

# SIGMA 24mm F1.4 DG HSM | Art Selling Guide



SIGMA GLOBAL VISION

SIGMA



## SIGMA 24mm F1.4 DG HSM | Art

F1.4 brightness at wide-open aperture.  
The large-diameter wide-angle lens that reveals a new  
horizon of image quality.



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## SIGMA 24mm F1.4 DG HSM | Art Selling Guide

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# 3 Product Lines – SIGMA's Vision

## Contemporary



Featuring the very latest technology, and combining optical performance with compactness, our high-performance Contemporary line covers a wide range of needs.

Standard zoom lenses, telephoto zoom lenses, high-magnification zoom lenses and more



**SIGMA 18-200mm F3.5-6.3 DC OS HSM**

## Art



Designed with a focus on sophisticated optical performance and abundant expressive power, our Art line delivers high-level artistic expression.

Large-aperture prime lenses, wide-angle lenses, ultra-wide-angle lenses, macro lenses, fisheye lenses and more



**SIGMA 24mm F1.4 DG HSM**

## Sports



While offering sophisticated optical performance and expressiveness, our Sports line lenses deliver high action-capture performance, enabling photographers to get exactly the shots they want.

Telephoto lenses, telephoto zoom lenses, super telephoto lenses, super telephoto zoom lenses and more.



**SIGMA 120-300mm F2.8 DG OS HSM**

# Sales Points

1. Unsurpassed expressive performance
2. The superior image quality of SIGMA F1.4 lenses
3. SIGMA's dedicated mechanism.



Sales point 1 Unsurpassed expressive performance

## High peripheral brightness



Typical 24mm F1.4

An obvious decrease in light intensity toward the image periphery.



SIGMA 24mm F1.4 DG HSM | Art

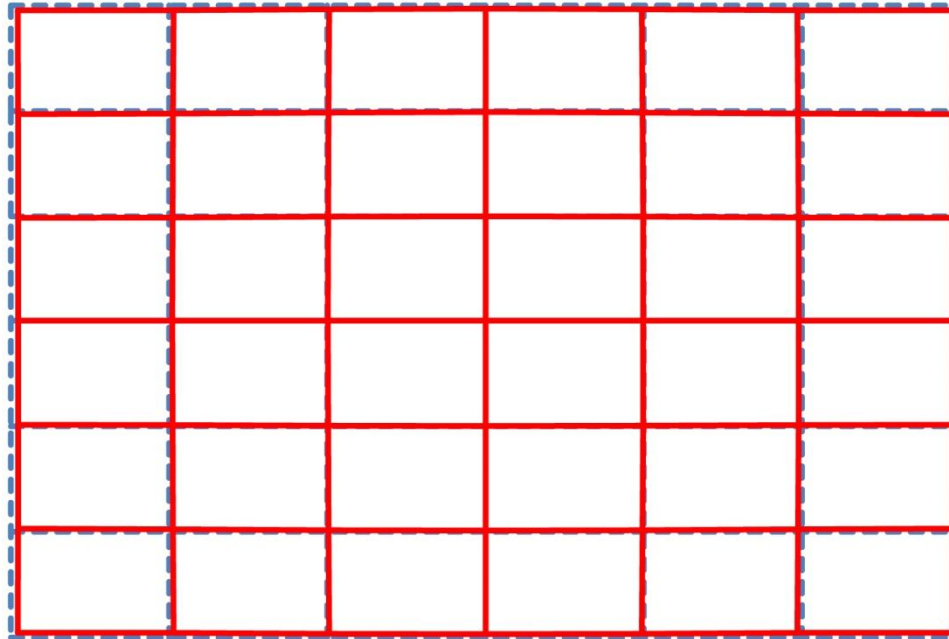
The darkness around the edges has been minimized obviously.

