

Press Release

Sony Introduces Two State-of-the-art α Lenses *Outstanding Optical Quality Brings Endless Creative Possibilities*



SAL1635Z



SAL70400G

Hong Kong, September 10, 2008 – Sony Corporation of Hong Kong Limited today added two high-performance α mount lenses to the α Digital Single Lens Reflex (D-SLR) camera family. The Carl Zeiss Vario-Sonnar T* 16-35mm F2.8 ZA SSM lens (SAL1635Z) and 70-400mm F4-5.6 G SSM lens (SAL70400G) are customised for advanced photographic pursuits.

“Thanks to Sony’s high-precision imaging technology, the two new α lenses deliver enhanced image detail for the most demanding picture composition,” said Mr. Koichi Tsunematsu, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “In conjunction with the new flagship D-SLR camera α 900, they empower professional photographers with first-class optical equipment to capture digital images with the most true-to-life detail.”

Carl Zeiss Vario-Sonnar T* 16-35mm F2.8 ZA SSM (SAL1635Z)

The Carl Zeiss Vario-Sonnar T* 16-35mm F2.8 ZA SSM lens is a very high quality, F2.8 wide aperture zoom lens covering 16mm super-wide angle to 35mm wide angle. It supports 35mm full-frame D-SLR cameras and is great for capturing both landscape and indoor shots.

This Carl Zeiss lens is constructed with 17 elements in 13 groups, including a super Extra-low Dispersion (super ED) glass lens, an Extra-low Dispersion (ED) glass lens, and three aspherical lenses. The aspherical lenses correct spherical aberration and distortion. This construction provides sharp descriptive performance and ensures brightness on the edge of the image field for 35mm full-frame photographs. The fabulous T* coating on optical surfaces ensures higher light transmission with minimal flare and ghosting caused by strong light source and unexpected light reflection.

Smooth, silent, responsive and accurate autofocus operation is achieved by the high-torque Super Sonic wave Motor (SSM). The powerful torque and low speed rotation of the SSM enable immediate start-and-stop response for swift image capture.

The Carl Zeiss Vario-Sonnar T* 16-35mm F2.8 ZA SSM lens works extremely well with the SteadyShot® INSIDE function of the **α900** to bring flawless performance in all situations. This lens has a maximum magnification of 0.24x, which is top in the class of super-wide zoom lenses (14-40mm equivalent, 35mm full-size format*). In addition, the new lens comes with a focus-hold button and a focus-mode switch for flexible operability.

70-400mm F4-5.6 G SSM (SAL70400G)

Ideal for sports, wildlife and other long-distance photography, the new 70-400mm F4-5.6 G SSM lens is a 5.7x lens offering extremely sharp descriptive performance for focal lengths ranging from 70mm medium to 400mm super telephoto.

This G lens consists of 18 elements in 12 groups. Two large Extra-low Dispersion (ED) glass lenses in the first group dramatically remove chromatic aberration. They also allow the lens to achieve high contrast and sharp description equivalent to what single focal-length lenses can offer.

Again, the Super Sonic wave Motor (SSM) enables quiet, smooth and responsive autofocus. What's more, this lens implements an internal focusing system. The lens group in the middle moves when the lens system focuses but the length of the lens system remains unchanged. Also, the front lens will not rotate when a polarising filter is attached. This G lens has a minimum focus distance of 1.5m and a maximum magnification of 0.27x, which are top in the class for telephoto zoom lenses (70-400mm equivalent, 35mm full-size format*). Operability is enhanced by the focus mode/range switch and three focus hold buttons.

The Carl Zeiss Vario-Sonnar T* 16-35mm F2.8 ZA SSM and 70-400mm F4-5.6 G SSM will be available from the end of January 2009.

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

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** As of June 2008*

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on www.sony.com.hk.

Specifications of α Lenses SAL1635Z and SAL70400G:

Model		Carl Zeiss Vario-Sonnar T*16-35mm F2.8 ZA SSM (SAL1635Z)	70-400mm F4-5.6 G SSM (SAL70400G)
Optics	Element / Group	17/13	18/12
	APS-C DSLR Camera 35mm Equivalent	24-53	105-600
	Angle of View 35mm	107°-63°	34°-6°10'
	ED Glass	2	2
	Aspherical Lens	3	0
Aperture	Blade Count	9	9
	Circular Aperture	Yes	Yes
	Min. Aperture (F)	22	22-32
Focus	Type	Internal	Internal
	AF Drive	Lens: SSM	Lens: SSM
	Minimum Focal Distance	0.28m	1.5m
	Max. Magnification	0.24x	0.27x
Filter Diameter		77mm	77mm
Hood		Flower-shaped Bayonet	Flower-shaped Bayonet
Image Stabilisation		Inside Body	Inside Body
Mount		Sony α	Sony α
Dimensions		83 x 114mm	94.5 x 196mm
Weight		860g	1500g (excluding tripod mount)
Others	Distance Encoder	Yes	Yes