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SIGMA



SIGMA announces the compact, lightweight mid-tele lens for APS-C mirrorless 56mm F1.4 DC DN | Contemporary

SIGMA Canada is pleased to announce the development of the new SIGMA 56mm F1.4 DC DN | Contemporary. Thanks to the development of leading-edge technology, SIGMA is now producing a lens with impressively compact and lightweight construction that has an remarkable image quality rivaling SIGMA's Art line.

This new lens is now the third of only three F1.4 AF lens systems for APS-C Sony E-mount mirrorless cameras, all developed by SIGMA. Available in both Micro Four Thirds and Sony E-mount AF mounts, the new SIGMA 56mm F1.4 DC DN | Contemporary offers exceptionally smooth AF ideal for video shooting.

Pricing and availability of the SIGMA 56mm F1.4 DC DN | Contemporary have not yet been announced. For further details about the new SIGMA 56mm F1.4 DC DN | Contemporary lens, please contact Max Payne, Director of Marketing & Communications, at 905-513-7733 or email media@gentec-intl.com.

Third addition to the F1.4 Series following the 30mm and 16mm lenses The smallest mid-tele lens in its class*

The first of the series is the standard lens 30mm F1.4 DC DN | Contemporary, and the second is the wide-angle lens 16mm F1.4 DC DN | Contemporary. The third addition is this smallest mid-tele lens in its class, 56mm F1.4 DC DN | Contemporary. While retaining the compact, lightweight, and outstanding image quality concepts of the Contemporary line, thanks to SIGMA's leading-edge technology, this lens provides the amount of bokeh and admirable brightness expected from F1.4 lenses even in the mid-tele range. This addition completes the large aperture series comprised of portable wide-angle, standard, and telephoto lenses.

*The smallest in its class among F1.4 mid-tele lenses for APS-C mirrorless cameras

Impressively compact construction with image quality rivaling SIGMA's Art line

To achieve such a compact construction, lens design is considered based on the capabilities of the camera body function to correct peripheral light amount and distortion. Moreover, axial color aberration, which is difficult to eliminate by image processing, is efficiently corrected by incorporating an SLD glass element. A compactness and lightweight construction combined with superb image quality is achieved.

The only three F1.4 AF lens system for APS-C Sony E-mount mirrorless cameras

The lens benefits from an open aperture of F1.4 to achieve sufficient amount of bokeh and admirable brightness even with APS-C size cameras which tend to have smaller bokeh effects compared to 35mm full size systems. Its compact and lightweight body is perfect for daily use, capable of capturing various scenes ranging from portraits to snapshots, as well as night view.

Smooth AF ideal for video shooting

The combination of optical design for video AF and use of the stepping motor enables smooth and quiet autofocus. This lens is

also compatible with the Sony E-mount Fast Hybrid AF, achieving precise AF tracking. By using the face recognition or eye AF functions of cameras, focus will continuously be on the face or the eye even if the subject moves during the shoot.

[Other Features]

- Mount with dust- and splash-proof design with rubber sealing
- 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” with outstanding craftsmanship

[Specifications] All figures based on Sony E-mount.

Lens Construction: 10 elements in 6 groups

Minimum aperture: F16

Angle of view (APS-C): 28.5°

Minimum focusing distance: 50cm/19.7in.

Dimensions (diameter x length): ø66.5mm x 59.5mm/ø2.6in. x 2.3in.

Number of diaphragm blades: 9 (rounded diaphragm)

Maximum magnification ratio: 1:7.4

Weight: 280g/ 9.9oz.

Filter size: ø 55mm

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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