\* Taken with a full-frame camera at wide-open aperture

Sales point 1 Unsurpassed expressive performance

## Minimized distortion

24mm

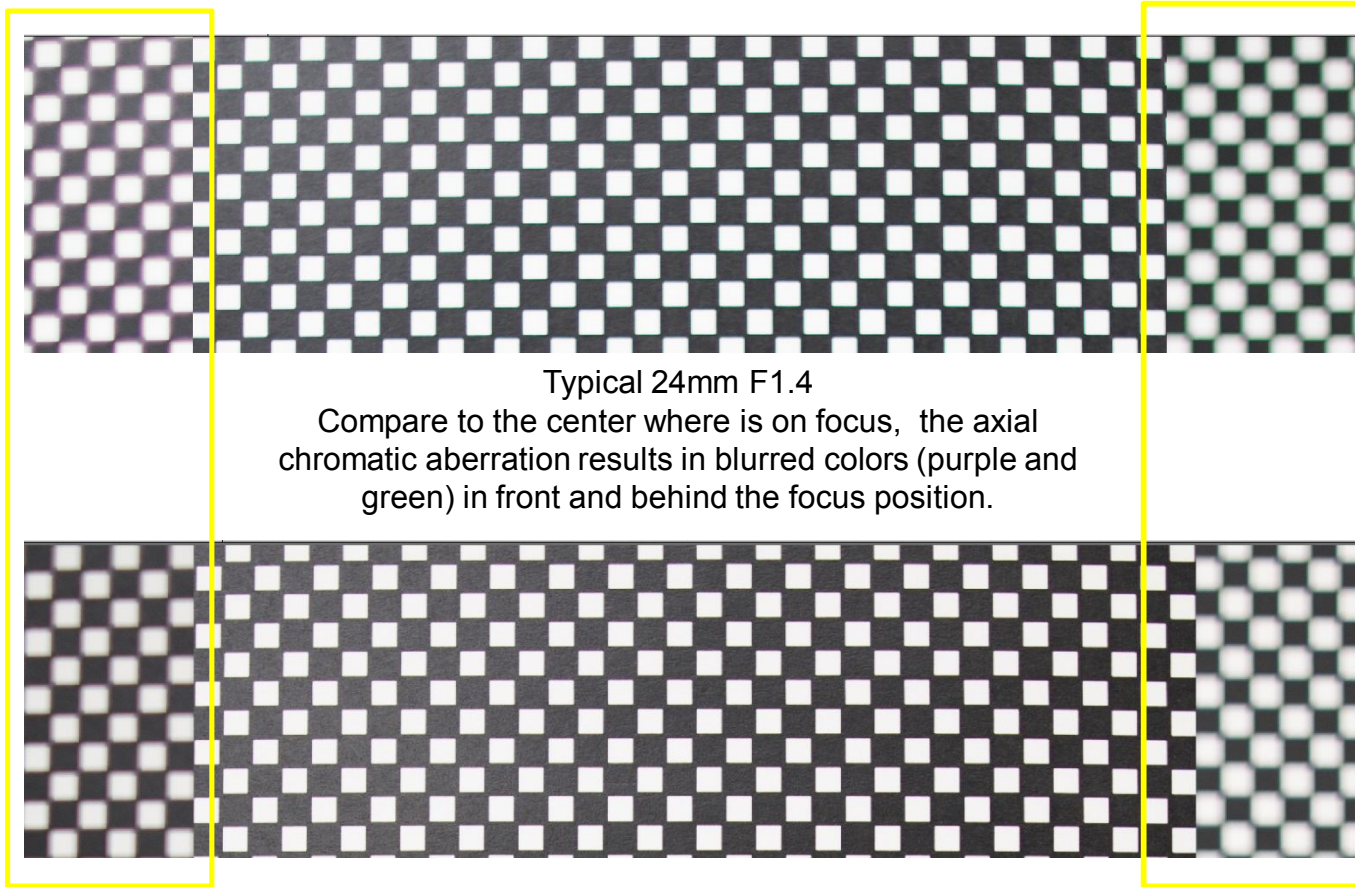


SIGMA 24mm F1.4 DG HSM | Art

The distortion has been minimized well.

Sales point 1 Unsurpassed expressive performance

## Excellent axial aberration correction

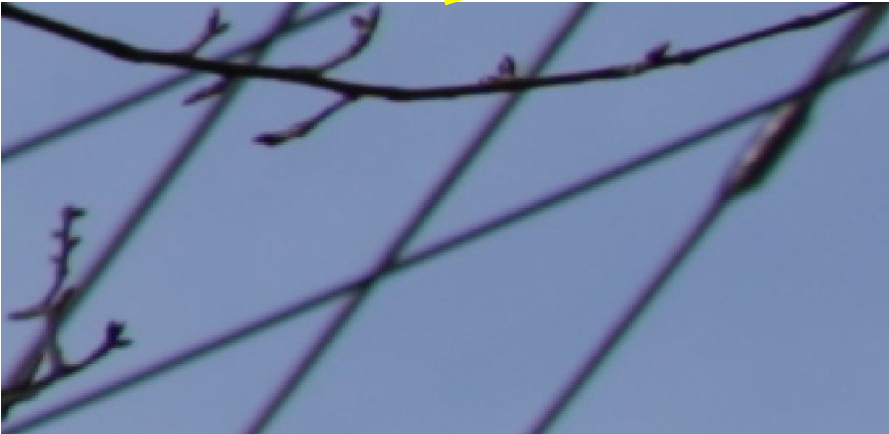


Typical 24mm F1.4  
Compare to the center where is on focus, the axial chromatic aberration results in blurred colors (purple and green) in front and behind the focus position.

