



SIGMA

Media Release

FOR IMMEDIATE RELEASE

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Sigma 70-200mm F2.8 EX APO DG OS HSM lens announced winner of the TIPA 2011 Best Expert Lens award.

The photographic industry has its own 'Oscars' each year to recognize the industry's top products. These coveted honours are the prestigious European Photo & Imaging Awards of the Technical Image Press Association (TIPA). Gentec International is pleased to announce that the Sigma 70-200mm F2.8 EX APO DG OS HSM lens has been named Best Expert Lens at this year's ceremony.

Each year, TIPA editors review new imaging products and judge them on quality, performance and value. Products must be the very best in their categories. Only those products that truly deserve them can win TIPA awards, which makes it particularly significant that Sigma's new 70-200mm lens has been recognized by this organization.

This pro-grade, medium telephoto zoom lens features Sigma's optical stabilization (OS) function, which allows the use of shutter speeds up to four stops slower than would otherwise be possible. Two "F" Low Dispersion (FLD) glass elements and three Special Low Dispersion (SLD) glass elements provide excellent correction of colour aberration, while Sigma's Super Multi-Layer Coating reduces flare and ghosting, assuring superior image quality throughout the entire zoom range. The incorporation of a Hyper Sonic Motor (HSM) ensures quiet, high-speed auto focus with full-time manual focusing capability. The rounded, nine-blade diaphragm creates an attractive blur for out of focus backgrounds.

The suggested retail price of the Sigma 70-200mm F2.8 EX APO DG OS HSM lens is \$1599.99.

For more information, please contact Andrea De La Cuba, Cohn & Wolfe, at 416-924-5700, ext. 4071, or email andrea.delacuba@cohnwolfe.ca.

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, Black Rapid, Roots, iQ, SanDisk, Sunpak, Bushnell, Tasco, Zeiss, Remington Clothing, Planet Wireless, Energy, Sony, Electrohome, ProLink, Klipsch, Mirage, Jamo, Stinger, and Phoenix Gold.

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