



Press Release

Sony Launches High Performance α Lenses for D-SLR Cameras

Maximise every moment with excellent sharpness and clarity

Hong Kong, February 1, 2008 – Sony Corporation of Hong Kong Limited today added two new α mount lenses to its α Digital SLR camera family. The high-performance Carl Zeiss Vario-Sonnar T* 24-70mm F2.8 ZA SSM (SAL2470Z) lens and G lens 70-300mm f/4.5-5.6 G SSM (SAL70300G) are perfect for advanced users who seek enhancement in image quality.

“The two new additions to the precision-engineered α lens range is a manifestation of Sony’s commitment to developing a versatile line-up of α lenses for creation of outstanding images,” said Mr. Koichi Tsunematsu, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “Together with the new **α 350** and **α 300** Digital SLR cameras, we have put advanced creative options, superb imaging quality and ease of use in the hands of photography enthusiasts.”

Vario-Sonnar T* 24-70mm F2.8 ZA SSM Lens (SAL2470Z)

With its 2.8 aperture, the Carl Zeiss Vario-Sonnar T* 24-70mm F2.8 ZA SSM (Super Sonic wave Motor) aims at a performance level equivalent or higher than fixed focal length lenses. The Carl Zeiss lens is designed to minimise spherical aberration on the telephoto end. Even when users are using the 70mm tele-end, the lens can still deliver clear and sharp description and create excellent defocusing. Moreover, it is the only large aperture standard zoom lens in the market that supports anti-shake control.

Thanks to the Super Sonic wave Motor (SSM), users can enjoy high speed, smooth and silent AF operation. The built-in SSM offers immediate start-and-stop response for capturing every moment in a speedy manner.

The lens composes of 17 elements in 13 groups including two aspherical and two ED (Extra-low Dispersion) glass elements, delivering excellent and superb performance in image quality. The lens is specially designed to create a floating motion between the third and the fourth lens groups, so as to excellently compensate various aberrations caused by the zooming process.

70-300mm f/4.5-5.6 G SSM Lens (SAL70300G)

Designed and constructed to highest standards of optical performance, the 70-300mm f/4.5-5.6 G SSM lens boasts outstanding performance and environment resistance, and offers superb clarity and sharpness.

This telephoto zoom lens incorporates one ED (Extra-low Dispersion) glass lens, which maintains peripheral light and eliminates chromatic aberrations drastically. It minimises contrast drop even at the periphery of the image.

The lens also comes with a built-in Super Sonic wave Motor (SSM) for silent and smooth operation. Focusing is made easy by its high torque design and immediate start-and-stop response. The lens is equipped with a focus hold button to firmly lock the focus for accurate image capture. Besides, the focus range limiter can limit the lens drive range for a higher operability.

The Vario-Sonnar T* 24-70mm F2.8 ZA SSM lens and G lens 70-300mm f/4.5-5.6 G SSM will be available from February and March 2008 respectively.

For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

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Specifications of α Lenses SAL2470Z and SAL70300G:

Model		Vario-Sonnar T*24-70mm F2.8 ZA SSM Lens SAL2470Z	70-300mm f/4.5-5.6G SSM Lens SAL70300G
Optics	Element / Group	17/13	16/11
	APS-C Digital SLR Camera 35mm Equivalent	36-105	105-450
	ED Glass	2	1
	Aspherical Lens	2	0
Aperture	Circular Aperture	Yes	Yes
Focus	Type	Internal	Internal
	AF Drive	Lens: Super Sonic Motor	Lens: Super Sonic Motor
	Minimum Focal Distance	0.34m	1.2m
	Max. Magnification	0.25x	0.25x
Filter Diameter		77mm	62mm
Hood		Flower-shaped Bayonet	Flower-shaped Bayonet
Image Stabilization		Inside Body	Inside Body
Mount		Sony α	Sony α
Dimensions		83 x 111mm	82.5 x 135.5mm
Weight		955g	760g
Others			
	Distance Encoder	Yes	Yes