



FEBRUARY 2021

## SIGMA 28-70mm F2.8 DG DN | Contemporary Smart and nimble. The new standard mirrorless zoom.

**Launching middle of March 2021.**

*Exclusively for mirrorless cameras, compatible with full-frame cameras. Available with L-Mount and Sony E-Mount.*

### SIGMA sets a new standard in large-aperture mirrorless zoom lenses

The SIGMA 28-70mm F2.8 DG DN | Contemporary redefines the standard zoom for mirrorless cameras by combining outstanding optical performance, an F2.8 constant aperture, and a lightweight and compact body. The design of the 28-70mm F2.8 DG DN is based on the existing 24-70mm F2.8 DG DN | Art, but with a focal range starting at 28mm, making the lens body significantly smaller and lighter while maintaining superb optical performance. It is the smallest and lightest lens in its class\*. Remaining true to the Contemporary line's core concept of maintaining an optimal balance between optical performance and lens size, this new optic delivers professional quality results in a body small enough to take on a casual outing.

In addition to prioritizing portability, SIGMA's optical engineers introduced a new combination of coatings and structural elements that make this standard zoom well-equipped for use in a wide range of shooting environments. Likewise, the latest production and manufacturing techniques were employed to ensure exceptionally high build quality.

The 28-70mm F2.8 DG DN introduces another fast, high-performance, large-aperture zoom lens to SIGMA's mirrorless line-up, offering a more compact alternative to the existing 24-70mm F2.8 DG DN.

\* As a standard zoom lens for full-frame mirrorless cameras with F2.8 brightness throughout the zoom range  
(Source: SIGMA, as of February 2021)



**Design based on SIGMA's Art line, with the same uncompromising optical performance**

True to the Contemporary line's core concept, the 28-70mm F2.8 DG DN | Contemporary was developed to offer the right balance of performance and portability, and as such, this large-aperture standard zoom delivers outstanding image quality that rivals Art line lenses in a body light enough for day-to-day use. Building on state-of-the-art technology, the 28-70mm F2.8 DG DN has an advanced optical design that includes three aspherical, two FLD, and two SLD elements. Despite using fewer elements in total than the 24-70mm F2.8 DG DN | Art, the design results in a thorough correction of axial chromatic aberration and sagittal coma aberration, which cannot be corrected in-camera, allowing users to create images that are uniformly sharp from the center to the edges of the frame. Along with its anti-ghosting design, the use of Super Multi-Layer Coating and Nano Porous Coating means well-controlled flare for high-contrast results in backlit conditions. It also features a water and oil repellant coating on the front side of the lens.

With the addition of the new 28-70mm F2.8 DG DN, SIGMA now provides two optimal solutions of standard F2.8 zoom lens for mirrorless cameras - the new 28-70mm F2.8 DG DN achieves remarkable portability and offers the same optical performance, as the existing 24-70mm F2.8 DG DN which is for pro-use with the highest levels of performance throughout its focal range.

**A lightweight and compact body - ideal for day-to-day use**

Being slightly less wide-angle than the 24-70mm F2.8 DG DN has allowed a significant reduction in the size of the 28-70mm F2.8 DG DN lens body. In order to fit with the design concept of the Contemporary line, which balances performance with portability, the new lens features a simpler dust- and splash-proof structure and smaller switches. The new lens features just one light-weight focusing element, which keeps the AF unit small. This, along with a quiet and fast stepping motor, makes for responsive and near-silent autofocus performance.

The 28-70mm F2.8 DG DN weighs in at 470g, and when attached to the SIGMA fp, the entire setup is 890g. The supreme portability afforded by a camera system that weighs less than 1kg gives photographers a huge amount of freedom and flexibility to achieve their creative vision. It's also a perfect combination for filmmakers looking for a high-performance, lightweight, easy-to-handle camera system that works well with a gimbal and other accessories.

A large-aperture, standard zoom lens that is light and small enough for casual outings, the 28-70mm F2.8 DG DN will open up new photographic possibilities for better and more creative results.

**Superb build quality with exceptional attention to detail that provides an exceptional user experience**

With priority given to optimal portability, the body of the SIGMA 28-70mm F2.8 DG DN consists primarily of lightweight parts. While conventional wisdom states that it is more difficult to ensure processing accuracy for plastic parts than metal parts, there has been no compromise on build quality for the 28-70mm F2.8 DG DN. One reason for this is that it uses a type of polycarbonate called TSC (Thermally Stable Composite), which has a comparable level of thermal shrinkage to aluminum. This helps reduce differences between the thermal shrinkage of the metal and non-metal parts, ensuring stable levels of performance even in an environment with extreme temperature changes. The use of polycarbonates in the construction of zoom and focus rings can make their operation feel less premium, but with careful treatment to the precision of these parts and adjusting the movement with the lubricant appropriately, the rings offer a precise action with an exceptionally high-quality feel. What allows us to achieve these precisely produced parts and such premium aesthetics is the impressive standard of manufacturing technology and rigorous quality control we have at the SIGMA Aizu Factory in Japan.