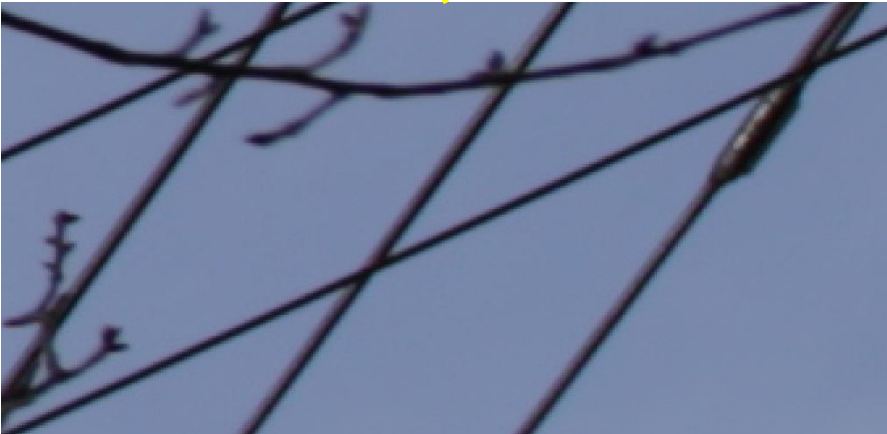
SIGMA 24mm F1.4 DG HSM | Art  
The axial chromatic aberration has been perfectly minimized. The areas in front and behind the focus position are sharper and more clear.

Sales point 1 Unsurpassed expressive performance

# Minimized chromatic aberration of magnification



Typical 24mm F1.4  
The branches have very strong purple fringing.

