

SIGMA
DP3
Merrill

THE SIGMA DP3 MERRILL GENERATION



*SIGMA DP3 Merrill. New-generation
image sensor technology for a deeper,
richer photographic experience.*

*Now, the world's most uncompromising
compact camera lineup is complete.*

Inspired modern craftsmanship
Sensor designed in California
Camera made in Japan

FRESH HORIZONS OF INNOVATION

The Sigma DP Series. A ground-breaking concept: Compact cameras with the full performance of a digital SLR. Sized perfectly to go everywhere you do and stunning image quality that maintains its integrity when enlarged. Here is an all-new genre of compact cameras delivering photographic excellence that exceeds all expectations given its very compact size.

Praised and embraced by demanding photographers around the globe. Designed to inspire a fresh approach to creative photography.

Until the DP Series there was no such thing as a DSLR-spec compact. That it heralded the birth of a new category is testimony to its impact. Today's high-performance compacts all follow in its footsteps.

It was not Sigma's intention to do anything radical. Our goal has always been to achieve a purer, more

honest rendition of the world we see. After all, truth is the essence of photography. But the pursuit of this fundamental functionality resulted in technology capable of capturing every nuance of light. In a camera that answers the call of photographic artistry.

Next came Sigma's flagship digital SLR: The Sigma SD1 Merrill. Bringing subjects to life with a three-dimensional feel that mirrors the scene's original ambience. The DP Merrill Series inherits the same philosophy as our flagship camera, the SD1 Merrill, of capturing photographic truth. It achieves this by packing all the picture quality and camera technology of the SD1 Merrill into compact dimensions.

Discover the cameras that open up new possibilities for image quality and photographic expression: The DP Merrill Series. Now complete with another fresh horizon of innovation.

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THE SIGMA DP3 MERRILL GENERATION

*Now, your photographic toolkit
 is complete.*



The Sigma DP3 traces its lineage back to March 2008 when the very first model in the DP series was born. At the time, that camera was one of a kind — a fixed-lens compact equipped with the large sensor of a DSLR. Yet, single handedly, it created a whole new camera category, one which Sigma has continued to refine with each new generation.

Sigma's full color capture system creates clear, sharp images with a uniquely three-dimensional feel. With its much higher pixel count, the larger 46MP new-generation sensor brings you breathtaking definition, richly graduated tonality and true-to-life texture.

The Sigma DP3 Merrill inherits the spirit of the DP Series, delivering the imaging performance of Sigma's flagship DSLR, the SD1 Merrill, in a compact package. It's a remarkable combination: the ultra-high image quality of a medium-format sensor in an ultra-convenient compact format. Going

beyond mere high resolution into the realm of artistic expression, this is a camera that will both surprise and delight the discerning photographer.

Integrated lens-camera construction minimizes vibration arising in lens or shutter mechanisms, while the contrast detection autofocus system raises focusing accuracy. You can count on the DP3 to perform at your command with quiet, positive precision.

The unique identity of the DP1 Merrill is defined by its specially developed wide-angle lens (equivalent to a 28mm lens on a 35mm SLR), while the DP2 Merrill frames subjects with a "standard" focal length (equivalent to a 45mm lens on a 35mm SLR).

Like its compatriots, the Sigma DP3 was designed for creative artists. It is the latest member of an exclusive group that weds compact, take-everywhere convenience and genuine photographic excellence.

The lens mounted on the Sigma DP3 Merrill is a medium-telephoto macro lens (equivalent to a 75mm lens on a 35mm SLR) specifically developed for this camera and exemplifying Sigma's optical engineering expertise. Whether you're shooting at infinity or the minimum focusing distance, imaging performance is impeccable, and the cropping effect of medium-telephoto macro shooting enables you to capture your vision with frame-filling impact. From macro images to portraiture, this lens offers an artistic palette capable of exquisite delicacy, profundity and narrative power.

