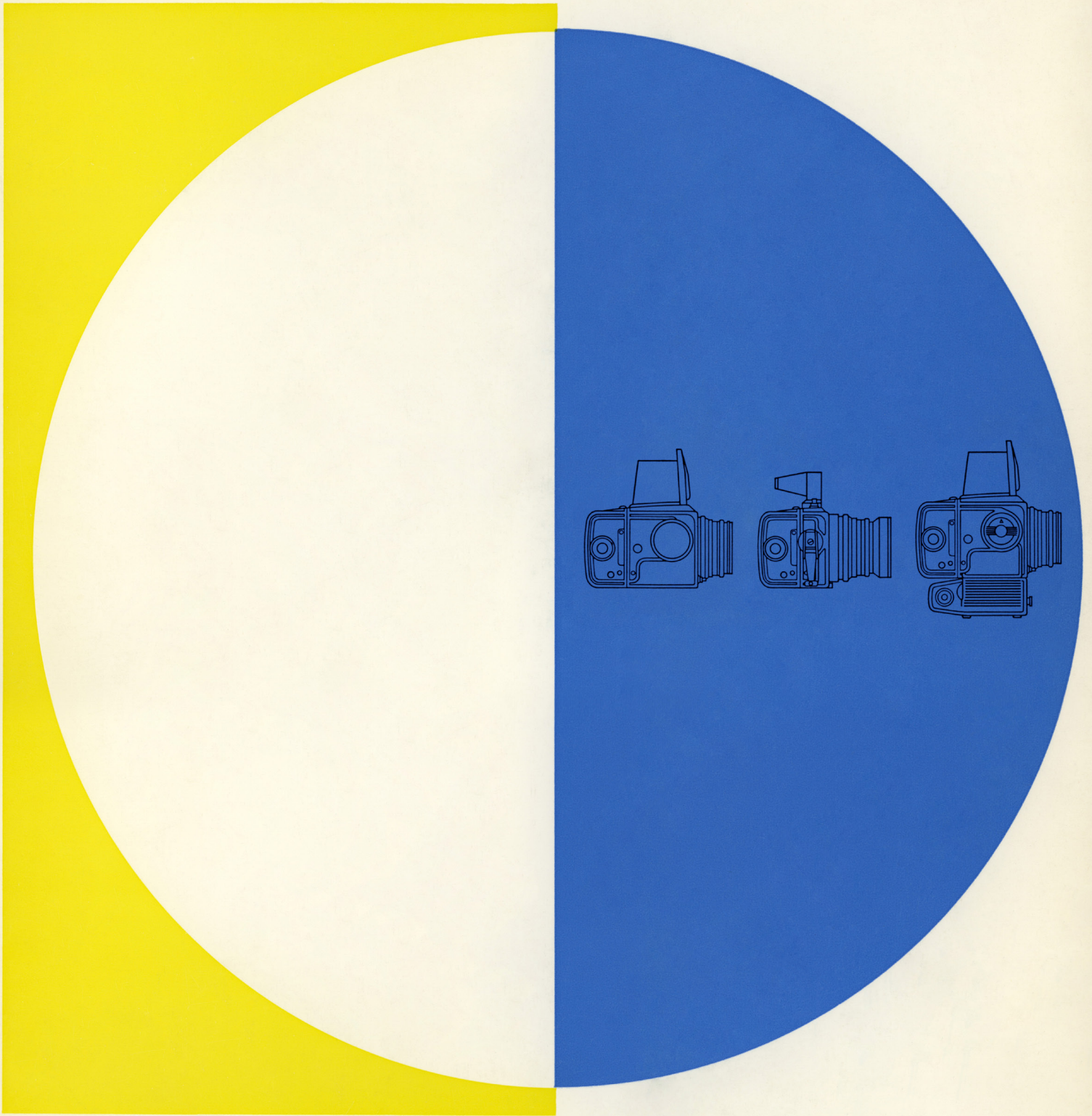


FIRST MAN ON MOON
Space Release Apollo XI



H A S S E L B L A D



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PRESS RELEASE Nr. 8, September 1969

