

## FOR IMMEDIATE RELEASE

Christine Moosmann  
Sigma Corporation  
631-585-1144  
[www.sigmaphoto.com](http://www.sigmaphoto.com)

Marci J. Hait  
Matter Communications for Sigma Corporation  
978-499-9250 x 238  
[mhait@matternow.com](mailto:mhait@matternow.com)  
[www.matternow.com](http://www.matternow.com)

### **Sigma Corporation announces five new lenses, three new cameras at PMA 2010**

*Company also highlights new “F” Low Dispersion lens glass used in three of those lenses*

**Ronkonkoma, NY, Feb. 23, 2010** – Sigma Corporation of America ([www.sigmaphoto.com](http://www.sigmaphoto.com)), a leading researcher, developer, manufacturer and service provider of some of the world's most impressive lines of [lenses](#), [cameras](#) and [flashes](#), announced five new lenses and three new cameras, as well as its use of a new “F” Low Dispersion (FLD) lens glass, at this year’s PMA 2010 International Convention in Anaheim, Calif.

During the event, which took place between Feb. 21 and 23, Sigma Corporation of America unveiled the new 8-16mm F4.5-5.6 DC HSM, 17-50mm F2.8 EX DC OS HSM, APO 50-500mm F4.5-6.3 DG OS HSM, APO 70-200mm F2.8 EX DG OS HSM, 85mm F1.4 EX DG HSM, the DP1x and DP2s compact cameras and the SD15 digital SLR camera. Exact availability dates and pricing information are pending. All of the lenses will be available for purchase this spring, and will be available in Sigma, Canon, Nikon, Sony and Pentax mounts.

In addition to the new lineup of products, Sigma is pleased to announce the incorporation of its new FLD glass, which has a performance equal to fluorite glass, in three of its new high performance lenses. Four elements have been included in Sigma’s 8-16mm F4.5-5.6 DC HSM and two elements have been included in both the APO 70-200mm F2.8 EX DG OS HSM and the 17-50mm F2.8 EX DC OS HSM.

Here is a closer look at Sigma’s new products, as well as the FLD glass:

#### **8-16mm F4.5-5.6 DC HSM**

The Sigma 8-16mm F4.5-5.6 DC HSM is the first ultra-wide zoom lens with a minimum focal length of 8mm, designed specifically for APS-C size image sensors. This lens has an equivalent angle of view of a 12-24mm lens when used on digital cameras with an APS-C size image sensor. The wide-angle of view from 121.2 degrees\* produces striking images with exaggerated perspective, enabling photographers to emphasize the subject. Four FLD glass elements, which have the performance equal to fluorite glass, compensate for color aberration. One hybrid aspherical lens and two glass mold elements give excellent correction for distortion and astigmatism. Incorporating an inner focusing system, the lens produces high-definition images throughout the entire zoom range. The Super Multi-Layer Coating reduces flare and ghosting while superior peripheral brightness ensures high contrast images throughout the entire zoom range. This lens incorporates Hyper Sonic Motor (HSM), ensuring quiet and high speed auto focus, as well as full-time manual focus capability. It has a minimum focusing distance of 9.4 inches throughout the entire zoom range, which allows photographers to emphasize the subject by creating exaggerated perspectives. This lens has a compact construction with an overall length of 4.2 inches and a maximum diameter of 2.9 inches.

*\*The angle of view varies depending on which camera the lens is mounted on.*

### **17-50mm F2.8 EX DC OS HSM**

The Sigma 17-50mm F2.8 EX DC OS HSM is a large aperture standard zoom lens designed for digital SLR cameras. It incorporates Sigma's efficient Optical Stabilization (OS) function and is a compact lens with an overall length of just 3.6 inches. This lens covers a focal length from 17mm wide angle and offers a large aperture of F2.8 throughout the entire zoom range, making it ideal for many types of photography such as portraiture and landscapes. The OS function offers the use of shutter speeds approximately four stops slower than would otherwise be possible. For Sony and Pentax mount, the built-in OS function of this lens can be used even if the camera body is equipped with an image sensor shift anti-shake system. As compensation for camera shake is visible in the viewfinder, the photographer can easily check for accurate focus and ensure there is no subject movement. Two FLD glass elements, which have performance equal to fluorite glass, plus two glass mold and one hybrid aspherical lens, provide excellent correction for all types of aberrations. The Super Multi-Layer Coating reduces flare and ghost. This lens has superior peripheral brightness and provides sharp, high-contrast images even at the maximum apertures. High image quality is assured throughout the entire zoom range. Incorporating Hyper Sonic Motor (HSM), the lens provides fast and quiet auto focus. The lens has a minimum focusing distance of 11 inches throughout the entire zoom range and a maximum magnification ratio of 1:5. The rounded seven-blade diaphragm creates an attractive blur to the out of focus images. The inner focusing system eliminates front lens rotation, making the lens particularly suitable for use with the supplied petal-type lens hood and circular polarizing filters.