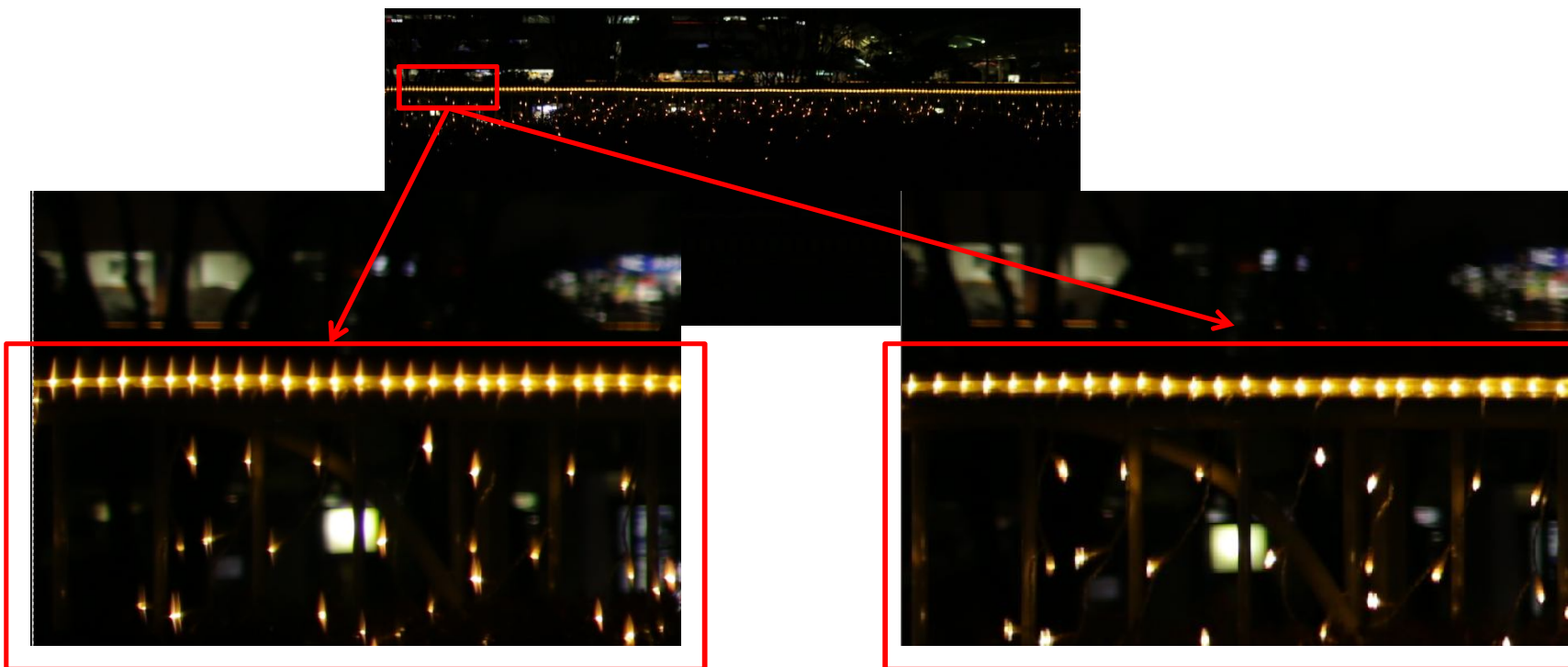


SIGMA 24mm F1.4 DG HSM | Art  
The purple fringing rarely occurs to the image.

Sales point 1 Unsurpassed expressive performance

## Excellent sagittal coma flare correction

- The reduction of the blur results from the point lights at the image periphery make shooting astronomical photography and illumination photography easier than before.
- ※ Sagittal coma flare : The point lights do not gather to one point, like leaving a trail light around it.



Typical 24mm F1.4

The point lights do not gather to one point, like leaving a trail light around it.

SIGMA 24mm F1.4 DG HSM | Art  
Minimal reduction of sagittal coma flare.

Sales Point 2 The superior image quality of SIGMA F1.4 lenses

# The path of SIGMA F1.4 lenses

- SIGMA's F1.4 lenses.
  - Since SIGMA launched the "SIGMA 30mm F1.4 DC/HSM" in 2005, we have released six lenses featuring a F1.4 large aperture in those 10 years.
  - Thanks to the experience of developing large aperture lenses, SIGMA has accumulated the knowhow and technology which has lead to superior and innovative F1.4 lenses nowadays.



SIGMA 30mm F1.4  
EX DC / HSM



SIGMA 50mm F1.4  
EX DG HSM



SIGMA 85mm F1.4  
EX DG HSM



SIGMA 30mm F1.4  
DC HSM | Art



SIGMA 35mm F1.4  
DG HSM | Art



SIGMA 50mm F1.4  
DG HSM | Art

Sales Point 2 The superior image quality of SIGMA F1.4 lenses

## World's admired F1.4 technology

- SIGMA 35mm F1.4 DG HSM | Art and 50mm F1.4 DG HSM | Art have been awarded several world well-known awards.



SIGMA 35mm F1.4 DG HSM | Art

- Camera GP Japan Lens of The Year
- Digital Camera GP 2013
- TIPA Award 2013 : Best DSLR Lens 2013
- PCMAG.COM : PC EDITORS' CHOICE
- DP review Gold Award
- Popular Photography : Gear of the Year
- American Photo : Editor's Choice
- Photography Blog : 2013 Lens of the Year



SIGMA 50mm F1.4 DG HSM | Art

- Digital Camera GP 2014
- EISA Award 2014-2015
- Editor's Choice : Phoblographer
- Editor's Choice : PC Magazine.com
- Lens of the year : Resource Magazine
- Lens of the year – Best Prime Lens : Imaging Resource
- Editor's Choice : American Photo
- Professional Photographer : Hot One Award

Sales point 3 SIGMA's dedicated mechanism

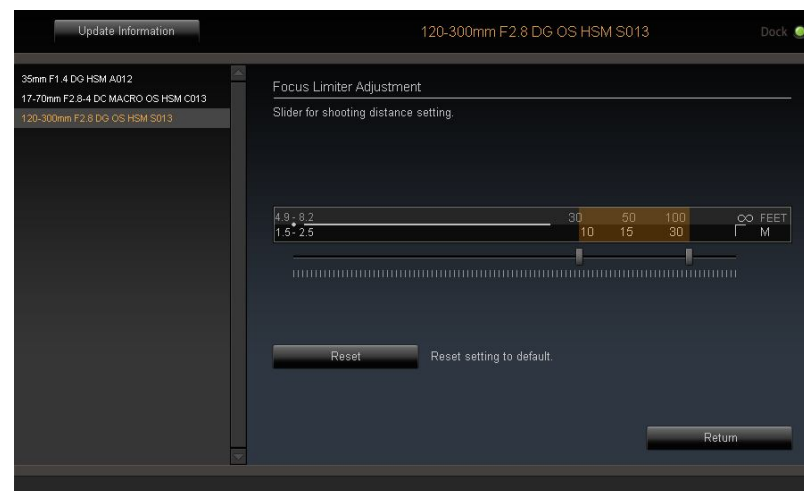
## Newly developed "SIGMA USB DOCK" exclusively for new product lines

