



Media Release

FOR IMMEDIATE RELEASE

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Gentec introduces new Sigma 8-16mm F4.5-5.6 DC HSM ultra wide zoom lens.

Gentec International is pleased to announce the new Sigma 8-16mm F4.5-5.6 DC HSM, the first ultra wide zoom lens with a minimum focal length of 8mm, designed specifically for APS-C size image sensors. The compact lens offers an equivalent angle of view of a 12-24mm lens when used on digital cameras with an APS-C size image sensor, producing striking images with exaggerated perspective.

Four "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 high contrast images throughout the entire zoom range.

An inner focusing system produces high definition images 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 24 cm throughout the entire zoom range, which allows photographers to emphasize the subject by creating exaggerated perspectives.

The suggested retail price of the Sigma 8-16mm F4.5-5.6 DC HSM lens is to be announced; the lens will be available in Canada beginning in April 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.

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.

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SPECIFICATIONS:

Focal Length	8-16mm
Minimum Aperture	F22
Lens Construction	15 Elements in 11 Groups
Angle of View	114.5°- 75.7°*
Number of Diaphragm Blades	7
Minimum Focusing Distance	24 cm / 9.4"
Maximum Magnification	1:7.8
Filter Size	Filters cannot be attached to this lens.
Dimensions	Diameter: 75 mm / 3" x Length: 105.7 mm / 4.2"
Weight	545 g / 19.2 ounces
Mounts (AF)	Canon, Nikon, Pentax, Sony, Sigma

*The angle of view will vary slightly depending on which camera body the lens is mounted on.

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

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