### **APO 50-500mm F4.5-6.3 DG OS HSM**

The Sigma APO 50-500mm F4.5-6.3 DG OS HSM is a 10x high-zoom ratio, ultra telephoto zoom lens incorporating Sigma's original Optical Stabilization (OS) function. This lens covers a wide range of focal lengths from 50mm to 500mm ultra telephoto. The OS function offers the use of shutter speeds approximately four stops slower than would otherwise be possible. For Sony and Pentax mount, the built-in OS function of this lens can be used even if the camera body is equipped with an image sensor shift anti-shake system. As compensation for camera shake is visible in the view finder, the photographer can easily check for accurate focus and ensure there is no subject movement. Four Special Low Dispersion (SLD) glass elements provide excellent correction of color aberration. The Super Multi-Layer Coating reduces flare and ghosting, and ensures high image quality throughout the entire zoom range. This lens has a maximum magnification ratio of 1:3.1 (at the focal length of 200mm), making it ideal for close-up photography. This lens incorporates Hyper Sonic Motor (HSM), ensuring quiet and high-speed auto focus, as well as full-time manual focus capability. The addition of the optional 1.4x EX DG or 2x EX DG APO Tele Converters produce a 70-700mm F6.3-8 or a 100-1000mm F9-12.6 MF zoom lens, respectively. This lens is equipped with a petal-type hood to block out extraneous light. The filter size of this lens is  $\phi 95\text{mm}$  and the lens is supplied with a step-down ring enabling digital cameras with an APS-C size image sensor to use a  $\phi 86\text{mm}$  filter.

### **APO 70-200mm F2.8 EX DG OS HSM**

The Sigma APO 70-200 F2.8 EX DG OS HSM is a large aperture, telephoto zoom lens that incorporates Sigma's original Optical Stabilization (OS) function. The lens covers a medium telephoto range of focal lengths from 70mm to 200mm and has a large maximum aperture of F2.8 throughout the entire zoom range. The OS function offers the use of shutter speeds approximately four stops slower than would otherwise be possible. For Sony and Pentax mounts, the built-in OS function of this lens can be used even if the camera body is equipped with an image sensor shift anti-shake system. As compensation for camera shake is visible in the view finder, the photographer can easily check for accurate focus and ensure there is no subject movement. Two FLD ("F" Low Dispersion) glass elements, which have the performance

equal to fluorite glass, and three SLD (Special Low Dispersion) glass elements provide excellent correction of color aberration. High image quality is assured throughout the entire zoom range and an optimum optical power layout provides superior optical quality in all shooting ranges from close-up to infinity. Super Multi-Layer Coating reduces flare and ghosting. This lens incorporates Hyper Sonic Motor (HSM), ensuring a quiet and high-speed auto focus, as well as full-time manual focus capability. The lens has a minimum focusing distance of 55.1 inches throughout the entire zoom range and a maximum magnification ratio of 1:8. The rounded, nine-blade diaphragm creates an attractive blur to the out of focus images. This lens is equipped with a petal-type hood. For digital cameras with an APS-C size image sensor, a dedicated hood adapter, which expands the length of the lens hood, is supplied.

### **85mm F1.4 EX DG HSM**

The Sigma 85mm F1.4 EX DG HSM is a large aperture, medium telephoto lens optimized for use with digital SLR cameras features a focal length of 85mm, ensuring a natural perspective. 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 mold element give 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 ghost, even in backlight photography. Incorporating Hyper Sonic Motor (HSM), this lens provides quiet and high-speed auto focus, as well as full-time manual focus capability. It features a minimum focusing distance of 33.5 inches and a maximum magnification 1:8.6. This lens has a round, nine-blade diaphragm, which creates an attractive blur to the out of focus images. This lens is supplied with a petal-type hood to block out extraneous light. For digital cameras with an APS-C size image sensor, a dedicated hood adapter, which expands the length of the lens hood, is supplied and enables the hood to block out extraneous light more effectively.