Each camera in the DP series features a state of the art lens matched to a state-of-the-art sensor. Now the DP3 Merrill expands your expressive potential.

You are the conductor and the Sigma DP series is your orchestra. The DP3 Merrill is a new instrument with which to enrich your photographic repertoire.

*A crispness in the breeze signals
a change in the seasons.
I think of the light of Prague
in the winter, captured by the
Czechoslovakian photographer Sudek.
How many times have I visited
Prague in search of that light?
Eventually I had to accept the fact that
it exists only in the realm of his photos.*

*But maybe I can find
a light that is all mine.
It's time to visit Prague again.*

SIGMA DP3 Merrill Meets

PRAGUE

A longing for simpler times

THE HIDDEN COLORS OF AUTUMN :
Autumn in Prague. The days are short
and the sun shines weakly from a heavily
clouded sky, washing the monochromatic
landscape with only the palest hint of color.
I waited for the sun to peek through a gap
in the clouds before releasing the shutter,
and when it did, the SIGMA DP3 Merrill's
Foveon X3 sensor captured every precious
ray of light, revealing every detail, from the
metallic sheen of the river to the intricate
detail of an old ironwork bridge.



A HUNGER FOR LIFE : The autumn leaves seem different somehow in Prague. I think it is probably because many of the trees in the city are willows and other types whose leaves do not change color before they fall. The result is a carpet of green leaves, seemingly still hungry for the sun. Spotting a pair of leaves still clinging tenaciously to life, I moved in close to capture their poignant loneliness.



THE PATINA OF TIME : The light in Prague seems to be infused with nostalgia, its colors slightly dimmed by the patina of time. Cloaked in this vaporous shroud, it is like viewing the city through the glass of an old window wherever one looks. But Prague also has a unique solidity, and is redolent of history, its streets echoing with the stories of long-departed generations and their songs of sorrow and joy.





ILLUMINATED BY THE PAST :
 There is an inherent coolness to the works of many Czech photographers, but the great Josef Sudek is an exception. Despite the wartime loss of one arm, he tirelessly photographed the city of Prague, producing images of great warmth and affection. In this shot, which I took in the hallway leading to Sudek's atelier, the light reflecting off the wall was like a gift from the great man himself, a photographic opportunity of rare moment.



THE VALUE OF SIMPLICITY : I came upon this chair outside a locksmith's shop at Praha-Holešovice railway station, and was immediately struck by its stark simplicity. Battered and worn, it looked almost ready for the trash. But it was still usable, and had been kindly placed there for customers to sit on while they waited to have their keys duplicated. Coming upon it suddenly, I felt like I had discovered something that I myself had misplaced long ago. It was the importance of simplicity, the value of a job performed humbly and efficiently.

To me, every subject represents a new adventure. But sometimes I wonder ... To go to a place, discover something, and record its existence in a photograph ... What does it really mean? Pondering the nature of my own creative impulse, I set off again in search of adventure.



A VOYAGE OF SELF-DISCOVERY :

As a travel destination, Prague has much to offer. Much more, in fact, than the architectural and historical wonders for which it is famous. I believe the real Prague is more than the sum of its vaunted tourist attractions — they are only one part of the picture.

As I walked the city, I focused the lens of my camera on the things that spoke to my heart. The exterior of an old building, its surface scarred by the passage of centuries ... the worn, cobblestone pavement ... a battered, yet still usable chair. Each of these things spoke to me, and I replied in turn — with my heart as well as my camera. Like passengers riding somberly together on the city's trams, I recognized each as a fellow-traveler, a living reminder of something precious that I had forgotten in my own past.

The act of photographing something, of recording its visual image, is essentially a voyage of self-discovery. I am the things I photograph. What matters is not how I take a photo, but how I feel when I take it. It is a living record of who I am at that moment in time, a precious memory to keep forever.

