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SIGMA 70mm F2.8 DG MACRO | Art brings stunning macro clarity to the Art series

SIGMA Canada is pleased to introduce the new SIGMA 70mm F2.8 DG MACRO | Art lens. In recent years, macro lenses in the standard range have tended to employ inner focusing with the goal of maximizing autofocus speed. In contrast, the new SIGMA 70mm F2.8 DG MACRO | Art lens is designed to prioritize optical performance, fulfilling the demanding image quality requirements that define the Art line. In the standard to mid-telephoto range, it delivers stunning resolution and incredible clarity that greatly exceed expectations for a macro lens. The coreless DC motor further enhances image quality, while an optimized algorithm helps offer extremely smooth autofocus performance for a weightier, high-performance lens. Photography enthusiasts will recall a certain legendary, razor-sharp macro lens—the SIGMA MACRO 70mm F2.8 EX DG—and be glad to learn it is available in a new form, updated with outstanding Art line quality.

Pricing and availability for the Sigma 70mm F2.8 DG MACRO | Art have not yet been announced. For further details about the new SIGMA 70mm F2.8 DG MACRO | Art lens, please contact Max Payne, Director of Marketing & Communications, at 905-513-7733 or email media@gentec-intl.com.

Design prioritizing optical performance

In order to realize top-level performance at every shooting distance, the lens features an extending, floating, two-group focus mechanism. This configuration minimizes aberration to produce optimal results at any focus distance. To minimize axial chromatic aberration, the optical system incorporates two FLD glass elements, two SLD glass elements, and one element with a high rate of anomalous partial dispersion and a high index of refraction. In addition, two aspherical lens elements help increase resolution at close shooting distances. This optical system makes possible a razor-sharp in-focus area contrasted with a bokeh area free of color streaking.

Focus-by-wire system for comfortable and precise focusing

The focus-by-wire system eliminates the direct mechanical connection between the focus ring and the focus drive system. Controlled by SIGMA's latest algorithm, a newly developed coreless DC motor adjusts focus with optimal speed and low noise. Full-time manual focus is available even during autofocus, allowing the photographer to make minute focus adjustments simply by turning the focus ring. In addition, the focus ring's large angle of rotation helps the photographer achieve the extremely precise focusing required for effective macro photography.

Compatible with full-frame Sony E-mount cameras

The version of this lens compatible with Sony E-mount mirrorless cameras contains the same optical system as for SLRs. SIGMA MOUNT CONVERTER MC-11 is not required, as the lens performs the same functions as the converter, including in-camera image stabilization and in-camera lens aberration correction. In addition, the lens is compatible with Sony's Continuous AF, which

is not addressed by MOUNT CONVERTER MC-11. SIGMA plans to offer over time Sony E-mount versions of every full-frame prime lens currently available in the Art line, from 14mm to 135mm.

Note: This product is developed, manufactured and sold based on the specifications of E-mount which was disclosed by Sony Corporation under the license agreement with Sony Corporation.

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.

Compatible with ELECTRONIC FLASH MACRO EM-140 DG (adapter required)

Exclusively for SIGMA 70mm F2.8 DG MACRO | Art, the 65mm MACRO FLASH ADAPTER makes the lens compatible with ELECTRONIC FLASH MACRO EM-140 DG (both accessories sold separately). Thanks to the 72mm filter thread, a 72mm MACRO FLASH ADAPTER can also be added so as to accommodate 72mm macro flash products and accessories, including macro flashes other than EM-140 DG as well as ring lights.

Compatible with SIGMA TELE CONVERTERS

The lens is compatible with SIGMA TELE CONVERTERS (sold separately) designed for the company's new lens lines. SIGMA TELE CONVERTER TC-1401 allows the lens to be used as a 98mm F4 mid-telephoto macro with autofocus functionality,* while SIGMA TELE CONVERTER TC-2001 allows the lens to be used as a 140mm F5.6 mid-telephoto macro with manual focus

*Autofocus available at 0.5m to infinity. / Not available for Sony E-mount lens.

[Other Features]

- Mount with dust- and splash-proof design (SIGMA mount lens does not include sealing, since sealing is present on compatible SIGMA cameras.)
- Rounded diaphragm
- Fast AF with full-time manual override (The operation of full-time MF may vary based on mount type.)
- Compatible with SIGMA MOUNT CONVERTER MC-11 (SIGMA and Canon mount lenses)
- Available SIGMA USB DOCK makes customization and flexible adjustment possible (Not available for Sony E-mount lens)
- 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: 13 elements in 10 groups

Minimum aperture: F22

Angle of view (35mm): 34.3°

Minimum focusing distance: 25.8cm/10.2in.

Dimensions (diameter x length): ø70.8mm x 105.8mm/2.8in. x 4.2in.

Number of diaphragm blades: 9 (Rounded diaphragm)

Maximum magnification ratio: 1:1

Weight: 515g/18.2oz

Accessory: Case, Hood (LH708-01)

Available AF mounts: SIGMA, Canon, Sony E-mount



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

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.

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