



## Media Release

FOR IMMEDIATE RELEASE

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# Gentec introduces Sigma APO 70-200 F2.8 EX DG OS HSM with optical stabilizer.

Gentec International is pleased to announce the new Sigma APO 70-200 F2.8 EX DG OS HSM, a pro-grade medium telephoto zoom lens with a large maximum aperture of F2.8 throughout the entire zoom range, plus Sigma's optical stabilizer (OS) function.

Sigma's OS system 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.

Two "F" Low Dispersion (FLD) glass elements, offering performance equal to fluorite glass, and three Special Low Dispersion (SLD) glass elements provide excellent correction of colour aberration, while Sigma's Super Multi-Layer Coating reduces flare and ghosting. High image quality is assured throughout the entire zoom range, and an optimum optical power layout provides superior quality in all shooting ranges from close-up to infinity.

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 140cm throughout the entire zoom range and a maximum magnification ratio of 1:8. The rounded, 9-blade diaphragm creates an attractive blur for out of focus backgrounds. Equipped with a Petal-type hood, this lens also includes a dedicated hood adaptor for digital cameras with an APS-C size image sensor, which expands the length of the lens hood.

The suggested retail price of the Sigma APO 70-200 F2.8 EX DG OS HSM lens is to be announced; the lens will be available in Canada beginning in May 2010 (for Canon mount).

### 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	<b>70-200mm</b>
Minimum Aperture	F22
Lens Construction	22 Elements in 17 Groups
Angle of View	34.3°- 12.3°
Number of Diaphragm Blades	9 (rounded diaphragm)
Minimum Focusing Distance	140 cm / 55.1"
Maximum Magnification	1:8
Filter Size	77 mm
Lens Hood	Petal-type Hood (LH850-02)
Dimensions	Diameter: 86.4 mm / 3.4" x Length: 197.6 mm / 7.8"
Weight	TBA
Mounts (AF)	Canon, Nikon, Pentax, Sony, Sigma

Includes: Case, Lens Hood, APS-C Hood Adaptor, Tripod Mount

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

## Gentec International

90 Royal Crest Court, Markham, Ontario, Canada L3R 9X6

Tel: 905-513-7733 | Fax: 905-513-7740 | E-mail: [sales@gentec-intl.com](mailto:sales@gentec-intl.com) | Website: [www.gentec-intl.com](http://www.gentec-intl.com)