

Press Release

Sony Debuts First Full-frame E-mount Lenses

Light, compact premium E-mount lenses; mount adaptors compatible with full-frame α 7R and α 7; and new A-mount G Lens™



α 7R with SEL55F18Z

- **SEL35F28Z: Sonnar T* FE 35mm F2.8 ZA**
- **SEL55F18Z: Sonnar T* FE 55mm F1.8 ZA**
- **SEL2470Z: Vario-Tessar T* FE 24-70mm F4 ZA OSS**
- **SEL2870: FE 28-70mm F3.5-5.6 OSS**
- **SEL70200G: FE 70-200mm F4 G OSS**
- **SAL70200G2: 70-200mm F2.8 G SSM II (A-mount)**
- **LA-EA4: 35mm full-frame mount adaptor with translucent mirror technology and AF motor**
- **LA-EA3: Mount Adaptor 35mm full-frame mount adaptor**

Hong Kong, October 16, 2013 – Sony today announced the choice of E-mount lenses to get the very best out of the extraordinary α 7R and α 7 full-frame interchangeable lens digital cameras. Once you've stepped up to the clarity, colour, contrast and depth of field offered by full-frame imaging there's no turning back.

Offering superb image quality plus dust/moisture resistance in a compact body, the FE range of E-mount full-frame lenses comprises two versatile mid-range zooms, two bright Sonnar T* primes and a premium-quality G lens telephoto zoom. Perfect partners for the α 7R and α 7 from Sony, the lenses can also be used with all other E-mount cameras and camcorders, including the highly acclaimed NEX-6 and NEX-7.

The lens line-up is joined by a new-generation mount adaptor, giving photographers extra freedom to re-use their precious collection of full-frame A-mount optics with the *α7R* and *α7*. Meanwhile, the A-mount lens family is augmented by an advanced version of Sony's acclaimed 70-200mm F2.8 G Lens™.



SEL35F28Z: Sonnar T* FE 35mm F2.8 ZA

Legendary quality and dependability mark out this full-frame fixed focal lens that carries the prestigious Carl Zeiss name. With a popular 35mm focal length, the SEL35F28Z is a wide-angle prime that offers unparalleled clarity and creative expression for photographers specialising in street scenes and landscapes.

Weighing just 120g, its compact dimensions complement the small, light body of Sony's *α7R* and *α7* full-frame cameras. Dust/moisture resistant seals broaden the appeal of this versatile lens for outdoor shooting. In keeping with the original Sonnar concept, a bright maximum F2.8 aperture makes the SEL35F28Z ideal for interiors and atmospheric low-light shots.



SEL55F18Z: Sonnar T* FE 55mm F1.8 ZA

Delivering beautiful rendering as well as exceptional sharpness, this prime lens is an obvious choice for portraiture, low-light and everyday photographic assignments. Its extra-bright F1.8 maximum aperture allows exceptional 'bokeh' background defocus, aided by the 9-blade circular aperture. Like all E-mount full-frame lenses, dust and moisture resistance makes the SEL55F18Z a dependable outdoor partner.

The unique T* surface coating works with Carl Zeiss' advanced optical design, suppressing internal reflections within the lens body. This guarantees sublime contrast with sparkling highlights and deep blacks – a signature of this premium lens-maker.



SEL2470Z: Vario-Tessar T* FE 24-70mm F4 ZA OSS

The first ever full-frame E-mount Carl Zeiss zoom lens opens up a rich world of creative possibilities for advanced photographers and enthusiasts.

Ideal for portraits, landscapes and everyday shooting, the SEL2470Z combines a versatile 24-70mm zoom range with a useful F4 maximum aperture at all focal lengths. Optical SteadyShot keeps shots crisp and clear, allowing the use of slower shutter speeds – even at longer focal lengths where hand-shake spoils many pictures.

The lens design features five aspherical elements with one ED glass element for pristine, beautifully-rendered images. Unique to Carl Zeiss, T* coating on optical surfaces cuts glare and internal reflections to boost contrast.

Its compact dimensions and dust/moisture resistance make the SEL2470Z ideal for daily use indoors or outside.