- By using the SIGMA USB DOCK, you can update the lens firmware and adjust parameters such as focus.
- The user will be able to connect the lens to a computer with a special USB Dock and use the easy-to-operate on-screen controls to create personal lens specifications.

「SIGMA USB DOCK」



「SIGMA Optimization Pro」



Sales point 3 SIGMA's dedicated mechanism

## Adjustable Full-time manual focus

- By using the SIGMA USB DOCK, It is possible to adjust the timing to operate the Full-time MF function by customizing how much rotation of the focus ring is required.



Sales point 3 SIGMA's dedicated mechanism

## Exclusive “Mount Conversion Service” for new product lines

All lenses from SIGMA's new three product lines (Art, Contemporary, Sports) will qualify for this chargeable “Mount Conversion Service”. It enables customers to convert the mount of their current lenses, and we will change the relevant parts for a different mount and its internal core system accordingly.

Interchangeable lenses for SLR / DSLR cameras (DC / DG lens) are eligible for conversion to the following mount system.

SIGMA	CANON	NIKON
Pentax	SONY	

Interchangeable lenses for Mirrorless cameras (DN lens) are eligible for conversion to the following mount system.

MICRO FOUR THIRDS	SONY E-mount
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- \* Only the lens in the requested mount has been released by Sigma as a product is eligible for this Mount Conversion Service.
- \* It is not possible to convert a lens to a mount that SIGMA has not released.
- \* The exclusive specification, such as OS function, is subject to adjustment after converting the mount.

# Comparison

	SIGMA	CANON	NIKON
	SIGMA 24mm F1.4 DG HSM   Art	EF 24mm F1.4L II USM	AF-S NIKKOR 24mm F1.4G ED
Lens Construction	11 groups 15 elements	10 groups 13 elements	10 groups 12 elements
Low Dispersion glass	7 (FLDx3 SLDx4)	2 (UD)	2 (ED)
Minimum focusing distance	0.25m	0.25m	0.25m
Maximum Magnification Ratio	1:5.3	1:5.8	1:5.5
Number of blades in diaphragm	9 Blades (Rounded diaphragm)	8 Blades	9 Blades (Rounded diaphragm)
Filter size	77	77	77
Diameter x length	85.0φ x 90.2	83.5φ x 86.9	83.0φ x 91.0
Weight	655g	650g	620 g

# High mobility

The new product lines are equipped with rubber for the attachment part of the provided lens hood. For better usability, the design of the lens cap and AF / MF switch have been improved. In order to ensure high accuracy of the product, all metallic parts and the new compound material, TSC (Thermally Stable Composite), which has high affinity to metal parts, are housed internally.



**High-quality rubberized connector Hood**  
When you hold it, you will love the way it feels.

**The Manufactured year**  
The three-digit code on the surface of the lens is to indicate the year the lens was manufactured.

**Newly designed switches**  
Improvement in both usability and visibility.

**Brass made bayonet mount**  
The lens is incorporated with a brass made bayonet mount which has both high accuracy and durability for long sustainability.

## New technology that minimizes flare and ghosting

- From an early stage, flare and ghosting are thoroughly measured to establish the design which is the most resistant to strong incident light such as backlight.
- Super Multi-Layer Coating reduces flare and ghosting, and provides sharp and high contrast images even in backlit conditions.



No Super Multi-Layer Coating



With Super Multi-Layer Coating

## 9 Blade rounded diaphragm



Ordinary diaphragm



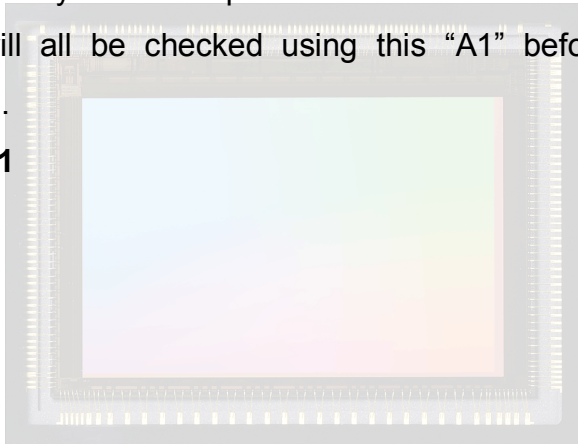
The rounded diaphragm creates an attractive blur to the out-of-focus areas of the image.