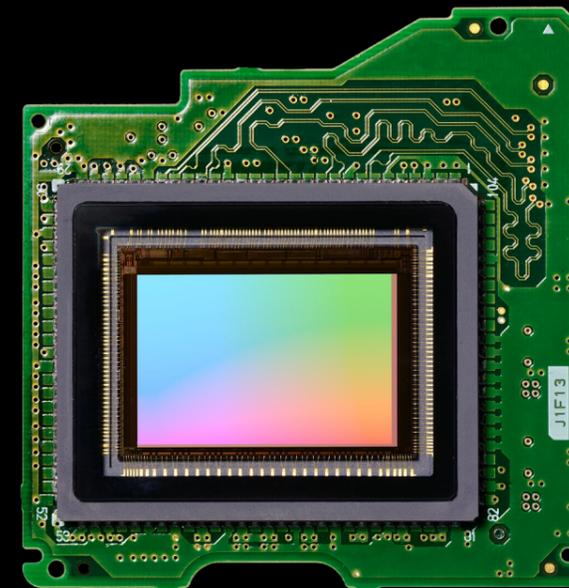
.....
 To see more photos of Prague, visit the Sigma DP3 Merrill website at www.sigma-dp.com



See what you feel

Texture that's indescribably lifelike. Rich tonal gradation. Honestly natural image quality rendered by our new-generation 46-megapixel sensor.

*It's not just about seeing.
Photographic expression involves capturing what you feel.
Here is a sensor with a richness of imaging data that can rock your heart and soul.*



New-generation Foveon sensor for 'emotional image quality' with a dramatically boosted pixel count.

The Sigma DP3 Merrill is equipped with the same 46MP Foveon X3 Direct Image Sensor as in the SD1 Merrill DSLR.

Compared to the previous Foveon sensor, this new generation has an expanded area matching the APS-C format (50% greater equivalent focal length). It also has a narrower pixel pitch, thereby dramatically raising the total pixel count.

In fact, we have achieved an extraordinary 46MP (4,800 x 3,200 x 3) effective pixels, triple the previous number.

This provides luminance resolution equivalent to that of a 30MP CFA sensor as measured on the standard B&W resolution chart used in conventional digital camera resolution testing.

Medium-format-grade sensor redefines image quality with its rich and wide range of expression

With its much higher pixel count, the new Foveon X3 Direct Image Sensor realizes medium-format image generation capability, while retaining the "emotional image quality" unique to our full color capture system.

Sigma's Dual TRUE II image processing engine was specially developed to process vast volumes of data at blazing speed, generating richly detailed images of amazing depth, which can be enjoyed even in large print formats.

Eye-opening sharpness. Natural edge definition. Finely graduated tonality ... Here is a camera that redefines "high image quality" and invites you into a fresh dimension of visual experience.

The 'Merrill' name
Dick Merrill (1949-2008), co-developer of the revolutionary Foveon image capture system, was both a brilliant engineer and talented photographer. As an expression of Sigma's passion for photography and in honor of Dick Merrill's ability to realize artistic ideals through technology, we have named this new-generation sensor the "Merrill."

Nuanced expression beyond 'colorful'.

Unique sensor technology.
Foveon X3 full-color capture system.

*Color has infinite variety.
What may initially appear lackluster is filled
with subtly shifting hues.
With the DP3 Merrill in your hands,
you may acquire new tastes in color.*

Technology that works
just like film.
Foveon X3 Direct Image Sensor.

The Foveon X3 Direct Image Sensor featured in Sigma digital cameras uses three layers of photodiodes to gather the entire red, green and blue color information of light, forming the world's one and only full color capture system. Downstream processing of color and luminance information is minimized to preserve the most delicate nuances of texture in this pioneering format.

Taking advantage of the characteristics of silicon, this image sensor absorbs different light wavelengths at different levels, using a structure similar to color film. Full RGB light information is captured at each pixel location.

This ideal system lets Sigma cameras faithfully record the actual color image coming through the lens.

Beginning with our first digital camera in 2002, all Sigma cameras have used this same sensor format. The name "Foveon" is taken from the fovea centralis, the central portion of the human retina that has the most acute vision, reflecting our pursuit of the ideal visual experience.

