and integration.

The partnership enables optimized integration of all ALPA technical cameras with both

- Hasselblad HC/HCD lenses as well as
- Hasselblad H System and CFV type digital backs

in their existing and future products. For more info about Hasselblad cameras and lenses, please visit www.hasselblad.com.

ALPA is maintaining and developing partnerships and cooperation with several partners in the photographic industry sharing the same spirit for serving the high-end photographic community.

ALPA will inform continuously on further new products shown at Photokina 2016 in Cologne on its stand B021 in hall 2.1. Photokina 2016 is taking place from 20 - 25 September in Cologne.

Press Release Package

Hasselblad and ALPA Sharing Expertise



PHOTOKINA 2016: ALPA LAUNCHES THE ALPA ANNIVERSARY EDITION SET

Presented for the first time in the dark days of the early 1940's by Pignons SA, the registration of the ALPA brand took finally place on 19th February 1946. Originating from the Swiss watchmaking industry they produced legendary 35mm cameras made in Switzerland. After some turbulences in the 1990's Ursula Capaul and Thomas Weber bought the ALPA brand on 29th February 1996 and revived and repositioned it as modular medium format platform. ALPA of Switzerland and the ALPA 12 medium format system were born. Therefore ALPA of Switzerland celebrates today and in 2016 both its 20th anniversary in medium format with the ALPA 12 platform and its 70th birthday as a camera brand.

In order to commemorate this anniversary, ALPA launches a special edition of its very first medium format model - the ALPA 12 SWA. Paying tribute and bridging the last 70 years the ALPA Anniversary Edition is dedicated to analog photography with its 6x9 roll film back and a special edition of the Rodenstock/ALPA HR Alpagon 5.6/70 mm lens which suits perfectly also the most recent digital backs up to 100 MP today. Nevertheless, due to its high modularity the ALPA 12 cameras can be used both analog and digital (third party digital back not part of the delivery).

The ALPA Anniversary Edition Set is strictly limited to 20 units representing 20 years of ALPA 12 Medium Format System. It gets delivered with all special edition ALPA 12 SWA body, Rodenstock/ALPA HR Alpagon 5.6/70 mm with additive manufactured lens hood, ALPA/Linhof 6x9 roll film back, ALPA viewfinder and various unique accessories like light meter with also additive manufactured holder, ground glass and high-end dark cloth in a special edition case and Fujifilm Acros 100 roll film - ready to use.

Each buyer will be provided with a personal ALPA Anniversary Edition Set certificate. It is available from today at a professional price of CHF 19,960 (ex works Switzerland).

The Anniversary Edition Set will be shown at the ALPA stand B21 in hall 2.1 during Photokina 2016 taking place from 20 - 25 September in Cologne.

ALPA will inform continuously on further new products shown at Photokina 2016 in Cologne.

Product Page: [ALPA Anniversary Edition Set](#)

Press Release Package

[ALPA 70 & Years Anniversary: ALPA launches ALPA Anniversary Edition Set](#)



PHOTOKINA 2016: ALPA INTRODUCES ALPA ARRI PL MOUNT

News Photokina 2016: ALPA introduces new products for still and movie photography. Sooner or later digital medium format backs will feature enhancements into movie capability. As a preparation for this and in order to offer a seamless integration of the same lens look and feel in still photography ALPA has developed a professional PL mount adapter (for film lenses, mount can be individually shimmed with shims delivered with the product) and a universal rail adapter based on the so called 'NATO standard' also found with RED® and others.

ALPA is convinced such functionality will become standard in the future even if it will take some time to perfect. Nevertheless, ALPA wants their customers to be able using such gear with their existing ALPA cameras and especially the ALPA 12 FPS with built in shutter already today.

In addition, ALPA has developed a tilt/swing adapter suitable for the ALPA PL mount adapter and others. This will offer new artistic possibilities in both still and movie photography in the

future.

All products can be ordered immediately and will be shown at the ALPA stand B21 in hall 2.1 during Photokina 2016 taking place from 20 - 25 September in Cologne.

ALPA will inform continuously on further new products shown at Photokina 2016 in Cologne.

Product Page: [ALPA FPS Lens Adapter Arri PL Mount](#)

Press Release Package

[ALPA Releases Additional Products for Still and Movie Photography](#)





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