

HB722

Quick Start Guide

v1.0

HB722

The HASSELBLAD™ HB722 is Hasselblad's next generation mirrorless medium format digital camera with a large 100-megapixel CMOS sensor that boasts 16-bit colour depth and a dynamic range of 15 stops. The camera features a 5-axis 8-stop in-body image stabilization (IBIS) and face detection. Hasselblad Natural Colour Solution (HNCS) technology is integrated into the camera's system, delivering superb, true-to-life tones that match what the human eye sees. The HB722 offers more storage with a built-in 1TB SSD and users can expand the capacity further with a CFexpress Card Type B.

With access to a vast range of high-quality lenses including XCD, HC, HCD, XPan, and V System, the creative possibilities with the HB722 are endless.



1. Power Button
2. Top Display
3. Shutter Release Button
4. ISO/WB Button
5. Mode Button
6. Front Scroll Wheel
7. Focusing LiDAR
8. Colour Temperature Photo Sensor
9. AF Illuminator
10. Focus Mode Button
11. Lens Removal Button



12. USB-C Port
13. Shutter Control Port
14. CFexpress Card Slot
15. Speaker
16. Tilting Touch Display
17. EVF
18. EVF Sensor
19. AE Lock Button
20. AF Drive Button
21. Browse Button
22. Information Switch Button
23. Delete Button
24. Menu Button
25. Ambient Light Sensor
26. 5D Button
27. Customisable Button
28. Rear Scroll Wheel



29. Battery
30. Battery Release Lever
31. Tripod Thread 1/4"

Using the HB722

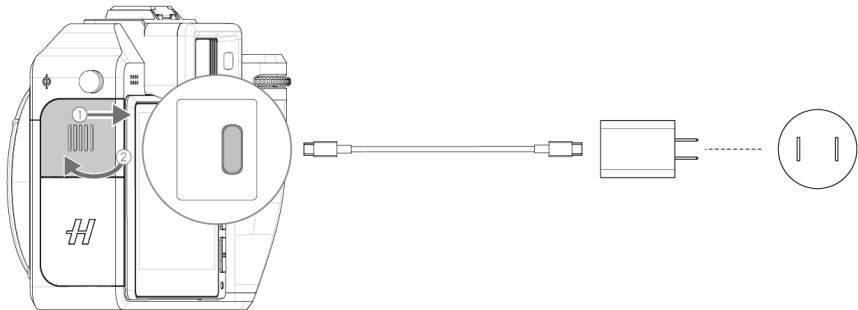
Charging the Battery

The HB722 comes with the battery already inserted in the battery slot. Remove the protective film on the battery and fully charge before using for the first time.

- 1. Pull the battery release lever ①. The battery will pop out slightly. Press the battery gently ② until there is a click before removing the battery. Remove the battery ③ and the protective film.



- 2. Align the metal terminals of the battery with the terminals inside the camera grip and insert the battery.
- 3. Slide the connector slot lid toward the touch display to open. Connect the USB-C port of the camera with the included USB power adapter using the USB-C to USB-C cable and connect the USB power adapter to a power outlet (100-220 V, 50-60 Hz).



It takes approximately two hours to fully charge the battery using the official Hasselblad USB power adapter.

	It is recommended to use the included Hasselblad USB power adapter or the Hasselblad Battery Charging Hub to charge the battery. Otherwise, use an FCC or CE certified 5V/3A USB power adapter.
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Mounting the Lens

The instructions below take the XCD lens as an example. A lens adapter is required when using other lenses.

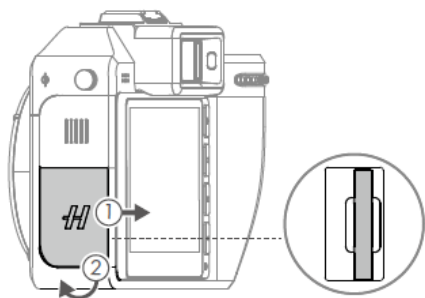
- 1. Press the lens removal button while turning the protection cover lid to remove the protection cover lid from the camera body.
- 2. Remove the lens caps and align the red dot on the lens with the red dot on the lens mount.
- 3. Attach the lens to the camera body and turn the lens clockwise until it clicks into place.