Faithfully records light's pure richness without added color interpolation or low-pass filtering

The image sensor in most conventional digital cameras uses an RGB color filter array (CFA) over a monochrome sensor. Each photosite receives just one of the RGB colors, so downstream interpolation processing is required to create a full-color image.

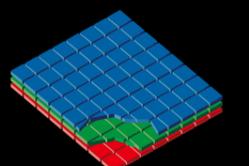
False colors (moiré) appear in this conventional system because of interference between details in the subject. An optical low-pass filter is therefore required to clean up the image, but at the expense of apparent sharpness.

In contrast, Sigma's sensor technology needs no color filter, so it doesn't sacrifice fine detail. The resulting high-definition image captures the full information focused by the lens on the sensor.

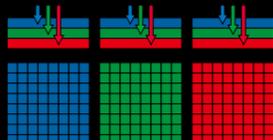
People are amazed at the almost uncanny atmospheric detail preserved by the high resolution of Sigma cameras.

The secret is simply that our unique system neither adds anything to the image nor takes anything away.

The Sigma DP3 Merrill's Foveon X3 Direct Image Sensor utilizes the characteristics of silicon to absorb shorter wavelengths (blue) near its surface and longer wavelengths (green, then red) at deeper levels. This three-layer full color capture system can record the full color information at each pixel location, enabling richly detailed, vividly colorful images, without the compromises of color interpolation required by conventional sensors.

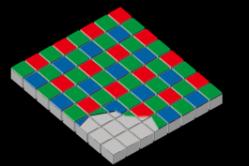


Foveon X3 Direct Image Sensor

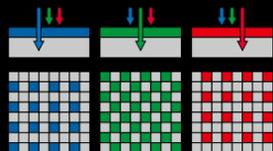


R: 100%, G: 100%, B: 100%

Full color capture system has three layers of photo detectors, enabling it to capture 100% of RGB color information directly.



Conventional color filter array sensor



R: 25%, G: 50%, B: 25%

With a conventional digital camera's sensor, 50% of the photosites are dedicated to green, and 25% each gather red and blue color information via a color filter array.



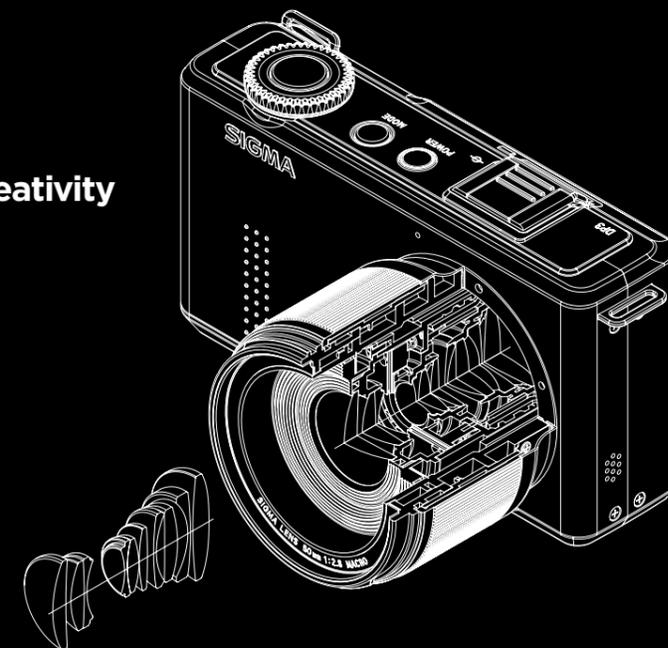


Resolving power for limitless creativity

Dedicated new DP lens optimized for the new-generation sensor.

A medium-telephoto macro lens specifically developed to unleash your creative impulses with a new standard of imaging excellence.

Its resolving power is simply overwhelming.



