

February 9TH, 2018

SIGMA



SIGMA announces low distortion, ultra-wide 14-24mm F2.8 DG HSM | Art

SIGMA Canada is pleased to announce the development of the new SIGMA 14-24mm F2.8 DG HSM | Art. Leveraging major manufacturing advances at the Aizu factory, SIGMA is now producing ultra-high-precision molded glass aspherical lens elements as large as 80mm and incorporating them in new products. This premier optical technology promises to set a new standard for excellence in ultra-wide-angle lenses.

For the Art line, SIGMA began development simultaneously of two ultra-wide-angle lenses offering the key focal length of 14mm: one prime, and one zoom. In 2017, the company launched the SIGMA 14mm F1.8 DG HSM | Art as the ultimate ultra-wide-angle prime lens. This lens offers outstanding image quality in combination with F1.8 brightness.

Now SIGMA is introducing the 14-24mm F2.8 DG HSM | Art as the ultimate ultra-wide-angle zoom. While minimizing distortion, this lens offers outstanding F2.8 brightness throughout the zoom range and delivers top-level image quality at every focal length and every shooting distance. For these reasons, it is the definitive wide-aperture ultra-wide-angle zoom lens.

The new Sigma 14-24mm F2.8 DG HSM | Art is expected to be available in Canada by mid-April, although pricing has not yet been announced. For further details about the new SIGMA 14-24mm F2.8 DG HSM | Art lens, please contact Max Payne, Director of Marketing & Communications, at 905-513-7733 or email media@gentec-intl.com.

Outstanding Art line image quality

Designed to team up with 50-megapixel-plus cameras and offer top-level optical performance throughout the zoom range, the 14-24mm F2.8 DG HSM | Art incorporates three FLD glass elements, three SLD glass elements, and three aspherical lens elements, including one large-diameter aspherical element. Effective distribution of these high-refractive-index glass elements further enhances the corrective effect of the FLD and SLD glass. This optical system minimizes transverse chromatic aberration and other optical aberrations, resulting in outstanding high-resolution image quality.

The first element in the optical system is a large-diameter aspherical lens. Optimizing the power distribution of this and the other lens elements minimizes distortion to 1% or lower.* As a result, points of light appear as points without streaking from the center of the image to the edge, and the light volume is also abundant throughout the frame. In addition, simulations performed from the design stage onward have helped minimize flare and ghosting. In combination, these technologies ensure excellent ultra-wide-angle performance.

*At infinity focus

Compatible with Canon Lens Aberration Correction

The Canon mount lens is compatible with the Canon Lens Aberration Correction function.* Matching the optical characteristics of the lens, this function performs in-camera corrections of peripheral illumination, chromatic aberrations, distortion, and more, further enhancing image quality.

*Function not available on all Canon cameras. Further, available corrections may vary by Canon camera model.

Professional specifications

Like SIGMA's Sports line lenses, the 14-24mm F2.8 DG HSM | Art features a highly effective dust- and splash-proof structure with special sealing at the mount connection, manual focus ring, zoom ring, and cover connection, allowing photographers to work in all types of weather. In addition, the front of the lens is protected by a water- and oil-repellent coating that makes cleaning easy. The high-speed, high-accuracy autofocus helps photographers react in an instant to get those special shots.

Introducing the new Front Conversion Service

Today's virtual reality creators favor multi-camera videography that leverages the capability of ultra-wide-angle lenses. Addressing this trend, SIGMA is offering the new Front Conversion Service, in which SIGMA converts the petal-type hood of the 14-24mm F2.8 DG HSM | Art lens to an exclusive round component. This altered front structure allows the lens to be deployed with greater freedom in multi-camera VR videography. The new front also helps prevent the lens from interfering with other lenses or from casting a visible shadow. The use of this service has no impact on the validity of the product warranty.

Start of service: TBD

[Other Features]

- Rounded diaphragm
- Fast AF with full-time manual override
- Compatible with Mount Converter MC-11
- Available SIGMA USB DOCK makes customization and flexible adjustment possible
- Available Mount Conversion Service
- Brass bayonet mount
- Evaluation with SIGMA's own MTF measuring system: A1
- "Made in Japan" with outstanding craftsmanship

[Specifications] All figures based on Sigma SA Mount.

Lens construction: 17 elements in 11 groups

Minimum aperture: F22

Angle of view (35mm): 114.2°-84.1°

Minimum focusing distance: 26-28cm/10.2-11.0in.

Dimensions (diameter x length): ø96.4mm x 135.1mm/3.8in. x 5.3in.

Number of diaphragm blades: 9 (Rounded diaphragm)

Maximum magnification ratio: 1:5.4

Weight: 1,150g/40.6oz.

About Sigma Corporation

Since 1961, Sigma has worked toward its goal of developing photographic technologies that push the envelope, empower photographers, and produce unparalleled imagery. Sigma has honoured this commitment by maintaining control of its design, research and development, and manufacturing processes in its Aizu factory. The family-owned company is the largest independent SLR lens manufacturer in the world, producing more than 45 lenses that are compatible with cameras from most leading manufacturers. The company is headquartered in Japan, with offices strategically located throughout Europe, Asia, and North America. **For more information, visit www.SigmaCanada.ca, on Facebook: [fb.com/SigmaCanada](https://www.facebook.com/SigmaCanada), on Instagram: [@SigmaCanada](https://www.instagram.com/SigmaCanada).**

About Gentec International



90 Royal Crest Court, Markham, Ontario, Canada L3R 9X6

T 905-513-7733

E media@gentec-intl.com

i info@gentec-intl.com

W www.gentec-intl.com

Founded in 1990, Gentec International is Canada's leading consumer accessory products company, recognized as one of Canada's Best Managed Companies, supplying a complete range of photo, video, digital, sport optics, home theatre, electronics, wireless, and mobile audio products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Optex, Sigma, SanDisk, Manfrotto, Gitzo, National Geographic, Avenger, Roots, Gary Fong, Black Rapid, iQ, Sunpak, Energizer, Bushnell, and Zeiss. Gentec operates out of a high-cube, state-of-the-art, fully computerized 100,000-square-foot warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers the needs of its retailers coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none.

Learn more – visit www.gentec-intl.com



90 Royal Crest Court, Markham, Ontario, Canada L3R 9X6

T 905-513-7733

E media@gentec-intl.com

i info@gentec-intl.com

W www.gentec-intl.com