The SIGMA 28-70mm F2.8 DG DN offers a new and improved photographic experience for mirrorless users who require a fast aperture standard zoom lens. Its premium, intuitive build makes it as exciting to use the lens as it is to see the incredible images it can produce, inspiring you to start achieving your creative potential.



**Recommended Price**  
(incl. VAT)  
6700 DKK

**Barcode**  
L-Mount 085126 592691  
Sony E-mount 085126 592653

**Accessories**  
(Supplied)  
Lens Hood LH706-01 085126 939021

Key Specifications & Additional Features

- **Lens construction:** 16 elements in 12 groups, with 2 FLD elements, 2 SLD elements and 3 aspherical elements
- **Angle of view:** 34.3° (Full-frame), 22.9° (APS-C)
- **Minimum focusing distance:** 38 cm
- **Minimum aperture:** F22
- **Maximum magnification ratio:** 1:3.3 Wide
- **Filter size:** ø67mm
- **Dimensions:** **L-Mount:** ø72.2mm×101.5mm    **E-mount:** ø72.2mm×103.5mm
- **Weight:** 470 g
- Internal focusing
- Compatible with high-speed autofocus
- Stepping motor
- Focus Mode Switch
- Compatible with lens-based optical correction
  - \*Function available on supported cameras only. Available corrections may vary depending on the camera model
- Nano Porous Coating
- Super Multi-Layer Coating
- Water and Oil repellent coating (front element)
- Support DMF, AF+MF
- Petal-type Lens hood
- Simple dust- and splash-proof design
- Compatible with SIGMA USB DOCK UD-11 (sold separately / for L-Mount only)
- Designed to minimize flare and ghosting
- Every single lens undergoes SIGMA's proprietary MTF measuring system "A1"
- 9-blade rounded diaphragm
- High-precision, durable brass bayonet mount
- "Made in Japan" craftsmanship



Comparison of the two optimal solutions to standard zoom lenses with F2.8 brightness throughout the zoom range.

28-70mm F2.8 DG DN   Contemporary		24-70mm F2.8 DG DN   Art	
28-70mm / F2.8	Focal Length / F value	24-70mm / F2.8	
16 elements in 12 groups, with 2 FLD lens, 2 SLD lens and 3 Aspherical lenses	Lens Construction	19 elements in 15 groups, with 6 FLD lens, 2 SLD lens and 3 Aspherical lenses	
19-38cm, 1:3.3(W) - 1:4.6(T)	Min. Focusing Distance, Max. Magnification Ratio	18-38cm, 1:2.9(W) - 1:4.5(T)	
Super Multi-Layer Coating, Nano Porous Coating, Water and Oil Repellent Coating	Coating	Super Multi-Layer Coating, Nano Porous Coating, Water and Oil Repellent Coating	
Focus Mode Switch	Mechanism	Focus Mode Switch, AFL button, Zoom Lock Switch	
Dust and Splash Proof Structure (Applied to the mount only)	Dust and Splash Proof	Dust and Splash Proof Structure	
Petal-type Lens Hood	Hood	Petal-type Lens Hood with Lock	
ø67mm	Filter Size	ø82mm	
470g, ø72.2mmx101.5mm (for L-Mount)	Weight, Dimension (diameter x length)	835g, ø87.8mmx122.9mm (for L-Mount)	



For more information, visit

<https://www.sigma-imaging.dk/28-70mm-f28-dg-dn-c>

## Contact

### Product Questions

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## SIGMA Imaging Nordic

SIGMA Imaging Nordic is a subsidiary of SIGMA Corporation, Japan. SIGMA develops, produces and sell high quality premium lenses and cameras for photography and video creatives. To ensure the highest quality, SIGMA manufacture every single part at our own factory in Aizu, Japan.

\*The appearance and specifications of the product are subject to change.

\*This product is developed, manufactured and sold based on the specifications of E-mount which was disclosed by Sony Corporation under the license agreement with Sony Corporation.

\*L-Mount is a registered trademark of Leica Camera AG.

We reserve the right to correct any error in price or product information.