

February 26TH, 2019



SIGMA introduces 11 Art-series primes lenses for L-Mount

SIGMA Canada is pleased to announce the launch of the Art line prime lens lineup for full-frame cameras in L-Mount. These L-Mount series lenses have achieved high-speed AF and are fully compatible with AF-C mode, in-camera image stabilization, and in-camera aberration correction. The lineup will consist of 11 prime lenses for full-frame cameras from SIGMA's Art line covering from 14mm to 135mm currently available in other mounts, allowing the Art line, which pursues the highest performance, to be enjoyed on L-Mount cameras.

Pricing and availability for the new L-mount lenses has not yet been announced. For further details, please contact Max Payne, Director of Marketing & Digital Strategy, at 905-513-7733 or email media@gentec-intl.com.

[Features]

1. Optimized AF for L-Mount¹

With the AF drive control program and high-speed communication tuned for each lens, shooting at speed with high-precision AF control is achieved. The lenses also support the AF-C mode.

2. Compatible with in-camera image stabilization¹

Compatible with in-camera image stabilization, the camera automatically detects the focal length of each lens and optimizes image stabilization performance.

3. Data pre-loaded for compatibility with in-camera aberration correction¹

Fully compatible with in-camera aberration correction (corrections for peripheral illumination, chromatic aberrations, and distortion). By matching corrections to the optical characteristics of the lens, this function takes image quality to an even higher level.

4. Native mount for a more rigid and stable feel

Making the lens mount native provides a much more rigid and stable feel to the lens than using an adapter. Featuring a surface treatment to enhance strength, the brass bayonet mount offers a high-precision fit and exceptional durability. The mount connection area incorporates rubber sealing for dust- and splash-proof construction.

5. Available SIGMA Mount Conversion Service²

This service converts specifications of the mount of SIGMA lenses to that of a different camera body. Users can "tailor" their favorite lenses to the camera body if they plan to get a new one in the future. This allows continued use of their favorite lenses over the long term regardless of the camera system.

¹Compatibility with each function depends on the functions available on each camera.

²The SIGMA Mount Conversion Service (chargeable) is different from a normal repair service. It is not available at stores. In order to apply for the service, please contact your nearest authorized SIGMA subsidiary or distributor.

SIGMA 14mm F1.8 DG HSM | Art

Launch: TBD
Case supplied



SIGMA 20mm F1.4 DG HSM | Art

Launch: TBD
Case supplied



SIGMA 24mm F1.4 DG HSM | Art

Launch: TBD
Case and Hood supplied



SIGMA 28mm F1.4 DG HSM | Art

Launch: TBD
Case and Hood supplied



SIGMA 35mm F1.4 DG HSM | Art

Launch: TBD
Case and Hood supplied



SIGMA 40mm F1.4 DG HSM | Art

Launch: TBD
Case and Hood supplied



SIGMA 50mm F1.4 DG HSM | Art

Launch: TBD
Case and Hood supplied



SIGMA 70mm F2.8 DG MACRO HSM | Art

Launch: TBD
Case and Hood supplied



SIGMA 85mm F1.4 DG HSM | Art

Launch: TBD
Case and Hood supplied



SIGMA 105mm F1.4 DG HSM | Art

Launch: TBD

Case and Hood supplied



SIGMA 135mm F1.8 DG HSM | Art

Launch: TBD

Case and Hood supplied



About Sigma Corporation

Since 1961, Sigma has worked toward its goal of developing photographic technologies that push the envelope, empower photographers, and produce unparalleled imagery. Sigma has honoured this commitment by maintaining control of its design, research and development, and manufacturing processes in its Aizu factory. The family-owned company is the largest independent SLR lens manufacturer in the world, producing more than 45 lenses that are compatible with cameras from most leading manufacturers. The company is headquartered in Japan, with offices strategically located throughout Europe, Asia, and North America. **For more information, visit www.SigmaCanada.ca, on Facebook: [fb.com/SigmaCanada](https://www.facebook.com/SigmaCanada), on Instagram: [@SigmaCanada](https://www.instagram.com/SigmaCanada).**

About Gentec International

Founded in 1990, Gentec International is Canada's leading consumer accessory products company, recognized as one of Canada's Best Managed Companies, supplying Imaging, Home Theatre, Personal Electronics, Sports Optics, Wireless Telecom, and Mobile Electronics products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Sigma, Optex, SanDisk, Manfrotto, Gitzo, Lowepro, Joby, iQ, Energizer, Energy, iShieldz, Ultralink, Bell'O, Klipsch, Pro-Ject Audio, Midland, Zeiss, Metra and Alpine. Gentec operates out of a high-cube, state-of-the-art, fully computerized 100,000-square-foot warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers the needs of its retailers coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none.

Learn more – visit www.gentec-intl.com



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