Perfect pair:
New-generation sensor and newly developed high-performance DP lens

The Sigma DP Series single-handedly triggered today's trend of fixed-lens high-end digital compact cameras. With Sigma's half century of lens making experience and expertise, the DP Series could offer specially developed lenses that won the acclaim of photography enthusiasts.

For the DP3 Merrill, we designed a new dedicated lens that is perfectly matched to the new-generation Foveon X3 Direct Image sensor with its larger APS-C area (equivalent to 50% greater focal length): A medium-

telephoto macro lens (equivalent to a 75mm lens on a 35mm SLR) for intimate compositions that capture the inner life of your subject with exceptional clarity and realism. This lens was specifically developed to maximize the "pure image quality" of the full color capture system and 46MP new-generation sensor.

A lens that delivers profoundly natural images

Advanced optical architecture and precision manufacturing combine in a lens designed to faithfully deliver light information to the sensor unsullied by aberration.

The lens on the Sigma DP3 Merrill creates consistently crisp, high-contrast images with accurately rendered ultra-fine detail. Outstanding image surface characteristics provide excellent sharpness in the plane of focus while gently transitioning to beautiful bokeh in other areas.

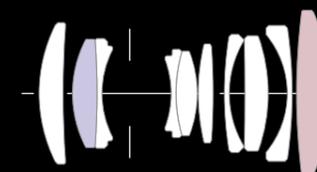
The best lens.
The best sensor.
Hallmarks of Sigma, the lens expert.

The best lens and the best sensor. These are the pillars that support Sigma's photographic philosophy in action. After all, designing and manufacturing lenses is at the core of what we do best.

This new DP lens achieves excellence in every parameter of performance, from its MTF curves to distortion and bokeh. It is truly a pinnacle of the lens maker's art.

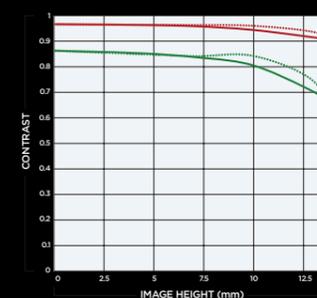
Lens construction

The construction of the special-design lens



To maximize image quality while minimizing lens barrel length, Sigma combined one SLD glass and one glass molded aspherical lens element. With high-refraction glass elements, the result is a short medium-telephoto lens exhibiting virtually ideal optical characteristics.

Sigma DP Lens 50mm F2.8 / MTF Chart



Spatial Frequency	Sagittal Line	Meridional Line
10 lp	—	—
30 lp	—	—

The MTF chart gives the results at the wide-open aperture.

One-on-one with a photograph.

Artistically 'develop' your photos with Sigma's creative software.

Now you can give your creativity free rein. Pressing the shutter release is just the beginning.

In the digital darkroom you fully realize your vision. This is where photographic expression reaches its apogee.



x3f RAW image format files are your digital negatives

A photograph starts with pressing the shutter and ends with manipulating the image to reproduce what you saw.

You work with the full dynamic range, broad color spectrum and delicate gradations of shadow and light contained in the photo data file. This rich palette lets you finish the photo as you like.

We encourage you to take advantage of the x3f RAW format because it preserves the complete original image information gathered by Sigma's X3 full color capture system technology.

More convenient and flexible than ever: SIGMA Photo Pro

SIGMA Photo Pro software is designed for the creative photographer who wishes to personally control the image finishing process. It allows you to "develop" the image data you shot in RAW mode.

Ever since we made our first digital camera, we have continued to refine our RAW data processing technology. The result, we believe, is the finest digital darkroom software available today. It has precisely the functions you really need — no more, no less. Even if you are new to RAW file formats, the intuitive interface makes it easy to use.

For image correction, the Adjustment Controls Palette offers seven parameters: exposure, contrast, shadows, highlights, color saturation, sharpness, and the X3 Fill Light feature. Together with the Color Wheel, these versatile tools let you craft original masterpieces of photographic art.

