



Media Release

FOR IMMEDIATE RELEASE

MARCH 5, 2010

Gentec introduces new Sigma 85mm F1.4 EX DG HSM medium telephoto lens.

Gentec International is pleased to announce the new Sigma 85mm F1.4 EX DG HSM, a large-aperture, medium telephoto lens optimized for use with digital SLR cameras.

The focal length of 85mm ensures a natural perspective, while the large aperture of F1.4 is especially ideal for portrait and low-light photography. When used on digital cameras with an APS-C size image sensor, the lens effectively becomes a 127.5mm F1.4 lens.

One Special Low Dispersion (SLD) glass element and one glass mould element provide excellent correction for all types of aberrations and ensure superior optical performance. This lens is equipped with a rear focus system that minimizes fluctuation of aberration caused by focusing. The Super Multi-Layer Coating reduces flare and ghosting, even in backlit photography. The incorporation of a Hyper Sonic Motor (HSM) ensures quiet, high-speed auto focus with full-time manual focusing capability. The lens allows a minimum focusing distance of 85 cm and a maximum magnification 1:8.6. 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 to more effectively block out extraneous light.

The suggested retail price of the Sigma 85mm F1.4 EX DG HSM lens is to be announced; the lens will be available in Canada beginning in summer 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, Smarhome, Klipsch, Mirage, Jamo, and Stinger.

SPECIFICATIONS:

Focal Length	85mm
Minimum Aperture	F16
Lens Construction	11 Elements in 8 Groups
Angle of View	28.6°
Number of Diaphragm Blades	9 (rounded diaphragm)
Minimum Focusing Distance	85 cm / 33.5"
Maximum Magnification	1:8.6
Filter Size	77 mm
Lens Hood	Petal-type Hood
Dimensions	Diameter: 84.7 mm / 3.3" x Length: 87.6 mm / 3.4"
Weight	TBA
Mounts (AF)	Canon, Nikon, Pentax, Sony, Sigma

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

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

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