



Media Release

FOR IMMEDIATE RELEASE

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Gentec introduces new Sigma SD15 digital SLR camera with Foveon X3 image sensor.

Gentec International is pleased to announce the new Sigma SD15 digital SLR camera, the latest model in Sigma's SD series.

Powered by the 14-megapixel Foveon X3 direct image sensor, the SD15 can capture all primary RGB colours at each and every pixel location arranged in three layers. The SD15 incorporates the "TRUE II" image processing engine, which processes the large amount of data from the 14-megapixel direct image sensor. It also provides high-resolution power and reproduces high-definition images with impressive three-dimensional detail, rich in gradation. The camera adopts the SD memory card format and incorporates a highly visible 3.0 inch LCD monitor, 77-segment AE sensor, and AFE (Analog Front End). It offers high image quality and user friendly design. In addition, the durable shutter mechanism, which has a life of over 100,000 exposures, is ideal for the demands of digital photography.

Development

Since October 2002, Sigma has introduced three digital SLR cameras: the SD9, SD10, and SD14. In March 2008 Sigma also introduced a high-end compact digital camera, the DP1, which uses the same large image sensor as featured in Sigma's digital SLR cameras. The DP and SD series have established a strong following from a wide range of photographers, both amateur and professional. The new SD15 has been developed with the principle of producing superior image quality from the direct image sensor, as well as improving processing speed, operation, and performance.

The suggested retail price of the SD15 compact digital camera is to be announced; it will be available in Canada in summer 2010.

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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PRODUCT SUMMARY

X3 full-colour image sensor

The Foveon X3® direct image sensor featured in the Sigma SD15 digital SLR camera captures all primary RGB colours at each and every pixel location, ensuring the capture of full and complete colour. Using three silicon-embedded layers of photo detectors, stacked vertically to take advantage of silicon's ability to absorb red, green and blue light at different respective depths, it efficiently reproduces colour more accurately, and offers sharper resolution, pixel for pixel, than any conventional image sensor. Since colour moiré is not generated, the use of a low-pass filter is not needed as full information of light and colour can be captured with a three-dimensional feeling.

TRUE II image processing engine

The SD15 incorporates the "TRUE (Three-layer Responsive Ultimate Engine) II" image processing engine which improves the processing speed and overall image quality. The unique image-processing algorithm provides high resolution power and reproduces high definition images with richly graduated tones.

SD card

The SD15 adopts the SD/SDHC memory card format, which is also used with the DP series of Sigma cameras, improving convenience to users of both camera systems.

21 frames can be captured continuously in RAW mode

The SD15 is equipped with DDR II buffer memory which is twice as large in capacity as the SD14's buffer. The camera's high-speed image processing circuits are capable of handling the large data files generated by the high-resolution 14-megapixel sensor. The SD15 features a continuous shooting speed of 3 frames per second with up to 21 RAW images that can be captured in continuous shooting mode.

AFE (Analog Front End)

AFE (Analog Front End) converts the colour data, which full-colour capture systems record, to a digital signal. This enables the camera to reproduce high definition and richly coloured images.

77-segment AE sensor

The SD15 features a new 77-segment AE sensor, which allows advanced AE algorithms, improving exposure accuracy. Exact control and collaboration with the AF point ensures the camera exposes accurately even in difficult lighting conditions.

Large, highly visible 3.0" TFT colour LCD monitor

The SD15 camera features a 3.0 inch TFT colour LCD monitor. This 460,000 pixel resolution LCD monitor benefits from a wide viewing angle, making it easy to check focusing and composition. It is possible to review the captured images with a Contact-Sheet View (nine thumbnail images), Single-Image View, or Zoomed-In View (it is possible to select the magnified area by using the 4-way controller). While reviewing images, it is possible to display the detailed shooting information such as shutter speed and F-value by pressing the INFO button.

New, intuitive user interface

The improved user interface provides faster and more convenient operation of the camera. The Quick Set button activates the display of the most commonly used camera functions such as Colour Mode, White Balance, Image Quality, and Image Size on one screen. The 4-Way Controller ensures faster operation of these features. The FUNC button enables functions such as Flash Mode and Synchro Mode.

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RAW format recording

The SD15 includes a RAW recording mode for retaining full image capture detail of the utmost quality, plus a JPEG recording format for convenience. The RAW data format uses lossless compression for more compact, yet uncompromised, data files. The RAW data format of the SD15 keeps brightness and colour data in a 1:1 ratio without relying on interpolation. Each pixel location captures the full colour RGB data which, when processed in SIGMA Photo Pro, will preserve the balance of the natural data for the best photos with the best image quality.

