



February 27<sup>TH</sup>, 2018

## SIGMA launches seven Art prime lenses for Sony E-mount cameras with full-frame sensors

SIGMA Canada is pleased to announce the upcoming launch of interchangeable lenses for the Sony E-mount digital camera series with full-frame image sensors. SIGMA will gradually introduce the lenses as members of the Art line, which offers photographers the highest level of optical performance.

While offering the same high-performance optical design as other lenses in the Art line, the new Sony E-mount models will feature a newly developed control algorithm that optimizes the autofocus drive and maximizes the data transmission speed. In addition, these lenses will be compatible with Sony's Continuous AF (AF-C) and high-speed autofocus, which are not addressed by SIGMA MOUNT CONVERTER MC-11. Like the converter MC-11, the lenses will be compatible with in-camera image stabilization and in-camera lens aberration correction, which includes corrections for peripheral illumination, chromatic aberrations, and distortion.

The lineup will include the Art line set of seven prime lenses covering 14mm to 135mm. It will also include two models that SIGMA will be exhibiting at CP+ 2018: 70mm F2.8 DG MACRO | Art and 105mm F1.4 DG HSM | Art (launch date TBD). Further, SIGMA plans to introduce additional Sony E-mount models in the Art line going forward.

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.

Pricing and availability for the SIGMA E-mount Art prime lenses has not yet been announced. For further details about these lenses, please contact Max Payne, Director of Marketing & Communications, at 905-513-7733 or email [media@gentec-intl.com](mailto:media@gentec-intl.com).

### **Autofocus tuned for each lens**

Thanks to an autofocus drive control program tuned for each lens and high-speed data transmission, the lenses will offer high-speed autofocus at the same performance level as that of a lens designed exclusively for mirrorless cameras. In particular, in E-mount cameras offering Sony's Fast Hybrid AF, AF-C mode will deliver exceptional subject following performance. Moreover, autofocus will remain extremely precise even in those E-mount cameras offering only contrast AF.

### **Compatible with in-camera image stabilization**

The lenses will be compatible with in-camera image stabilization. The Sony E-mount camera senses the focal length of the lens and automatically optimizes image stabilization performance.

### **Data loaded for compatibility with in-camera aberration correction**

The lenses will be fully compatible with in-camera aberration correction, which includes corrections for peripheral illumination, chromatic aberrations, and distortion. By matching corrections to the optical characteristics of the lens, this function takes image quality to an even higher level.

## Native mount for a more rigid and stable feel

Making the mount native to the lens makes possible a more rigid and stable feel to the lens. Featuring a special surface treatment to enhance strength, the brass bayonet mount offers a high-precision fit and exceptional durability. The mount connection area incorporates rubber sealing for dust- and splash-proof construction.

## Available Mount Conversion Service

This service converts the mount of SIGMA lenses to that of a different camera body, allowing photographers to continue using their favorite lenses over the long term regardless of camera system.

Note 1: The Mount Conversion Service is different from a normal repair. In order to apply for the service, please contact your nearest authorized SIGMA subsidiary or distributor. <http://www.sigma-global.com/en/about/world-network/>

Note 2: This service is performed exclusively by SIGMA.

## Product Lineup

SIGMA 14mm F1.8 DG HSM | Art  
Launch date: TBD. Includes case



SIGMA 20mm F1.4 DG HSM | Art  
Launch date: TBD. Includes case



SIGMA 24mm F1.4 DG HSM | Art  
Launch date: TBD. Includes case and hood



SIGMA 35mm F1.4 DG HSM | Art  
Launch date: TBD. Includes case and hood



SIGMA 50mm F1.4 DG HSM | Art  
Launch date: TBD. Includes case and hood



SIGMA 70mm F2.8DG MACRO | Art (CP+ 2018 exhibit)  
Launch date: TBD. Includes case and hood

SIGMA 85mm F1.4 DG HSM | Art  
Launch date: TBD. Includes case and hood



SIGMA 105mm F1.4 DG HSM | Art (CP+ 2018 exhibit)  
Launch date: TBD. Include case, hood, and tripod socket

SIGMA 135mm F1.8 DG HSM | Art  
Launch date: TBD. Includes case and hood



### **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](http://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.

**Learn more – visit [www.gentec-intl.com](http://www.gentec-intl.com)**



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