



Media Release

FOR IMMEDIATE RELEASE

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Gentec introduces Sigma APO 50-500mm F4.5-6.3 DG OS HSM with optical stabilizer.

Gentec International is pleased to announce the new Sigma APO 50-500mm F4.5-6.3 DG OS HSM, a powerful 10x zoom ratio, ultra telephoto lens incorporating Sigma's optical stabilizer (OS) function.

This extremely versatile lens covers a broad range of focal lengths from 50mm to 500mm ultra telephoto and features Sigma's OS function that allows 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.

Four Special Low Dispersion (SLD) glass elements provide excellent correction of colour aberration. Sigma's Super Multi-Layer Coating reduces flare and ghosting and ensures high image quality 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. A maximum magnification ratio of 1:3.1 (at 200mm) makes the lens suitable for close-up photography.

Adding the optional 1.4x EX DG or 2x EX DG APO Tele Converters produce a 70-700mm F6.3-8 or a 100-1000mm F9-12.6 MF zoom lens, respectively. The lens is equipped with a petal-type hood to block out extraneous light. The filter size is 95mm; the lens includes a step down ring allowing digital cameras with an APS-C size image sensor to use an 86mm filter.

The suggested retail price of the Sigma APO 50-500mm F4.5-6.3 DG OS HSM lens is to be announced; the lens will be available in Canada beginning in April 2010 (for Canon and Nikon mounts).

About Sigma DG Lenses:

DG lenses offer a choice to those looking for a lens that will match the larger image circle of a full-frame SLR camera but is equally suited to the optical requirements of a digital sensor. These lenses provide optimum correction of distortion and aberrations common to digital cameras. The advanced optical design eliminates flare and ghosting from the image sensor and improves colour balance. And the non-vignetting construction ensures consistent edge-to-edge brightness and sharpness.

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, Smarthome, Klipsch, Mirage, Jamo, and Stinger.

SPECIFICATIONS:

Focal Length	50-500mm
Minimum Aperture	F22
Lens Construction	22 Elements in 16 Groups
Angle of View	46.8°- 5°
Number of Diaphragm Blades	9 (rounded diaphragm)
Minimum Focusing Distance	50-180 cm / 19.7-70.9"
Maximum Magnification	1:3.1 (200mm)
Filter Size	95 mm
Lens Hood	Petal-type Hood (LH1030-01)
Dimensions	Diameter: 104.4 mm / 4.1" x Length: 219 mm / 8.6"
Weight	1,970 g / 69.5 ounces
Mounts (AF)	Canon, Nikon, Pentax, Sony, Sigma

Includes: Case, Lens Hood, Step Down Ring, Shoulder Strap, Tripod Mount

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

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