2013
WINNER
RADO PRODUCT DESIGN AWARD

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ALPA®
OF SWITZERLAND

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OF SWITZERLAND

The ALPA 12 FPS provides strong confirmation of the excellent reputation that this legendary Swiss brand enjoys, both among professionals and with a selected group of connoisseurs and amateurs.

The product combines functional innovation with proven technological flair, together with top-quality manufacture and a clearly delineated design which makes the equipment easy to handle. In short, this is in every way a triumph and lives up the best standards of Swiss industrial design.

COMMENTS OF THE NOMINATORS

This is a consistent system-design approach to a product which generally comes in the form of a closed combination. Aimed at appealing to individual preferences and with built-in future compatibility, the ALPA is a modular model in the best and most literal sense - a trailblazing innovation in the design of consumer goods.

UBIQUITOUS I

The ALPA 12 FPS is a completely modular camera. It is able to adapt several 3rd party lenses and offers the ultimate versatility in combining lenses and digital backs up to 80 mega-pixels today.

The image shows the ALPA 12 FPS with Canon EOS EF 85 mm f/1.2L II USM lens on ALPA Canon adapter. The FPS is able to control aperture and the focus mechanism of all Canon lenses and other brands.

ALPA®
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UBIQUITOUS II

The ALPA 12 FPS is a completely modular camera. It is able to adapt several 3rd party lenses and offers the ultimate versatility in combining lenses and digital backs up to 80 mega-pixels today.

The image shows the ALPA 12 FPS with a Zeiss film lens Distagon T* CP 2 21 mm T/2.9 and the 39 mega-pixel digital back Phase One P45+.

ALPA 1 FPS

MODULAR I

The ALPA 12 FPS is a completely modular camera. It is able to adapt several 3rd party lenses including legacy lenses. Integration into the vast ALPA 12 camera platform is given. The longish, flat shape allows the use as shutter module on every existing ALPA 12 camera body since the very first built 1998.

The images show the ALPA 12 FPS with a legacy lens Zeiss Planar T* 3.5/100 mm for Hasselblad V cameras in combination with a tilt adapter and an ALPA 12 STC camera body for additional shift/stitching ability.

MODULAR II

The accessories of the ALPA 12 FPS are designed with re-usability in mind. The same hand grip can be mounted left, right or together with existing cameras of the ALPA 12 platform.

The image shows the ALPA 12 FPS with hand grip module mounted right and left hand side on the FPS and one of the existing ALPA 12 cameras (model STC shown on the left).

USER-FRIENDLY

The ALPA 12 FPS is designed with the intensive use of professional and non-professional photographers in mind. It is a tool to be mastered but reliable and straight forward. The user interface (hard- & software) is easily understandable and simple. Each element has its distinctive function and can be taught to assistants and new users rapidly.

The image shows the rear of the ALPA 12 FPS with display, function keys/elements, the connectivity (Swiss LEMO connectors) and the battery power supply based on worldwide available battery types (Sony L type) in any size and make.

ULTRA VERSATILE I

The ALPA 12 FPS can accommodate extreme lenses capable of producing the widest angles in digital photography. It is the first ultra versatile medium format digital camera.

The image shows the ALPA 12 FPS with the Canon EF TS-E 17mm f/4L lens. Together with a large format sensor digital back this combination forms the most extreme super-wide angle high mega-pixel camera in the market today.

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ULTRA VERSATILE II

The ALPA 12 FPS can accommodate extreme digital backs capable of producing the highest resolving images in digital photography. It is the first ultra versatile medium format digital camera.

The image shows the ALPA 12 FPS with an attached Phase One IQ180 digital back combined with an ALPA HR Alpagon lens from Rodenstock. This sensor produces 80 mega-pixels of RAW data.

TRADITIONAL

Early ALPA Reflex models were wrapped in paper instructions. These brief instructions explained the essential functions of the camera. The wrapper was called „Dressing Gown".

ALPA Capaul & Weber decided to revive this rather unique concept with its all new ALPA 12 FPS using original blue prints combined with written explanations in a style similar to the first dressing gowns. The wrapper offers the user a direct interaction with the product's functions and an instant learning effect.
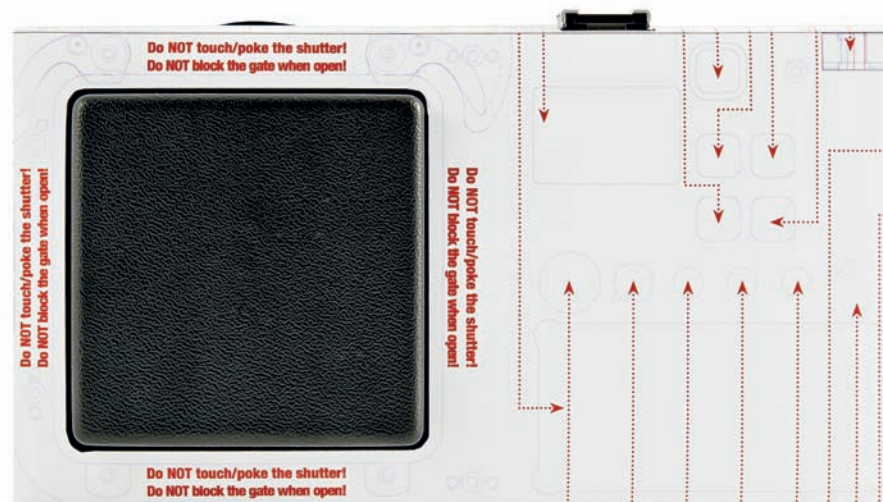
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