### **SD15 Digital SLR camera**

The SD15 Digital SLR camera is the latest model in Sigma's SD series. Powered by the 14-megapixel Foveon X3 direct image sensor, it can capture all primary RGB colors at each and every pixel location arranged in three layers. The new 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 card and incorporates a highly visible 3.0 inch LCD monitor, 77-Segment AE sensor and Analog Front End (AFE). It provides high image quality and user friendly design. In addition, the durable shutter mechanism, which has a life of over 100,000 actuations, is ideal for the demands of digital photography.

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. This new SD15 has been developed with the principle of producing superior image quality from the direct image sensor, as well as improved processing speed, operation and performance.

### **DP1x**

The Sigma DP1x compact digital camera incorporates a "TRUE II" image processing engine, as used in the Sigma DP2 and SD15 digital SLR. In March 2008, Sigma introduced a high-end

compact digital camera with the concept of “a new compact digital camera featuring the same technology as an SLR.” The DP1 featured the same large image sensor as Sigma’s digital SLR cameras. The DP1 has established a strong following from a wide range of photographers, both amateur and professional. The Sigma DP2 was then launched in April 2009. After the launch of the DP2 camera, users could continue to enjoy the image quality of the DP1 for wide focal length photography and also take advantage of the DP2’s standard focal length. This new DP1x includes the “TRUE II” image processing engine, improving the image-processing time, as well as a new AF algorithm, providing high speed auto focusing. In addition, the user interface has been unified with the DP2 series by changing the Set Up Menu and adopting the Quick Set (QS) button. This provides photographers easier operation of the camera controls when the DP1x is used with the DP2 series.

Many dedicated accessories, such as the view finder VF-21, hood adapter HA-21 and electronic flash EF-140 DG are available for the DP cameras.

### **DP2s**

The Sigma DP2s compact digital camera features a 14-megapixel FOVEON X3® direct image sensor (2,652× 1,768× 3 layers), which is also used in the DP1x and the SD15. The Sigma DP2s is the successor to the DP2, which was introduced to market in April 2009 and incorporates a new AF algorithm, a Power Save Mode and a new rear design. The new AF algorithm provides high-speed auto focusing, ensuring convenient shooting. The Power Save Mode lowers the battery consumption. When this mode is enabled, a greater number of pictures can be taken with a single charge of the battery. The new rear design aids quick recognition of the controls. The addition of red markings has been used to enable easier operation of the cameras controls.

The latest RAW image processing software, “SIGMA Photo Pro 4.0,” is supplied with the DP2s and makes processing RAW images quick and easy. Version 4.0 has a superior image processing algorithm and improved compatibility with multi core CPUs. It provides better image processing speed and improved image quality. Incorporation of a new noise reduction algorithm reduces Chroma and Luminance noise when processing X3F files taken at ISO400 or more. It is possible to adjust the level of reduction for noise just by moving the slider in the control pallet. With the Macintosh version, functions such as JPEG conversion and batch white balance settings, which were previously incorporated into Windows versions, have been added. In addition, the print function and the display speed for the review window and thumbnails have also been improved.

### **“F” Low Dispersion (FLD) glass**

“F” Low Dispersion (FLD) glass has been adopted and used in Sigma’s new, high-performance lenses. FLD glass is the highest level, low dispersion glass available with extremely high light transmission. With a performance equal to fluorite glass, this optical glass has a low refractive index and low dispersion compared to current optical glass. It also benefits from high anomalous dispersion. These characteristics offer excellent correction for residual chromatic aberration (secondary spectrum), which cannot be corrected by ordinary optical glass and ensures high-definition and high-contrast images. FLD glass offers superior optical performance, equal to fluorite, at an affordable price. The density of FLD glass is lower than traditional optical glass, ensuring a lighter construction of large aperture lenses.

FLD glass has been incorporated into three recently announced lenses. Four elements have been included in the Sigma 8-16mm F4.5-5.6 DC HSM and two elements have been included in both the Sigma APO 70-200mm F2.8 EX DG OS HSM and the Sigma 17-50mm F2.8 EX DC OS HSM.

*Note to editors: Images of all products available upon request. Please contact [sigma@matternow.com](mailto:sigma@matternow.com).*