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**SIGMA**



## SIGMA announces 85mm F1.4 DG DN | Art lens for full-frame mirrorless cameras

SIGMA Canada introduces the new SIGMA 85mm F1.4 DG DN | Art lens for full-frame mirrorless cameras made by Sony (E-mount), Leica, Panasonic and SIGMA (L-Mount). This lens marks a new chapter of the Art line F1.4 lenses for the mirrorless age. With a large-aperture, unparalleled optical performance and high-speed AF, the compact design strikes the perfect balance on modern mirrorless full-frame camera bodies.

The 85mm F1.4 DG DN | Art combines a clear and delicate rendering performance, which is requisite for portrait photography, with beautiful, rich bokeh effects only possible with lenses such as a large-diameter F1.4, at a level that will satisfy both professional and advanced amateur photographers. The focal length of 85mm and significant bokeh effect at F1.4 brightness allow the users' subjects to stand out in a complementary fashion, which is one of the essences of taking portrait photography, so users can enjoy it to the fullest.

In addition to the fast and consistent AF response, the mirrorless-exclusive design of the 85mm F1.4 DG DN | Art has realized a lightweight and compact lens body that defies convention. The small body is packed with a range of functionality, including a dust- and splash-proof structure, supported by an excellent build quality. The 85mm F1.4 DG DN | Art is SIGMA's new "ultimate portrait lens" for the mirrorless age. With it, SIGMA proposes a whole new world of possibilities provided by this "85mm F1.4 lens for everyday use," thanks to the unprecedented level of portability, free from size- or weight-related limitations.

The SIGMA 85mm F1.4 DG DN | Art lens has a suggested retail price of \$1,599.95 CAD and is expected to begin shipping in August. For further details about this new lens, please contact Ron Steinberg, Sr. Product Manager | Professional Imaging Group, at 905-513-7733 or email [media@gentec-intl.com](mailto:media@gentec-intl.com).

### [Key Features]

#### **The record-high performance worthy of the name of 85mm F1.4 | Art**

85mm F1.4 is a specification almost synonymous with a portrait lens. With the Art line lenses, SIGMA pursues the highest optical performance possible and has devoted the latest optical design technologies, as well as the production technologies of the Aizu factory, SIGMA's only production site, to the development of these lenses. The result is a detailed image critical for portrait photography that is achieved at a level that will satisfy both professional and advanced amateur photographers.

In addition to five SLD (Special Low Dispersion) elements and one aspherical lens, the 85mm F1.4 DG DN | Art has incorporated the latest high refractive index glass, which works to thoroughly correct aberrations that cannot be handled by the correction functionality on the camera side. With a particular emphasis given to the correction of axial chromatic aberration, users will enjoy sharp images with no color bleeding, all the way up to the maximum aperture of F1.4.

The high resolving power that covers the entire image from the center to the edges ensures sharpness of the area in focus, and coupled with the significant bokeh effect produced by the F-value of 1.4 brings out the users' subject in an evocative way.

The numerous rounds of ray-trace simulation, as well as repeated real-world testing, have given the 85mm F1.4 DG DN | Art its

ability to minimize ghosting, ensuring clear, sharp images even when shooting in backlit conditions.

With the ability to shoot from the maximum aperture of F1.4 without worrying about image quality, users can focus on the camera operations to realize their artistic expressions, such as the adjustment of exposure and depth of field. This new lens indeed delivers a level of optical performance truly worthy of the name of 85mm F1.4 Art.

### **Lightweight & compact - A new perception of F1.4**

The 85mm F1.4 DG DN | Art weighs 630g/ 22.2oz., with a filter size of 77mm and a body length of 94.1mm/ 3.7in.\*. Designed exclusively for mirrorless cameras, it has a “large lens diameter and superb optical performance” and “a lightweight and compact body,” a combination which has long been difficult to achieve.

The AF motor system employs a stepping motor which is optimized for both phase detection AF and contrast AF. Not only does this provide a smooth shooting experience only possible with a mirrorless camera, such as face/eye detection AF, but it has also made the lens body itself much smaller, as the focus lens has been made small to better suit a stepping motor. Furthermore, by making the most of the in-camera aberration correction functionality, SIGMA was able to concentrate on the correction of aberration that could be handled by the optical system alone, which further contributed to making the lens smaller in size.

With such a lightweight and small body, users can now take out a large-diameter 85mm F1.4 lens for an everyday use such as taking snapshots. The 85mm F1.4 DG DN | Art invites users to enjoy photography in an unconventional way.

\* For L-mount.

### **A full range of functionality and an excellent build quality**

This compact lens is packed with a range of functionality that will satisfy both professional and advanced amateur photographers. The 85mm F1.4 DG DN | Art has newly introduced an “Iris ring lock switch.” This prevents from unintended movement of the iris ring during shooting, allowing users to devote their attention to the creation of their image. The “Focus Mode Switch” on the lens body and the “AFL button\*” that allows various functions to be assigned from a camera body will also assist users’ shooting. In addition to the dust- and splash-proof structure, the lens uses materials such as aluminum and TSC (Thermally Stable Composite) where they are best suited, achieving a level of build quality that is worthy of the Art line. In addition to the durability of the body, the lens pursues quality in terms of how users “feel” as well, such as the smooth motion in which each ring or switch works, and the precise hand feeling. The 85mm F1.4 DG DN | Art helps ensure users a smooth shooting experience in every condition.

\*Limited to compatible cameras. Also, the functions depend on the camera.

### **[Other Features]**

- Lens construction: 15 elements in 11 groups, with 5 SLDs and 1 aspherical lens
- Compatible with high-speed autofocus
- Compatible with lens-based optical correction

\* Only on camera models that support this functionality. Scope of correction varies depending on camera model.

- Iris ring
- Iris ring click and de-click
- Iris ring lock switch

\*When turned ON at the position A, the iris ring is locked at A. When turned ON at a position other than A, it is locked within the range between the maximum to minimum apertures and will not engage at the position A.

- AFL button
- Focus Mode Switch
- Dust-and splash-proof
- Hood with lock
- Designed to minimize flare and ghosting
- Every single lens undergoes SIGMA's proprietary MTF measuring system "A1"

- 11-blade rounded diaphragm
- High-precision, durable brass bayonet mount
- "Made in Japan" craftsmanship

To learn more about SIGMA's craftsmanship, please visit SIGMA website at: <https://www.sigma-global.com/en/lenses/>

**[Specifications] All figures based on Sigma L Mount.**

Lens construction: 11 groups, 15 elements (1 Aspherical and 5 SLDs)

Minimum aperture: F16

Angle of view: 28.6°

Filter size: 77mm

Minimum focusing distance: 85cm / 33.5in.

Dimensions (diameter x length): ø82.8mm×94.1mm / ø3.3×3.7in.

Number of diaphragm blades: 11 (rounded diaphragm)

Maximum magnification ratio: 1:8.4

Weight: 630g / 22.2 oz.

Available AF Mount: L-Mount, Sony E-mount

Note: The L-Mount Trademark is a registered Trademark of Leica Camera AG.

Appearance and specifications are subject to change without notice.

**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](http://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 a complete range of photo, video, digital, sport optics, home theatre, electronics, wireless, and mobile audio products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Optex, Sigma, SanDisk, Manfrotto, Gitzo, Lowepro, Joby, Syrp, Safari, FeiyuTech, and Zeiss. 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](http://www.gentec-intl.com)**



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