

Key Points

- The [Fujifilm GFX 100 II](#) seems likely to be the better overall choice for most photographers, offering more versatility and features at a lower price.
- The [Hasselblad X2D 100C](#) may appeal to those prioritizing image quality and a compact design, but it lacks video capabilities and has fewer lens options.
- Research suggests the GFX 100 II has better autofocus and stabilization, while the X2D 100C offers higher bit depth and dynamic range, which could be crucial for studio work.

Camera Comparison

The Fujifilm GFX 100 II and Hasselblad X2D 100C are both high-end medium format cameras, each with unique strengths. The GFX 100 II, priced at \$7,499, is more affordable than the X2D 100C at \$8,199, making it a better value for many. It features a 102MP sensor with advanced autofocus (425 points, hybrid phase/contrast) and 8-stop image stabilization, ideal for both stills and video, including 8K/30p recording. The X2D 100C, with a 100MP sensor, excels in image quality with 16-bit raw and 15 stops of dynamic range, but lacks video capabilities and has slower continuous shooting (3.3fps vs. GFX's 8fps).

Lens and Ecosystem

The GFX 100 II benefits from a larger lens ecosystem (17 lenses) compared to the X2D 100C's 14, and GF lenses are generally cheaper, enhancing versatility. The X2D 100C, however, includes 1TB built-in storage, a feature not found in the GFX, which uses CFexpress and SD cards.

Recommendation

Given its lower price, better autofocus, and video capabilities, the Fujifilm GFX 100 II is recommended for most users, especially those needing a versatile camera. However, for photographers focused on studio work and highest image quality, the Hasselblad X2D 100C might be preferable due to its superior color science and compact design.

Detailed Comparison and Analysis

This section provides an in-depth comparison of the Hasselblad X2D 100C and Fujifilm GFX 100 II, covering specifications, performance, user experience, and ecosystem, based on available data up to March 23, 2025. The analysis aims to assist photographers in making an informed decision, considering both technical details and practical usage.

Specifications Overview

Both cameras are medium format mirrorless models with similar sensor sizes (44x33mm), but there are notable differences in their specs, as shown in the following table:

Category	Fujifilm GFX 100 II	Hasselblad X2D 100C
Price	\$7,499	\$8,199
Sensor	102MP BSI-CMOS, CMOS II HS, 400MP Pixel Shift Multi-Shot	100MP BSI-CMOS, 16-bit raw, 15 stops DR
Image Stabilization	5-axis IBIS, 8 stops	5-axis IBIS, 7 stops
Autofocus	Hybrid 117/425 area phase/contrast AF, AI subject detection (humans, animals, vehicles)	294-zone phase detect AF, 97% coverage
Continuous Shooting	8fps mechanical, 8.7fps electronic, buffer up to 1000+ JPEG, 260-1000+ raw	3.3fps (14-bit raw), buffer depth not quoted

Video	4K/60p, 8K/30p, FHD/120p, 4:2:2 10-bit internal, Apple ProRes RAW up to 8K 30p	No video capabilities
Viewfinder	0.64-in, 9.44m dot, 1.0x magnification, 120fps frame rate boost	5.76m dot EVF, 1.0x magnification
LCD	3.2-inch 2.36m dot three-way tilting touchscreen	3.6-inch tilting touchscreen, 2.36m dot
Storage	1x SD UHS II, 1x CFexpress Type B, 10-bit HEIF support	1TB SSD built-in, write speed up to 2370MB/s, 1x CFexpress Type B
Battery Life	NP-W235, 540 shots (CIPA)	Lithium-ion, reported 420 shots (CIPA)
Size/Weight	152.4 x 117.4mm x 98.6mm, 948g	148.5 × 106 × 74.5mm, 895g
Connectivity	USB Type-C, Ethernet, HDMI Type A, mic, headphone, Wi-Fi, Bluetooth	USB Type-C, Wi-Fi, Bluetooth

This table highlights the GFX 100 II's edge in video, autofocus, and stabilization, while the X2D 100C offers built-in storage and a slightly larger LCD.

Image Quality and Color Science

Both cameras use sensors from Sony, suggesting similar base image quality. However, the X2D 100C's 16-bit raw files and 15 stops of dynamic range, compared to the GFX 100 II's 14-bit raw and 14+ stops, suggest a potential advantage in post-processing flexibility and

highlight/shadow detail. User feedback, such as from [Digital Camera World](#), notes the X2D's Hasselblad Natural Colour Solution (HNCS) for natural color reproduction, which some users find superior, though others on Reddit ([Reddit](#)) argue color differences are correctable. The GFX 100 II, with Film Simulations, offers creative color options but may require more calibration for natural tones.

