

Press Release

Sony Widens Imaging Possibilities with Three New A-Mount Lenses

From large apertures to smooth auto-focusing, the latest α lenses bring new imaging experiences to entry-level and professional photographers



SAL24F20Z



SAL85F28



SAL35F18

Hong Kong, August 31, 2010 – Sony Corporation of Hong Kong Limited today unveiled three new α A-mount lenses - the SAL24F20Z, SAL85F28 and SAL35F18 - expanding the imaging possibilities and extensive range of lenses available for the α DSLR and NEX camera users.

SAL24F20Z: A high performance prime lens featuring the acclaimed Carl Zeiss design

Jointly developed by Sony and Carl Zeiss, the SAL24F20Z features the esteemed Distagon concept, delivering stunning image clarity for users. Featuring superior optical design, the lens effectively compensates for spherical aberration and distortion and achieves striking resolution and contrast results. Edge-to-edge rendering is outstanding with the lens even at the widest aperture, showing no loss of image sharpness or contrast. Additionally, peripheral light falloff has been reduced to an absolute minimum, while T* coating controls surface-to-surface reflections so that flare and ghosting that can reduce image clarity are minimized on the SAL24F20Z.

Featuring wide 24mm focal length, the lens offers emphasis on the distance of background objects and scenery and when combined with an APS-C sensor camera, the lens is capable of a 35mm focal length, ideal for capturing scenery, travel and indoor shots. Additionally, the

SAL24F20Z offers smooth, natural defocusing effects with its large F2 maximum aperture and 9-blade circular aperture design.

The SAL24F20Z features the first implementation of Super Sonic Wave Motor AF in a Carl Zeiss prime lens system, offering smooth and quiet auto-focus operation. Additionally, the lens features excellent autofocus speed and precision, contributing to rapid response time that paces with moving subjects. Offering a minimum focusing distance of 0.19m, the lens makes it possible for users to get up-close with subjects while maintaining full image quality. In keeping with traditional Carl Zeiss design, the all-metal lens barrel sports a refined, premium finish.

SAL85F28: The first full-frame lens in the “Easy Choice” series

The SAL85F28 is the first full-frame lens to be offered in the “Easy Choice” prime lens series, offering entry-level DSLR users the professional standard for portraiture with 85mm focal length. With low chromatic aberration, the SAL85F28 delivers sharp images even at the widest aperture. Users can also expect high contrast image quality from the center of the image right out to the edges as the lens offers unrivalled resolution and performance at the intermediate 35mm full-frame level.

Smooth, natural defocusing effects is a given with the lens’ large F2.8 aperture and circular aperture design. The focusing distance of the SAL85F28 is also equally impressive. At 0.6 meters, the lens sports the closest minimum focusing distance in its class, with a maximum magnification of 0.2x. Users can additionally experiment with polarising the filter as the front filter mount does not rotate when the lens focuses.

Combined with an APS-C sensor camera such as the **α** NEX, the SAL85F28 with its Sonnar type optical design is capable of doubling up as a 127.5mm telephoto lens, presenting users with the option of better close-up shots. The lens also sports Smooth Autofocus Motor (SAM) function, where the internal motor directly drives camera body control for smooth autofocus operation.

Compact and weighing a mere 175g, the SAL85F28 is significantly lighter than the average lenses of the same focal length, so users can conveniently carry it along with their basic lens kit without feeling the extra weight.

SAL35F18: Perfect for snapshots, portraits, and more

As with the SAL85F28, the SAL35F18 is a new addition to the compact, lightweight range of “Easy Choice” prime lens. The highly “accessible” lens offers a good balance between high optical performance and reasonable price, ideal for snapshots and portraits with its 35mm focal length.

Combined with an APS-C sensor camera, the focal length of the lens is equivalent to 52.5mm, offering users the versatility to cover shots from landscapes, to snapshots, to portraits and more. Additionally, the lens features a bright F1.8 maximum aperture which further enhances its utility in low-light shooting conditions. The high resolution of the prime lens and its large aperture is capable of achieving smooth defocusing and creating images that have impressive depth and three-dimensionality.

With a minimum focusing distance of 0.23 meters, the SAL35F18 offers the closest distance in its class, making it possible to achieve spectacular close-ups. Like the SAL85F28, the SAL35F18 features SAM functionality and users can polarise the filter as the front filter mount does not rotate when the lens focuses.

Sony's new **α** A-mount lenses SAL24F20Z, SAL85F28 and SAL35F18 will be available from September 2010 at the suggested retail prices of HK\$9,990, HK\$1,990 and HK\$1,590 respectively.

For customer enquiries please contact Sony sales and services hotline at (852)2345-2966.

Notes:

- The meaning of “Distagon” – The “Distagon” name refers to a retro-focus lens configuration that was developed by the Carl Zeiss company for use in wide-angle lenses. The retro-focus design results in a long back focus, and is commonly used in wide-angle lenses for single-lens reflex cameras

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Specification Sheet on α A-mount Lenses SAL24F20Z, SAL85F28 and SAL35F18

| Lens model | SAL24F20Z |
|------------------------|-------------------------------|
| Focal-length | 24mm |
| Lens (groups/elements) | 7/9 |
| Aspherical elements | 2 |
| ED glass | 2 |
| Min. focus distance | 0.19m |
| Max. magnification | 0.29 |
| Ultrasonic motor | Yes |
| Image stabilization | Yes (body) |
| Filter dia. | 72mm |
| Dimension | Φ 78×76mm |
| Weight | 555g |
| Accessories | Hood, case, front & rear caps |

| Lens model | SAL85F28 |
|--|-----------------------|
| Focal-length | 85mm |
| 35mm-equivalent focal length when mounted on APS-C format body | 127.5mm |
| Lens config. (group/elements) | 4/5 |
| Aspherical elements | 0 |
| ED glass | 0 |
| No. of aperture blades | 7 |
| Min. Focus distance (m) | 0.6 |
| Max. magnification | 0.2 |
| Image stabilization | Yes (Body integrated) |
| Filter dia. (mm) | 55 |
| Dimensions (mm) | ϕ 70x52 |
| Weight (g) | 175g |

| Lens model | SAL35F18 |
|--|-----------------|
| Focal-length | 35mm |
| Format | APS-C |
| 35mm-equivalent focal length when mounted on APS-C format body | 52.5mm |

| | |
|-------------------------------|-----------------------|
| Lens config. (group/elements) | 5/6 |
| Aspherical elements | 0 |
| ED glass | 0 |
| No. of aperture blades | 7 |
| Min. Focus distance (m) | 0.23m |
| Max. magnification | 0.25 |
| Ultrasonic motor | SAM |
| Image stabilization | Yes (Body integrated) |
| Filter dia. (mm) | 55 |
| Dimensions (mm) | φ70×52mm |
| Weight (g) | 170g |