\* \*To compare the technical differences the sample images were taken by another lens.

## Evaluation with Sigma's own MTF measuring system "A1"

We used to measure lens performance with MTF measuring system using conventional sensors. However, we've now developed our own proprietary MTF (modulation transfer function) measuring system (A1\*) using 46-megapixel FOVEON direct image sensors. Even previously undetectable high-frequency details are now within the scope of our quality control inspections. The SIGMA 24mm F1.4 DG HSM will all be checked using this "A1" before they are shipped.

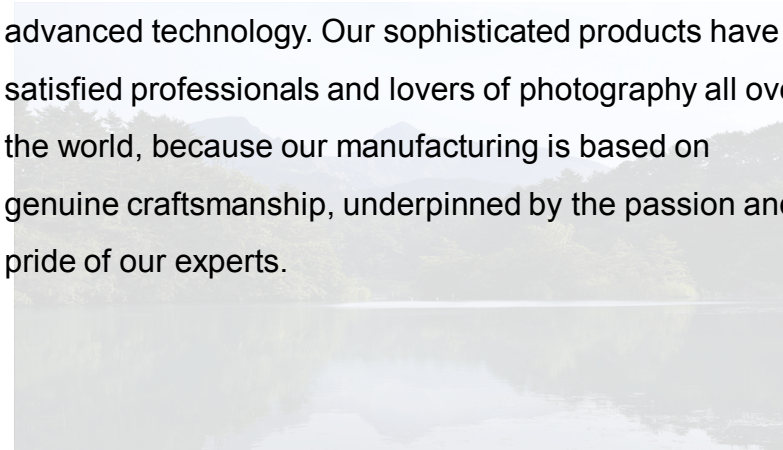
※Aizu 1



## Reassuring Quality "Made in Japan"

The vast majority of Sigma's manufacturing – right down to molds and parts is carried out under an integrated self-manufacturing production system, within the company.

We are now one of the very few manufacturers whose products are solely "made in Japan". We like to think our products are somehow imbued with the essence of our homeland, blessed as it is with clean air and water, and focused, hard-working people. We pride ourselves on the authentic quality of Sigma products, born of a marriage between highly attuned expertise and intelligent, advanced technology. Our sophisticated products have satisfied professionals and lovers of photography all over the world, because our manufacturing is based on genuine craftsmanship, underpinned by the passion and pride of our experts.



# Specifications

## ■ Specifications (for SIGMA mount)

Lens Construction	11 groups 15 elements	Maximum Magnification Ratio	Maximum Magnification Ratio	1 : 5.3
Angle of view (35mm)	84.1°	Filter Size	Filter Size	Φ 77mm
Number of Diaphragm Blades	9 (Rounded Diaphragm)	Dimension	Dimension	Φ85.0mm x 90.2mm
Minimum Aperture	F16	Weight	Weight	655g
Minimum Focusing Distance	25cm			

## ■ Corresponding Mounts

SIGMA, Nikon, Canon

## ■ UPC Code NO.

SIGMA	00-85126-40156-6	Nikon	00-85126-40155-9	Canon	00-85126-40154-2
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## ■ Supplied Accessories

Lens Hood LH830-03	UPC Code No.	00-85126-93134-6
FRONT CAP LCF III 77mm	UPC Code No.	00-85126-93001-1
REAR CAP LCR II	UPC Code No.	SIGMA 00-85126-92949-7, Nikon 00-85126-92950-3, Canon 00-85126-92951-0

## ■ Optional Accessories

SIGMA PROTECTOR 77mm	UPC Code No.	00-85126-93109-4
SIGMA WR PROTECTOR 77mm	UPC Code No.	00-85126-93096-7
SIGMA WR UV 77mm	UPC Code No.	00-85126-93070-7
SIGMA WR CIRCULAR PL 77mm	UPC Code No.	00-85126-93083-7
SIGMA USB DOCK	UPC Code No.	SIGMA 00-85126-87856-6, Nikon 00-85126-87855-9, Canon 00-85126-87854-2

● The product image is Sigma mount. The differences in appearance depend on each mount. ●The appearance and specification are subject to change without notice.