To bring out the full potential of the 46MP image data captured by the new-generation Foveon X3 Direct Image Sensor, the full range of functions also includes white balance control, highlight correction, noise reduction and transverse aberration correction.

A new monochrome interface lets you create powerful and authentic black-and-white images using the complete light information captured by the Direct Image Sensor.



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Easy-to-grip body design

The lens position is offset to enhance your grip of the camera body. This also helps you operate the shutter and command dial with a steady hand.



Manual focus ring on lens

Lets you keep a steady grip on the camera while focusing, like using an SLR.



Command dial for intuitive control

Quickly change menus and adjust settings for aperture, shutter speed and other parameters.



Handy mode button for 'scene' switching

Located next to the command dial for easy access and quick selection.

3" LCD for high viewability

High-definition 920,000 pixel wide-viewing-angle LCD monitor assists framing and focusing.



QS (quick set) button for favorite functions

Instantly recall ISO sensitivity, white balance and other frequently used functions.

Crafted quality you can feel.

High-end digital SLR quality housed in a compact body

A compact camera you can hold in one hand. Built to get you the shots you want — when you want them.

Speedily. Effortlessly. Repeatedly. True high-end performance that's always at the ready.

Your hands will recognize the feel of quality — the finely crafted precision of a high-end digital SLR housed in a compact body.

A fixed-lens compact camera equipped with a large imaging sensor. It is a category of camera created by Sigma and one that Sigma continues to refine with the spirit of a true artisan.

From tiny components to the completed product, Sigma's Aizu factory delivers "made in Japan" quality using state-of-the-art manufacturing technology.

Fueled by a passion for what really matters in photography, Sigma's craftsmanship lives in every detail of the Sigma DP3 Merrill.

ACCESSORIES

SIGMA DP3 Merrill Accessories



LENS HOOD: LH3-01

UPC Code : 0085126-929565

The dedicated bayonet lens hood can be attached to block out extraneous light.

ELECTRONIC FLASH: EF-140 DG

UPC Code : 0085126-925703

A compact flashgun designed exclusively for the DP series and featuring a Guide Number of 14. This flashgun extends the camera's photographic possibilities with such features as fill-in flash and full-flash for night photography.

FILTER DG UV 52mm

UPC Code : 0085126-923693

The UV filter, does not only reduce ultraviolet light but are also ideal for protecting the lens during general photography.

FILTER DG WIDE CIRCULAR PL 52mm

UPC Code : 0085126-923808

Circular Polarizing filters eliminate reflections from subject surfaces such as glass and water and deepen the intensity of blue skies.



For more information,
visit the SIGMA DP3 Merrill website at

www.SIGMA-DP.com

SIGMA DP3 Merrill | PRINCIPAL SPECIFICATIONS

IMAGE SENSOR

Format	Foveon X3® direct image sensor CMOS
Image Sensor Size	23.5 x 15.7mm
Number of Pixels	Total Pixels: 48 MP Effective Pixels: 46 MP (4,800 x 3,200 x 3)
Aspect Ratio	3:2

LENS

Focal Length	50mm
35mm Equivalent Focal Length	Approx. 75mm
Lens F number	F2.8 - F16
Number of Diaphragm Blades	7 Blades
Lens Construction	10 Elements in 8 Groups
Shooting Range	22.6cm - ∞, LIMIT Mode (It is possible to choose Macro, Portrait and Scenery.)
Maximum Magnification Shooting	1 : 3

RECORDING SYSTEM

Storage Media	SD Card, SDHC Card, SDXC Card, Multi Media Card
File Format	Lossless compression RAW data(12-bit, High, Medium, Low), JPEG(High, Medium, Low), RAW+JPEG, Movie(AVI)