HASSELBLAD

- First camera on the moon

The most dramatic and sensational voyage of discovery in the history of humanity so far has been successfully completed. On the day that carries the name of our constant satellite, Monday, July 20, 1969, the American lunar craft nicknamed the "Eagle" with astronauts Neil A. Armstrong and Edwin (Buzz) Aldrin Jr. aboard landed in the Sea of Tranquility on the Moon. Above them in a circular orbit, astronaut Michael Collins waited in the mothership "Columbia" for his peers' return. Astronaut Collins is the same man who, on July 21, 1966, lost a Hasselblad SWC in space. Neil Armstrong was the first man to put his footprints on the surface - tracks that will forever be there as long as the moon remains, since no wind can sweep them away.

An entire world of TV viewers and radio listeners followed Apollo XI's journey from the start at Cape Kennedy on July 16 up to the moon landing on the 20th and the mothership "Columbia's" landing in the Pacific Ocean on July 24, 1969.

Of course, the three astronauts' families and NASA's all-responsible earth technicians must have been the most troubled people before the adventure was over. Would it really go according to the carefully formulated plan? But neither were we at the Hasselblad factory in Gothenburg, who had built the 6 x 6 cm photo equipment, if truth be told, completely calm. Would everything work? Would the images taken with Hasselblad cameras really be the historical documents that the whole world was hoping for? We all knew our responsibility. Sure, everything was meticulously prepared and tested, but still...

Dr. Victor Hasselblad, the creator of the world's first single lens 6 x 6 cm mirror reflex camera with interchangeable lenses and magazines, was invited by NASA to the Apollo XI start. As early as 1962, NASA had chosen Hasselblad for space photography. Since then, the cameras have been involved in their various versions on all the American space flights and have always worked flawlessly. Dr. Hasselblad stayed in the United States until the images from the Apollo XI journey were released, personally picked up four color film rolls in Houston and flew directly to Sweden. The pictures were so good that even we who had previously seen 9,000 Hasselblad images from space gasped for breath. Not only that. Best of all were the images taken by astronaut Neil Armstrong on the moon surface. Even the images of earth taken by astronaut Collins were unique. They showed other parts of the Earth rather than images taken during previous



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journeys, including the "new Earth", which can be found among the photographs in this press release. We were even more satisfied when the following telegram came from the United States regarding the black and white images that we, when this is written, have not yet seen: "The black and white film from Hasselblad EL Reseau camera with 60 mm Biogon taken on lunar surface was developed and the results are absolutely perfect. NASA people call it 132 prize winning pictures". Those of us at Hasselblad who smoke lit a victory cigarette, just as the Houston Technicians light their victory cigars after every successful splashdown.

The black and white images in this press release are only a selection from the rich image crop. The Apollo XI astronauts who, with the "Eagle", went down to the moon surface and performed the tasks according to plan. The work took two hours and twenty minutes and included one of the most important tasks of photographing on the moon with a Hasselblad 500EL Data Camera with Reseau Plate, Zeiss Biogon 5.6 / 60 mm lens, Synchro-Compur shutter and equipped with a polarizing filter. Astronaut Armstrong had the camera attached to his chest. He carried out all the photography on the lunar surface.

Before the "Eagle" started its journey back to the mothership, the astronauts left all the heavy equipment behind. On the surface of the moon among the "Eagle" undercarriage - the descent stage -, American flags and scientific instruments, the astronauts' outer boots, moon overalls, backpacks, a TV camera and more, there are also two Hasselblad camera bodies with associated lenses. See further text no. 9. During the press conference held by the three astronauts after their stay in quarantine, astronaut Buzz Aldrin said: "It was quite exciting to raise the film magazines up to the Eagle. Imagine if the line had snapped!"

Neil Armstrong was left on the moon surface and attached the bags to the "line" Aldrin talked about. The last message he received over the Houston radio was: "Neil, this is Houston, you got the Hasselblad magazine up?" He replied, "Yes, of course".