	To remove the lens, press the lens removal button and rotate the lens counterclockwise.
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Inserting the Memory Card

1. Slide the card slot lid toward the touch display to open.



2. Insert the CFexpress Type B memory card into the card slot gently. If the card cannot be inserted properly, make sure it is facing the correct direction. Do not insert by force.
3. Close the card slot lid by pressing it down and sliding it in place.

Powering On

Press and hold the power button to power on the camera. The touch display will show the live view and the top display will show the camera status and main parameters.

Touch Display Interface



Swipe down from the top of the live view to switch to the control screen. Half press the shutter release button to return to live view.

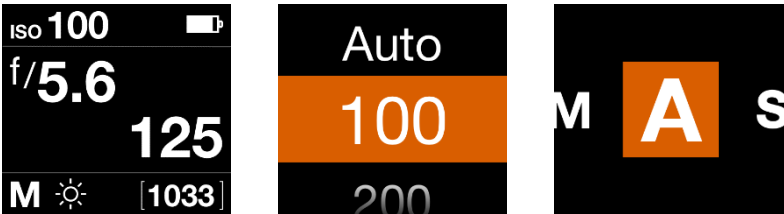
On the control screen, tap each icon to change the corresponding settings. If the value or icon is grey, it means it cannot be changed in the current settings. The control screen display may vary depending on settings.

Swipe left on the control screen or press the menu button to display the main menu.

Top Display Interface

The top display shows information such as ISO, battery level, aperture, shutter speed, exposure mode, and remaining captures of the memory card. The top display interface may vary depending on settings.

When adjusting camera settings, the top display will show parameters that can be quickly adjusted.



Shooting and Browsing


The HB722 supports autofocus (AF) and manual focus (MF). Select the focus mode after setting the parameters.

AF: half-press the shutter release button for single focus. Fully press the shutter release button to take a photo when the focus indicator turns green.

MF: rotate the focus ring on the lens to focus and press the shutter release button to take photos.

Press the browse button to enter browse mode. Swipe to browse between images. Pinch or spread your fingers to zoom in or out of the image.

Press the delete button to delete the image currently displayed.

	The operation for MF switch may vary depending on the lens in use. Refer to the lens manual documentation for details. Half press the shutter release button to return to live view from browse mode.
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Specifications

Model	HB722
Battery	Rechargeable Li-ion battery (7.27 V DC/3400 mAh)
Wi-Fi	
Protocol	802.11b/a/g/n/ac/ax, Wi-Fi with 2x2 MIMO
Operating Frequency*	2.4000-2.4835 GHz, 5.150-5.250 GHz, 5.725-5.850 GHz
Transmitter Power (EIRP)	2.4 GHz: <26 dBm (FCC), <20 dBm (CE/SRRC/MIC) 5.1 GHz: <23 dBm (FCC), <23 dBm (CE/SRRC/MIC) 5.8 GHz: <20 dBm (FCC/SRRC), <14 dBm (CE)
Bluetooth	
Protocol	Bluetooth 5.1
Operating Frequency	2.4000-2.4835 GHz
Transmitter Power (EIRP)	<8 dBm

* Due to local regulations, the 5.8GHz frequency is prohibited in some countries and the 5.1GHz frequency is only allowed for use indoors in some countries.

To check the Compliance Information of your device, go to the Main Menu, tap the General Settings icon on the Touch Display, swipe through

the list, and select About.

FCC Compliance Notice

Supplier's Declaration of Conformity

Product name: HB722

Model Number: HB722

Responsible Party: Hasselblad Inc.

Responsible Party Address: 201 S. Victory Blvd., Burbank, CA 91502

Website: www.hasselblad.com

We, Hasselblad Inc., being the responsible party, declares that the above mentioned model was tested to demonstrate complying with all applicable FCC rules and regulations.

