



Media Release

FOR IMMEDIATE RELEASE

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Gentec introduces new Sigma 17-50mm F2.8 EX DC OS HSM with optical stabilizer.

Gentec International is pleased to announce the compact Sigma 17-50mm F2.8 EX DC OS HSM, a large aperture standard zoom lens with optical stabilizer (OS) function, designed specially for digital SLR cameras.

This versatile lens covers a focal length from 17mm wide-angle, and offers a large aperture of F2.8 throughout the entire zoom range, making it ideal for many types of photography, such as portraiture and landscapes. The OS function offers the use of shutter speeds up to 4 stops slower than would otherwise be possible. For Sony and Pentax mounts, the built-in OS function of this lens can be used even if the camera body is equipped with an anti-shake system; as compensation for camera shake is visible in the viewfinder, the lens allows the photographer to easily check for accurate focus and ensure there is no subject movement.

Two “F” Low Dispersion (FLD) glass elements, offering performance equal to fluorite glass, effectively compensate for colour aberration. One hybrid aspherical lens and two glass mould elements provide excellent correction of distortion and astigmatism. Sigma’s Super Multi-Layer Coating reduces flare and ghosting, while superior peripheral brightness ensures sharp, high contrast images even at the maximum apertures throughout the entire zoom range.

The incorporation of a Hyper Sonic Motor (HSM) ensures quiet, high-speed auto focus with full-time manual focusing capability. The lens has a minimum focusing distance of 28 cm throughout the entire zoom range and a maximum magnification ratio of 1:5. The rounded, 7-blade diaphragm creates an attractive blur for out of focus backgrounds. The inner focusing system eliminates front lens rotation, making the lens particularly suitable for use with the supplied petal-type lens hood and circular polarizing filters.

The suggested retail price of the Sigma 17-50mm F2.8 EX DC OS HSM lens is to be announced; the lens will be available in Canada beginning in June 2010 (for Canon and Nikon mounts).

About Sigma DC Lenses:

Designed specifically for digital SLR cameras, Sigma’s DC lenses are distinguished by a smaller image circle designed to match the APS-C sensor size of most digital SLR cameras. Reduction of the image circle diameter also makes it possible to reduce the size and weight of the lens, improving its handling characteristics. Compact and lightweight, DC lenses combine Sigma’s advanced lens technology with current digital imaging technology, making them essential equipment for today’s state-of-the-art digital SLR cameras.

Gentec International

About Gentec International

Gentec International is Canada's leading consumer accessory products company 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 prominent brand names such as Optex, Sigma, Velbon, Gary Fong, Roots, iQ, SanDisk, Sunpak, Bushnell, Tasco, Zeiss, Remington Clothing, Planet Wireless, Energy, Sony, Electrohome, Prolink, Smarhome, Klipsch, Mirage, Jamo, and Stinger.

SPECIFICATIONS:

Focal Length	17-50mm
Minimum Aperture	F22
Lens Construction	17 Elements in 13 Groups
Angle of View	72.4°- 27.9°
Number of Diaphragm Blades	7 (rounded diaphragm)
Minimum Focusing Distance	28 cm / 11"
Maximum Magnification	1:5
Filter Size	77 mm
Lens Hood	Petal-type Hood (LH825-03)
Dimensions	Diameter: 83.5 mm / 3.3" x Length: 91.8 mm / 3.6"
Weight	TBA
Mounts (AF)	Canon, Nikon, Pentax, Sony, Sigma

Includes: Case, Lens Hood

Appearance and specifications are subject to change for improvement without notice.

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