Particularly the images that were taken on the moon with a Hasselblad 500EL Data Camera with the Reseau Plate, where each image recorded clear measurement crosses, are now being carefully studied for the upcoming Apollo missions. Since the Apollo XI journey, over 10,000 Hasselblad images have been taken in space. There will be more. Already on November 12 this year, Apollo XII starts. Our next press release will include information and pictures regarding the equipment that the new astronaut crew will bring.

Appendix: Image material



1:

A footprint of the first man on the moon. Astronaut Neil A. Armstrong placed it there on Monday, July 21, 1969. It will sit there as long as the moon exists, because no wind blows around our satellite. The astronauts expressed during their press conference after their quarantine that it had been easier to walk on the moon surface than in the simulator in which they worked and trained on Earth.

The picture is taken with a Hasselblad Electric Data Camera with Reseau Plate, Zeiss Biogon Lens 5.6 / 60 mm, Synchron-Compur Shutter. The camera was equipped with Hasselblad 70 mm film magazine, specially made for shooting on the moon.

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(The text sheet was attached by tape to the backside of the picture)



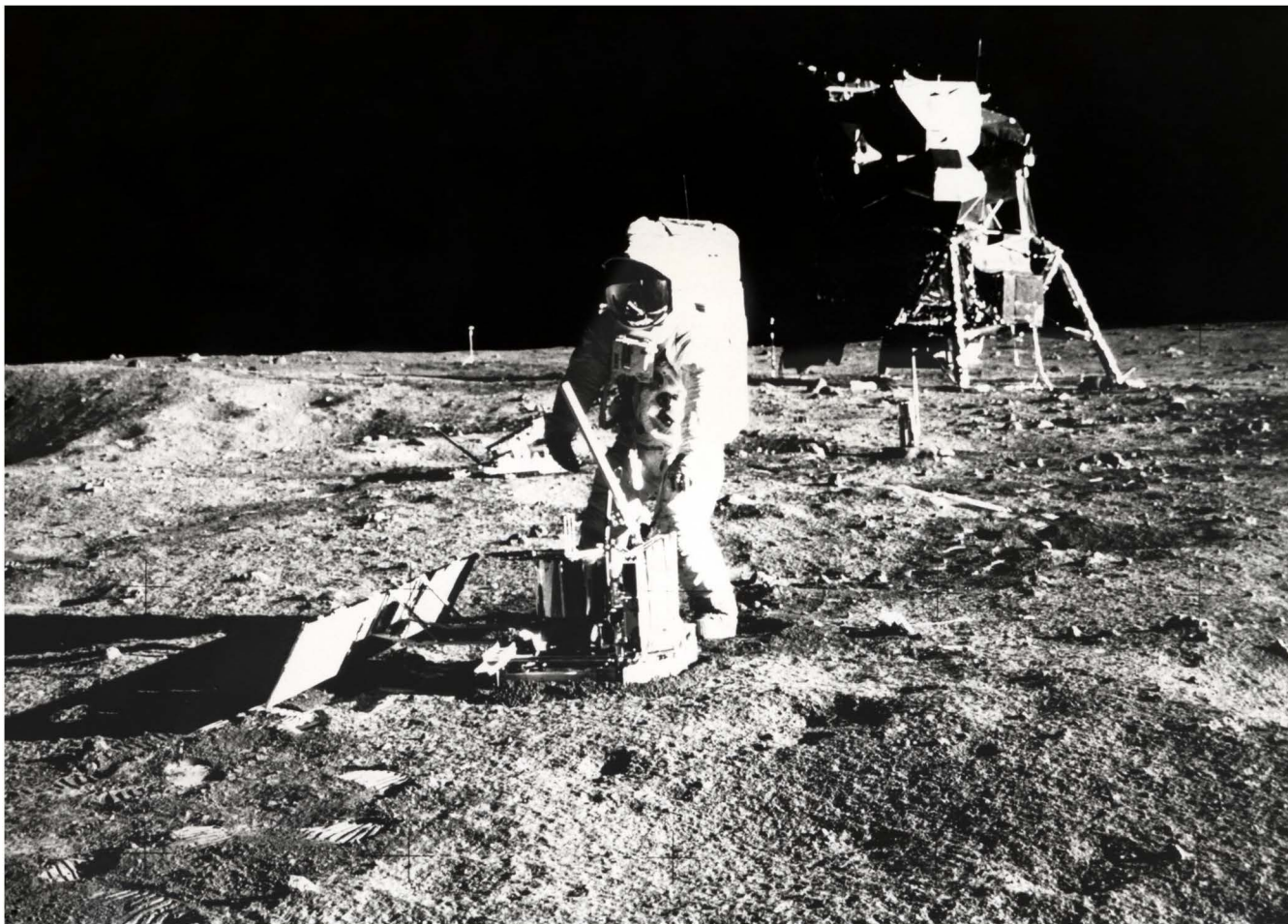
2:

"The eagle has landed" This was the laconic message sent by Neil Armstrong to Houston when the moon landing was a fact. In the picture, astronaut Buzz Aldrin moves towards the lunar lander. As with other pictures, the Reseau Plate's measurement cross is clearly visible in the picture.

Camera Hasselblad Electric Data Camera with Reseau Plate, Zeiss Biogon 5, 6/60 mm, Synchro-Compur shutter.

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3:

Astronaut Buzz Aldrin working on the set-up of the seismograph. In the background the Eagle. None of the astronauts fell during the work of setting up all the equipment that was brought along. However, astronaut Armstrong got tangled up in a cord, but Aldrin could bend and release him.

Camera Hasselblad Electric Data Camera with Reseau Plate, Zeiss Biogon 5, 6/60 mm, Synchro-Compur shutter.

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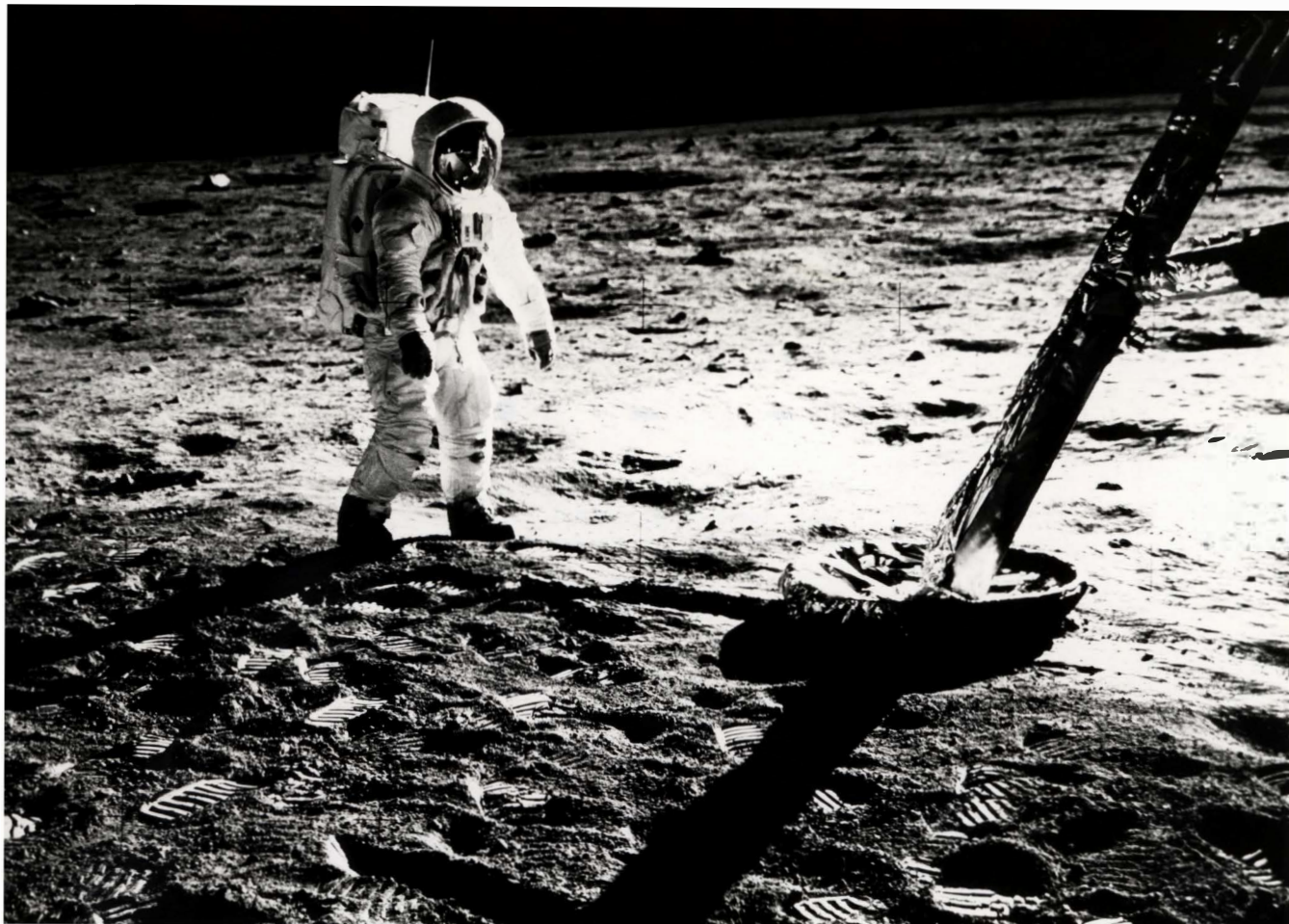
4:

