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SIGMA



New SIGMA 40mm F1.4 Art Lens Brings CINE Lens Roots and Quality to Photographers

SIGMA Canada is pleased to announce the development of the new SIGMA 40mm F1.4 DG HSM | Art lens. High-end cine lenses used by professional filmmakers are required to have a consistent characteristic over the entire sensor at a high level, because these lenses are used to film a subject moving freely on the screen or while panning or tilting the camera. This represents exactly the concept of the Art line; “optical performance comes first”, and the high-end cine lenses need to be designed with this idea. The SIGMA 40mm F1.4 DG HSM | Art is SIGMA’s first lens developed originally to live up to the sought-after angle of view and performance standard for a cine lens. This new perspective to ensure the quality of professional equipment for visual production empowers it to breakthrough also as an interchangeable photographic lens.

Pricing and availability for the SIGMA 40mm F1.4 DG HSM | Art lens have not yet been announced. The lens will be available in SIGMA SA, Nikon, Canon and Sony E-mounts. For further details, please contact Max Payne, Director of Marketing & Digital Strategy, at 905-513-7733 or email media@gentec-intl.com.

Optical performance that meets the requirement of high-end cine lenses

This lens effectively arranges three FLD (“F” Low Dispersion) glass elements and three SLD (Special Low Dispersion) glass elements to correct axial chromatic aberration and magnification chromatic aberration to the limit. A sharp image is formed on the focal plane with the maximum aperture and contrast with the soft bokeh in the out of focus area highlights the solidity of a subject. With a distortion of 1% or below and a sagittal coma flare corrected to the limit, it demonstrates a consistent optical characteristic over the entire sensor. This is the ultimate large-diameter standard lens that has both 8K-compatible resolution and beautiful bokeh.

Designed to meet all shooting conditions

The water- and oil-repellent coating on the front lens element, together with the dust- and splash-proof structure, ensures excellent performance even in the most challenging shooting conditions. The high-speed AF, thanks to the HSM (Hyper Sonic Motor) with an updated algorithm, captures instantaneous photography movement.

SIGMA CINE LENS – Inheriting the high standard and superior optical performance of SIGMA’s Art lenses

The optical design of SIGMA’s Art line is adopted and extended to “SIGMA CINE LENS” to achieve professional equipment for video production, which have been used in various filming situations. Thanks to its superior optical performance, the lenses can accommodate 50 million pixels and above in full-frame still cameras and meet the high-resolution requirements of leading edge 8K video technology. As high-end cine lenses, SIGMA offers 10 prime lenses, ranging from 14mm to 135mm, compatible with 35mm full-frame models, in the FF High Speed Prime Line. SIGMA also provides one zoom lens in the FF Zoom Line, and two zoom lenses compatible with super 35 in the High Speed Zoom Line.

[Other Features]

- Hood with lock
- Compatible with Canon Lens Aberration Correction
 - *Function not available on all Canon cameras. Further, available corrections may vary by Canon camera model.
- Nikon electromagnetic diaphragm mechanism included
- Manual Override (MO) capable of switching two full-time manual modes
 - *By setting it to the MO position, it switches to manual focus by rotating the focus ring even during continuous AF.
- Using the optional SIGMA USB DOCK, it is possible to adjust the MO position's sensitivity to switch to manual focus.
- Compatible with SIGMA MOUNT CONVERTER MC-11
- Compatible with SIGMA USB DOCK
 - * Not available for Sony E-mount lens
- Available Mount Conversion Service
- Designed to minimize flare and ghosting
- Evaluation with SIGMA's own MTF measuring system: A1
- 9-blade rounded diaphragm
- High-precision, rugged brass bayonet mount
- “Made in Japan” craftsmanship

[Specifications] All figures calculated for SIGMA

Lens Construction: 16 elements in 12 groups | Angle of view (35mm): 56.8°

Number of diaphragm blades: 9 (rounded diaphragm) | Minimum aperture: F16

Minimum focusing distance: 40cm / 15.7in. | Maximum magnification ratio: 1:6.5

Filter size: ø 82mm | Dimensions (diameter x length): ø87.8mm x 131mm / ø3.5in. x 5.2in. | Weight: 1,200g / 42.3oz.

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.

Learn more – visit www.gentec-intl.com



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