Performance and Usability

The GFX 100 II's autofocus, with 425 points and AI subject detection, is more advanced, making it suitable for dynamic shooting scenarios like events or wildlife. Reviews, such as from [Capture Integration](#), praise its adaptability for commercial photography, with customizable settings for various shooting modes. Conversely, the X2D 100C's autofocus (294 points, phase detect) is less robust, with reports of struggles in backlit conditions ([blog.kasson.com](#)), and its slower 3.3fps shooting limits it for action photography. Its user interface, while beautiful, relies heavily on touch, which some find less intuitive for quick adjustments.

Video Capabilities

The GFX 100 II stands out with extensive video features, including 8K/30p, 4K/60p, and Apple ProRes RAW, making it a strong choice for hybrid shooters. The X2D 100C lacks video capabilities, which is a significant drawback for users needing both stills and video, as noted in comparisons like [Digital Camera World](#).

Lens Ecosystem and Accessories

The GFX system, with 17 lenses, offers more options than the X2D's 14, and GF lenses are generally cheaper, enhancing accessibility. For instance, a comparison of 55mm lenses ([Clifton Cameras](#)) shows Fujifilm's GF 55mm f1.7 as a competitive alternative to Hasselblad's XCD 55mm f2.5 V. Hasselblad lenses, while praised for quality, are pricier, and the system is less mature, with some users noting delays in lens releases ([Capture Integration](#)). The X2D's compatibility with Nikon flashes is a niche advantage, but GFX's broader accessory support, including Ethernet and headphone ports, adds versatility.

Physical Design and Portability

The X2D 100C, at 895g and smaller dimensions (148.5 × 106 × 74.5mm), is more compact and lighter than the GFX 100 II (948g, 152.4 x 117.4mm x 98.6mm), making it easier to carry for extended shoots. Its design is often described as beautiful and ergonomic, appealing to users who value aesthetics, as seen in reviews like [Fstoppers](#). However, the GFX 100 II's

weather sealing and robust build are noted for reliability in harsh conditions ([Photography Blog](#)).

User Feedback and Expert Opinions

User opinions, such as from Reddit threads ([Reddit](#)), suggest the GFX 100 II is preferred for its practicality and AF, while the X2D 100C is favored for studio work and image quality. Expert reviews, like from [Digital Camera World](#), lean toward the GFX for its do-everything approach, while acknowledging the X2D's appeal for its minimalist chic and color science. A notable unexpected detail is the X2D's built-in 1TB storage, which is rare and convenient for on-the-go shooting without additional cards.

Recommendation and Considerations

Given the data, the Fujifilm GFX 100 II is recommended for most photographers due to its lower price (\$7,499 vs. \$8,199), better autofocus, video capabilities, and larger lens ecosystem. It seems likely to meet the needs of users requiring versatility, especially for hybrid shooting and dynamic subjects. However, for those prioritizing image quality, particularly in studio settings, and willing to forgo video, the Hasselblad X2D 100C's 16-bit raw, 15 stops DR, and compact design make it a strong contender. The choice depends on specific use cases: the GFX for general and commercial photography, and the X2D for specialized, high-quality stills work.

Key Citations:

- [Fujifilm GFX 100 II vs Hasselblad X2D 100C comparison Digital Camera World](#)
- [Comparison X2D 100C VS GFX100 II differences 50.8 Shop](#)
- [Fujifilm vs. Hasselblad which is right for you Capture Integration](#)
- [TGIFriday quick comparison Fujifilm GFX 100 II and Hasselblad X2D 100C Deployant](#)
- [Family photography with X2D and GFX 100 II blog.kasson.com](#)
- [Hasselblad x2d 100c vs Fujifilm gfx 100s Reddit](#)
- [Fujifilm GFX 100 II vs Hasselblad X2D Detailed Comparison Camera Decision](#)
- [thinking of going to medium format deciding between hassy x2d or fuji gfx 100 ii Reddit](#)
- [About comparing GFX 100 II with X2D Digital Photography Review](#)
- [Hasselblad X2D 100C Medium Format Mirrorless B&H Photo Video](#)
- [Fujifilm GFX 100 II Specs Digital Photography Review](#)
- [Hasselblad X2D 100c Specs Digital Photography Review](#)
- [X2D 100C HASSELBLAD Official Store US](#)
- [What's the best 55mm Medium Format Lens Fujifilm vs Hasselblad Clifton Cameras](#)