This picture would surely go down in history. Astronaut Armstrong who had his Hasselblad camera attached to his chest has photographed his colleague straight from the front. Aldrin's visor reflects both the photographer Armstrong and the lunar lander. Notice how clearly the Reseau Plate's measurement crosses are reproduced in the picture. Camera Hasselblad Electric Data Camera with Reseau Plate, Zeiss Biogon 5, 6/60 mm, Synchro-Compur shutter.

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5:

Buzz Aldrin in full swing on the way to one of the "Eagle's" four landing legs, whose antennas thus bent to the moon surface. The marks of the astronauts' walk, which lasted two hours and twenty minutes, are clearly visible in the foreground of the picture.

Camera Hasselblad Electric Data Camera with Reseau Plate, Zeiss Biogon 5, 6/60 mm, Synchro-Compur shutter.

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6:

Astronaut Buzz Aldrin inside the "Eagle". In the background, one of the triangular windows through which the moon surface also was photographed. You can also see parts of the complicated dashboard and checklists. Camera Hasselblad 500EL / 70 mm, Zeiss Planar 2,8/80 mm, Synchro-Compur shutter.

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7:

Earth from Apollo XI. A "New Earth". It is the first time the earth has been photographed in this form from any of the space missions. The earth is blue against a completely black space. Camera Hasselblad 500EL / 70 mm, Zeiss Planar 2, 8/80 mm, Synchro-Compur shutter.

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8:

Through the glass window in his isolated room, one of NASA'S laboratory men shows one of the 70 mm moon surface film magazines that were used on the moon. He presses his fingers against the window, which are dark from moon dust on the magazine.

Photo NASA.

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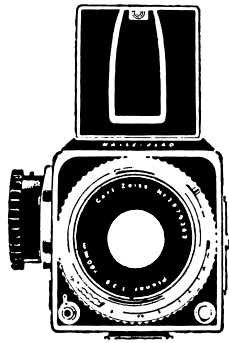
9:

After the successful shooting on the moon surface on July 21, 1969, the two cameras, Hasselblad 500EL Data Camera with the Reseau Plate and the Zeiss Biogon 5,6/60 mm lens and Hasselblad 500EL/70 mm with Zeiss Planar 2, 8/80 mm were hoisted up using a line to the lunar lander. With the latter camera, additional pictures were taken from the cabin windows before the start. Then, the valuable magazines were removed from the camera bodies which, together with the lenses, were thrown down to the lunar surface. In total, the value of the entire "garbage heap" was about \$1 million. There were even more objects of value that had to be thrown out in order for the lunar lander to become much lighter before the important start. Remaining on the moon is, among many other things, the Hasselblad delivery pictured above.

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