SEL2870: FE 28-70mm F3.5-5.6 OSS

From family portraits to everyday snapshots: the SEL2870 by Sony provides an outstanding introduction to full-frame imaging that's light, compact and temptingly priced.

This versatile mid-range zoom boasts Optical SteadyShot, cutting the effects of hand-shake for crisper, blur-free shooting at all zoom settings. Sony's advanced optical design employs three aspherical elements and one ED glass element. This contributes to the lens' beautiful rendering

and minimum aberration, as well as keeping size and weight down for easier portability. The travel-friendly design is enhanced further by dust/moisture resistant seals.



SEL70200G: FE 70-200mm F4 G OSS

This premium telephoto zoom is Sony's first E-mount G Lens™ that's specifically optimised for full-frame imaging with the *α7R* and *α7*. Ideal for sports and wildlife subjects, it offers a wide F4 maximum aperture at all focal lengths. This light, compact telezoom shares the peerless imaging quality, handling and ergonomics that are hallmarks of the G Lens™ range.

The optically advanced design features AA (advanced aspherical) elements, Super ED and ED glass elements, while Sony's own Nano AR Coating reduces flare and ghosting for exceptionally high-contrast images. Demanding photographers will also value practical refinements like the barrel-mounted focus hold button, focus range limiter and panning mode switch. Optical SteadyShot and dust/moisture resistance add further to the all-round appeal of this beautifully crafted, highly practical telephoto zoom.



SAL70200G2: 70-200mm F2.8 G SSM II (A-mount)

The newest addition to Sony's A-mount family, this evolved 'Mark 2' version of the coveted 70-200mm F2.8 G Lens™ is an ideal choice for portraiture as well as sports and wildlife.

This premier-quality telephoto zoom offers an extremely bright F2.8 maximum aperture for excellent light-gathering at all focal lengths. Now approximately 4x faster than the preceding model, super-quiet autofocus now offers improved AF tracking of moving subjects compared with its predecessor. Optical performance is further enhanced with addition of Sony's proprietary Nano AR Coating that suppresses internal reflections for outstanding clarity contrast, from bright highlights to deepest blacks.



LA-EA4 and LA-EA3: full-frame compatible mount adaptors

Broaden your shooting options – and get even more value from Sony’s *α7R* and *α7* full-frame cameras with your A-mount DSLR lens collection. The LA-EA4 is an adaptor for E-mount cameras that’s compatible with virtually every A-mount lens – spanning full-frame as well as APC-S models.

Translucent Mirror Technology™ inside the adaptor enables speedy, accurate phase detection autofocus with any compatible A-mount lens attached to your E-mount camera – keeping moving subjects like athletes, wildlife and eager children in sharp focus at all times¹. Auto Exposure is also available while shooting stills or video with your E-mount camera.

Also available, the LA-EA3 mount adaptor lets photographers and videographers enjoy all benefits of full-frame shooting with their A-mount lens collection².

The new full-frame E-mount lenses SEL35F28Z, SEL55F18Z, SEL2470Z, SEL2870 and SEL70200G as well as the A-mount lens SAL70200G2 and mount adaptors LA-EA3 and LA-EA4 from Sony will be available from November 2013 onwards. Details are as follows:

Models	Prices	Availability
SEL35F28Z	HK\$6,490	Mid of November 2013
SEL55F18Z	HK\$7,990	Early 2014
SEL2470Z	To be announced	1 st quarter of 2014
SEL2870	To be bundled with <i>α7</i> Lens Kit	Mid of November 2013
SEL70200G	To be announced	1 st quarter of 2014
SAL70200G2	To be announced	Mid of November 2013
LA-EA3	HK\$1,390	Mid of November 2013
LA-EA4	HK\$2,590	Mid of November 2013

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

¹ Autofocus is not supported with A-mount teleconverters or STF lenses.

² LA-EA3 does not support autofocus.