SIGMA Photo Pro 4.0 (supplied)

The supplied image processing software of Sigma Photo Pro 4.0 converts RAW data quickly and easily. Incorporation of a new noise reduction algorithm reduces Chroma and Luminance noise when processing X3F files taken at ISO400 or higher. It is possible to adjust the level of noise reduction just by moving the slider in the control pallet. This software is compatible with multi-core CPU's, ensuring high speed image processing. It also incorporates functions such as loupe, slideshow, printing, JPEG conversion, and batch white balance settings.

Reliable and durable shutter with life cycle of over 100,000 exposures

The durable focal plane shutter mechanism has a life cycle of over 100,000 exposures and dramatically reduces the amount of dust and dirt from the shutter mechanism. The photographer can enjoy taking pictures without worrying about dust and dirt adhering to the image sensor either from inside or outside the camera.

Dust protector

Most digital SLR cameras are vulnerable to dust entering the body. If the dust and dirt adhere to the image sensor, it may appear in the pictures. The mount of the SD15 is equipped with a dust protector and the sealing parts are incorporated around the mount, preventing dust from entering the body. Even if dust adheres to the image sensor, the dust protector can be removed easily for sensor cleaning.

Bright viewfinder image by the incorporation of a pentaprism

The SD15 features a pentaprism viewfinder with 98% (vertical and horizontal) coverage, 0.9x magnification and an 18mm eye point. A diopter adjustment is also equipped which can be adjusted from -3 to +1.5 dpt.

ISO50 available

It is possible to select ISO sensitivity value from 100 to 1600. When the camera is in the extended mode, ISO 50 and ISO 3200 can be selected.

5-point AF

The auto focus sensor features five focusing points (centre, left, right, up, and down) ensuring consistently fast and precise focusing. The AF metering features a cross type sensor in the centre of the screen. Selecting the AF point can be done manually or automatically.

Four metering modes

The SD15 is equipped with four metering modes: 77-segment Evaluative Metering, Centre Weighted Average Metering, Centre Area Metering, and Spot Metering. When it is difficult to determine the exposure setting due to variable light conditions, the Auto Bracketing function enables the photographer to take a sequence of pictures of the same subject at three or five different exposure levels. The shift value can be set in 1/3EV increments up to $\pm 3\text{EV}$ (3 stops)/ $\pm 1.7\text{EV}$ (5 stops).

Improved auto bracketing function

In addition to the usual three frame bracketing, five frame bracketing has now been added to the Auto Bracketing function. It allows users to get a more detailed and accurate exposure.

Two motor systems for the prevention of camera shake

Two motor systems are driven by the mirror-drive and shutter charge, which lowers the vibration of the mirror movement, preventing camera shake.

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Mirror lock-up mechanism prevents camera shake

The mirror lock-up mechanism raises the mirror, preventing vibration when the shutter is released. This prevents camera shake and is especially effective for macro photography or when using extremely long telephoto lenses. Use of the dedicated Remote Controller RS-31 (optional) also reduces the possibility of camera shake.

Built-in flash with 17mm angle of coverage

The Sigma SD15 camera's built-in flash offers an angle of coverage of 17mm (equivalent to 28mm with a 35mm camera) lens with a guide number of 11. The built-in flash can be synchronized to a shutter speed up to 1/180 sec. Incorporation of S-TTL automatic exposure ensures the control of advanced flash photography.

Backlight top LCD panel

The top LCD panel allows the photographer to quickly check camera information such as resolution setting, metering mode, battery status, and the number of images that can be recorded on the SD card. It also incorporates an orange backlight, which enables the camera to be easily controlled in low-light conditions.

Dedicated rechargeable battery with a large capacity

The dedicated BP-21 lithium-ion battery is supplied as standard with the SD15. It is possible to shoot approximately 500 images on one full charge. The battery takes about 120 minutes to fully charge with the supplied BC-21 Battery Charger. The optional AC Adaptor SAC-4 enables the SD15 to obtain power from the main supply.

Optional accessories

The SD15 can be used with over 45 Sigma lenses. In addition, other accessories include dedicated flashguns (EF-530 DG SUPER, EF-530 DG ST, and EM-140 DG), which offer fully automatic S-TTL flash dedication; a Power Grip (PG-21); Cable Release (CR-21); and Remote Controller (RS-31). These many optional accessories are available for the SD15 to complement the user's style of photography.