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) This device must accept any interference received, including interference that may cause undesired operation.

Any changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

This equipment has been tested and found to comply with the limits for a **Class B** digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

This equipment complies with FCC radiation exposure limits set forth for an uncontrolled environment. End user must follow the specific operating instructions for satisfying RF exposure compliance. This transmitter must not be co-located or operating in conjunction with any other antenna or transmitter.

The portable device is designed to meet the requirements for exposure to radio waves established by the Federal Communications Commission (USA).

These requirements set a SAR limit of 1.6 W/kg averaged over one gram of tissue. The highest SAR value reported under this standard during product certification for use when properly worn on the head.

These requirements set a SAR limit of 1.6 W/kg averaged over one gram of tissue. The highest SAR value reported under this standard during product certification for use when properly worn on the body.

These requirements set a SAR limit of 4 W/kg averaged over ten gram of tissue. The highest SAR value reported under this standard during product certification for use when properly worn on the limbs.

ISED Compliance Notice

CAN ICES-003 (B) / NMB-003(B)

This device contains licence-exempt transmitter(s)/receiver(s) that comply with Innovation, Science and Economic Development Canada's licence-exempt RSS(s). Operation is subject to the following two conditions: (1) This device may not cause interference. (2) This device must accept any interference, including interference that may cause undesired operation of the device.

L'émetteur/récepteur exempt de licence contenu dans le présent appareil est conforme aux CNR d'Innovation, Sciences et Développement économique Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes : (1) L'appareil ne doit pas produire de brouillage; (2) L'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement.

This equipment complies with RSS-102 radiation exposure limits set forth for an uncontrolled environment. End user must follow the specific operating instructions for satisfying RF exposure compliance. This transmitter must not be co-located or operating in conjunction with any other antenna or transmitter. The portable device is designed to meet the requirements for exposure to radio waves established by the RSS-102.

Cet équipement est conforme aux limites d'exposition aux rayonnements CNR-102 établies pour un environnement non contrôlé. L'utilisateur

final doit suivre les instructions spécifiques pour satisfaire les normes. Cet émetteur ne doit pas être co-implanté ou fonctionner en conjonction avec toute autre antenne ou transmetteur. Le dispositif portatif est conçu pour répondre aux exigences d'exposition aux ondes radio établie par le développement énergétique DURABLE.

These requirements set a SAR limit of 1.6 W/kg averaged over one gram of tissue. The highest SAR value reported under this standard during product certification for use when properly worn on the head.

Ces exigences un SAR limite de 1,6 W/kg en moyenne pour un gramme de tissu. La valeur SAR la plus élevée signalée en vertu de cette norme lors de la certification de produit à utiliser lorsqu'il est correctement porté sur le **tête**.

These requirements set a SAR limit of 1.6 W/kg averaged over one gram of tissue. The highest SAR value reported under this standard during product certification for use when properly worn on the body.

Ces exigences un SAR limite de 1,6 W/kg en moyenne pour un gramme de tissu. La valeur SAR la plus élevée signalée en vertu de cette norme lors de la certification de produit à utiliser lorsqu'il est correctement porté sur le corps.

These requirements set a SAR limit of 4W/kg averaged over ten grams of tissue. The highest SAR value reported under this standard during product certification for use when properly worn on the limbs.

Ces exigences un SAR limite de 4 W/kg en moyenne pour dix gramme de tissu. La valeur SAR la plus élevée signalée en vertu de cette norme lors de la certification de produit à utiliser lorsqu'il est correctement porté sur le membres.

The device for operation in the band 5150–5250 MHz is only for indoor use to reduce the potential for harmful interference to co-channel mobile satellite systems.

Les dispositifs fonctionnant dans la bande de 5 150 à 5 250 MHz sont réservés uniquement pour une utilisation à l'intérieur afin de réduire les risques de brouillage préjudiciable aux systèmes de satellites mobiles utilisant les mêmes canaux.