About Hong Kong Marketing Company

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About make.believe

“make.believe” (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. “make.believe” symbolises the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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Product specifications of Sony α E-mount 35mm full-frame lens SEL2470Z, SEL35F28Z, SEL55F18Z, SEL2870 & SEL70200G:

Product name	Vario-Tessar T* FE 24-70mm F4 ZA OSS	Sonnar T* FE 35mm F2.8 ZA	Sonnar T* FE 55mm F1.8 ZA	FE 28-70mm F3.5-5.6 OSS	FE 70-200mm F4 G OSS
Model name	SEL2470Z	SEL35F28Z	SEL55F18Z	SEL2870	SEL70200G
Lens Specifications					
Lens mount	Sony E-mount				
Format ^{*1}	35mm full-frame				
Focal-length (mm)	24-70	35	55	28-70	70-200
35mm equivalent focal-length (APS-C) (mm) ^{*2}	36-105	52.5	82.5	42-105	---
Angle of view (APS-C) ^{*2}	61°-23°	44°	29	54°-23°	---
Angle of view (35mm)	84°-34°	63°	43	75°-34°	34°-12°
Maximum aperture (F)	4	2.8	1.8	3.5-5.6	4
Minimum aperture (F)	22	22	22	22-36	22
Number of aperture blade	7	7	9	7	9
Circular aperture	Yes	Yes	Yes	Yes	---
Minimum focus distance (m)	0.4	0.35	0.5	0.3-0.45	1.0 - 1.5
Minimum focus distance (ft)	1.32	1.15	1.64	0.99-1.48	---
Maximum magnification ratio (x)	0.2	0.12	0.14	0.19	0.13
Filter diameter (mm)	67	49	49	55	72
Image stabilization (SteadyShot)	Optical SteadyShot	---	---	Optical SteadyShot	Optical SteadyShot
Hood type	Petal shape, bayonet type	Cap type	Petal shape, bayonet type	Petal shape, bayonet type	---
Dimensions dia. x length (mm)	73 x 94.5	61.5 x 36.5	64.4 x 70.5	72.5 x 83	80 x 175

Dimensions dia. x length (in.)	2-7/8 x 3-3/4	2-1/2 x 1-7/16	2-5/8 x 2-7/8	2-7/8 x 3-3/8	---
Weight (approx.) (g)	426	120	281	295	840g (without tripod mount)
Weight (approx.) (oz.)	15.1	4.3	10	10.5	---
Supplied accessories					
Hood (model)	ALC-SH130	ALC-SH129(Filter Diameter 40.5)	ALC-SH131	ALC-SH132	---
Lens front cap	Yes	Yes(40.5)	Yes	Yes	---
Lens rear cap	Yes	Yes	Yes	Yes	---
Case	Yes	---	Yes	---	---

Remarks

1. Exclusively designed for use with APS-C format interchangeable-lens digital cameras.
2. With interchangeable-lens digital camera incorporating APS-C type image sensors.

Product specifications of Sony α A-mount lens SAL70200G2:

Product name	70-200mmF2.8G SSM II
Model name	SAL70200G2
Lens Specifications	
Lens mount	Sony A-mount
Format ^{*1}	35mm full-frame
Focal-length (mm)	70-200
35mm equivalent focal-length (APS-C) (mm) ^{*2}	105-300
Lens construction (groups-elements)	16-19
Angle of view (APS-C) ^{*2}	23°-8°
Angle of view (35mm)	34°-12°30'
Maximum aperture (F)	2.8
Minimum aperture (F)	32
Number of aperture blade	9
Circular aperture	Yes
Minimum focus distance (m)	1.2
Minimum focus distance (ft)	4
Maximum magnification ratio (x)	0.21
Filter diameter (mm)	77
ADI metering / Distance encoder	Yes
Teleconverter compatibility (x1.4)	Compatible
Teleconverter compatibility (x2.0)	Compatible
Hood type	Petal shape, bayonet type
Dimensions dia. x length (mm)	87 x 196.5
Dimensions dia. x length (in.)	3-1/2 x 7-3/4
Weight (approx.) (g)	1340 (Without tripod mount)
Weight (approx.) (oz.)	47.3 (Without tripod mount)
Supplied accessories	
Hood (model)	ALC-SH120
Lens front cap	Yes
Lens rear cap	Yes
Case	Yes