File Size

RAW	High	:	4,704 X 3,136 X 3	Approx. 45 MB
	Medium	:	3,264 X 2,176 X 3	Approx. 24 MB
	Low	:	2,336 X 1,568 X 3	Approx. 12 MB
JPEG	High	:	Fine 4,704 X 3,136	Approx. 10 MB
		:	Normal 4,704 X 3,136 <td>Approx. 5.6 MB</td>	Approx. 5.6 MB
		:	Basic 4,704 X 3,136 <td>Approx. 4.2 MB</td>	Approx. 4.2 MB
	Medium	:	Fine 3,264 X 2,176 <td>Approx. 5 MB</td>	Approx. 5 MB
		:	Normal 3,264 X 2,176 <td>Approx. 2.7 MB</td>	Approx. 2.7 MB
		:	Basic 3,264 X 2,176 <td>Approx. 2 MB</td>	Approx. 2 MB
	Low	:	Fine 2,336 X 1,568 <td>Approx. 2.5 MB</td>	Approx. 2.5 MB
		:	Normal 2,336 X 1,568 <td>Approx. 1.4 MB</td>	Approx. 1.4 MB
		:	Basic 2,336 X 1,568 <td>Approx. 1 MB</td>	Approx. 1 MB

Movie

VGA :	640 x 480 (Image area 640 x 426)
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ISO SENSITIVITY

ISO Sensitivity	ISO 100 - ISO 6400 (1/3 steps for appropriate sensitivity), AUTO: High limit, low limit setting is possible between ISO 100 - ISO 6400. When using with flash, it changes depending on the low limit setting.
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EXPOSURE CONTROL

Metering System	Evaluative Metering, Center-Weighted Average Metering, Spot Metering
Exposure Control System	[P] Program AE(Program Shift is possible), [S] Shutter Speed Priority AE, [A] Aperture Priority AE, [M] Manual
Exposure Compensation	± 3EV (1/3 stop increments)
AE Lock	AE lock button
Auto Bracketing	Appropriate, under, over; 1/3EV steps up to ± 3EV for appropriate exposure

AUTOFOCUS

Auto Focus Type	Contrast Detection Type
AF Point	9 points select mode, Free move mode (It is possible to change the size of Focus Frame to Spot, Regular and Large.) Face Detection AF mode
Focus Lock	Shutter release halfway-down position (AF lock can be done by AE lock button from menu setting)
Manual Focus	Focus Ring Type

SHUTTER

Shutter Speed	1/2000* - 30sec. (*Depending on the aperture value, shutter speed changes)
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DRIVE MODE

Drive Mode	Single, Continuous, Self Timer (2sec./10sec.), Interval timer, Unlimited Shooting
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WHITE BALANCE

Settings	8 types (Auto, Daylight, Shade, Overcast, Incandescent, Fluorescent, Flash, Custom)
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COLOR MODE

Settings	8 types (Standard, Vivid, Neutral, Portrait, Landscape, B&W, Sepia, FOV Classic Blue)
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MENU

LCD Monitor Language	English / Japanese / German / French / Spanish / Italian / Chinese (Simplified) / Korean / Russian / Chinese (Traditional) / Nederlands / Polski / Português / Dansk / Svenska / Norsk / Suomi
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LCD MONITOR

Type	TFT color LCD monitor
Monitor Size	3.0 inches
LCD Pixels	Approx. 920,000 Pixels

INTERFACE

PC/IF	USB (USB2.0)
AUDIO/VIDEO	Video Out (NTSC/PAL), Audio Out (Monaural)

POWER SOURCE

Power	Li-ion Battery BP-41, Battery Charger BC-41, AC Adapter SAC-5 (with DC Connector CN-11) (Optional)
Battery Life	Approx. 97 (+25°C)

DIMENSIONS AND WEIGHT

Dimensions	121.5mm/4.8"(W), 66.7mm/2.6"(H), 80.6mm/3.2"(D)
Weight	400g/14.1oz (without battery and memory card)

The appearance, specifications and other aspects of this product are subject to change
without notice for improvement purposes.

Note: To help with the correct and safe of this product, please read the manual carefully first.

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SIGMA

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