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Major Specifications

Format	Interchangeable lens SLR camera		
Storage Media	SD/SDHC Card, Multi Media Card		
Image Sensor Size	20.7×13.8mm		
Lens Mount	SIGMA SA bayonet mount		
Compatible Lenses	SIGMA SA mount interchangeable lenses		
Angle of View	Equivalent to approx. 1.7 times the focal length of the lens (for 35mm cameras)		
Image Sensor	Foveon X3 [®] direct image sensor (CMOS)		
Number of Pixels	Effective Pixels : 14.06MP (2,652×1,768×3 layers)		
Aspect Ratio	3 : 2		
Still Image Format	Exif2.21, DCF2.0		
Recording Mode	Lossless compression RAW data (12-bit), JPEG (High, Medium, Low)		
File Size	RAW		
	High	Approx. 15.4MB (2,640×1,760×3)	
	JPEG		
	High	/Fine	Approx. 3.3MB (2,640×1,760)
		/Normal	Approx. 1.9MB (2,640×1,760)
		/Basic	Approx. 1.4MB (2,640×1,760)
	Medium	/Fine	Approx. 1.6MB (1,872×1,248)
		/Normal	Approx. 0.9MB (1,872×1,248)
		/Basic	Approx. 0.7MB (1,872×1,248)
	Low	/Fine	Approx. 0.8MB (1,312× 880)
		/Normal	Approx. 0.5MB (1,312× 880)
		/Basic	Approx. 0.3MB (1,312× 880)
Continuous shooting	3 frames/second		
Continuous buffer	21 frames		
Interfaces	USB (USB2.0), Video Out (NTSC/PAL)		
White Balance	8 types(Auto, Sunlight, Shade, Overcast, Incandescent, Fluorescent, Flash and Color Mode		
Color Mode	7 types (Standard, Vivid, Neutral, Portrait, Landscape, B&W, Sepia)		
Viewfinder	Pentaprism SLR viewfinder		
Viewfinder	Frame	98% vertical, 98% horizontal	
Viewfinder	0.9x (50mmF1.4- ∞)		
Eye point	18mm		
Diopter Adjustment	-3dpt to +1.5dpt		
Auto Focus Type	TTL phase difference detection system		
AF Point	5-points (center AF point:cross type)		
AF Operating Range	EV 0 to +18 (ISO100)		
Focus Mode	Single AF, Continuous AF (with AF motion prediction function), Manual		
Metering Systems	77 segment Evaluative Metering, Spot Metering, Center Area Metering,		
Metering Range	EV1 to 20 (50mm F1.4 : ISO100)		
Exposure Control System	(P) Program AE (Program Shift is possible), (S) Shutter Speed Priority AE, (A) Aperture Priority AE, (M) Manual		
ISO Sensitivity	AUTO(ISO 100-200) : With Flash (ISO 100-400) Equivalent to ISO100, 200, 400, 800 and 1600 (ISO50 and ISO3200 with Extended Mode)		
Exposure Compensation	±3EV (in 1/3 stop increments)		
Auto Bracketing	With 3 frames bracketing : 1/3EV Stops Up to ±3EV, With 5 frames bracketing : 1/3EV		
Shutter Type	Electronically Controlled Focal Plane Shutter		
Shutter Speed	1/4000 - 30 sec., Bulb (up to 30 sec. With Extended Mode : 2 min.)		
External Flash	Hot shoe (contact X synchronization at 1/180 sec. or less, with dedicated flash		
Built-in flash	Manual Pop-up Built-in flash, GN11 (17mm lens angle covered)		
LCD Monitor	3.0" TFT color LCD monitor, Approx. 460,000, Coverage100%		
Reviewing Images	Single frame display, Multi display [9 frames], Zoom, Slide Show		
LCD Monitor Language	Japanese/English/German/French/Spanish/Italian/Chinese(Simplified)/Korean/Rus		
Battery	Li-ion Battery Pack BP-21, Battery Charger BC-21, AC adapter SAC-4 optional)		
Dimensions	144mm/5.7"(W) X 107.3mm/4.2"(H) X 80.5mm/3.2"(D)		
Weight	680g/24oz (without batteries)		
SD15 Accessories	Li-ion Battery Pack BP-21, Battery charger BC-21, USB Cable, Video Cable, Neck Strap, Eye Cap, Body Cap, Eyepiece Cap SIGMA Photo Pro Disc, SD15 Instruction Manual		

* The appearance and specifications are subject to change without notice.

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