

SONY

Press Release

Sony Introduces ZEISS® 16-35mm F4 Full-Frame Wide-Angle Zoom Lens for α E-Mount Cameras

*The new 'Capture One Express (for Sony)' RAW converter and image editing software
delivers a high-quality finish*



Vario-Tessar T FE 16-35mm F4 ZA OSS*

- **Vario-Tessar T* FE 16-35mm F4 ZA OSS (SEL1635Z) with versatile wide-angle zoom range**
- **Legendary ZEISS® design optimised for Sony α 7 series 35mm full-frame cameras**
- **Optical SteadyShot™ in-lens image stabilisation**
- **Compact and portable with dust and moisture resistant design**

Hong Kong, October 13, 2014 – Sony's latest full-frame ZEISS® wide-angle zoom lens packs serious imaging power into a light, compact addition to the E-mount lens range for α camera users. The eagerly-awaited Vario-Tessar T* FE 16-35mm F4 ZA OSS (SEL1635Z) now offers photo enthusiasts a choice of three constant-aperture premium zoom lenses. Complementing the existing SEL2470Z zoom lens and SEL70200G telephoto zoom lens, the wide-angle SEL1635Z is a compelling choice for landscapes, interiors and architecture plus everyday shooting.

The legendary ZEISS® design showcased on the lens allows photographers to take their immense creative potential above and beyond when paired with Sony's acclaimed α 7 Series of 35mm full-frame cameras. It's also an ideal partner for the complete Sony range of E-mount cameras and camcorders.

The uncompromising optical design features five aspherical lens elements, including one large AA (advanced aspherical) element and three ED glass elements. This helps the SEL1635Z achieve outstanding corner-to-corner resolution and sharpness, while reducing distortion and colour aberration to an absolute minimum – all in a lens that's both compact and light to carry.

A signature of ZEISS® lenses, the T* coating on optical surfaces minimises flare and ghosting to boost contrast, clarity and depth with landscapes and strongly backlit scenes.

A constant F4 maximum aperture allows photographers to achieve beautiful background defocus effects with a shallow depth of field at all focal lengths. Coupled with Optical SteadyShot™ in-lens image stabilisation, it enables stunning handheld shots in low light without boosting ISO sensitivity and the risk of increased noise.

The lens's dust and moisture-resistant design lets serious photographers keep shooting with confidence in the harshest of environments and deliver top-quality shots wherever they are sent on assignment.

Sony will further expand the α E-mount lens system with the addition of the world's first ever full-frame powered zoom lens FE PZ 28-135mm F4 G OSS (SELP28135G). Its availability will be announced at a later date.

Capture One Express (for Sony) RAW converter and image editing software

The 'Capture One' RAW converter and image editing software from Phase One has been newly adapted for Sony. 'Capture One Express (for Sony)' will be provided at no extra charge to users who purchase an α interchangeable-lens camera or Cyber-shot RX digital still camera. This image processing tool incorporates an advanced RAW image processing engine to enable delicate images to be finessed for a high-quality finish.

Details can be found from the following website: www.phaseone.com/en/Imaging-Software/Capture-One-for-Sony.aspx

Pre-Ordering

The Vario-Tessar T* FE 16-35mm F4 ZA OSS (SEL1635Z) full-frame wide-angle zoom lens from Sony will be available for pre-ordering from October 18 to November 2, 2014 at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966. The SEL1635Z lens will be available from November 6 at HK\$10,490.

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

About Hong Kong Marketing Company

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Product specifications of Sony Vario-Tessar T* FE 16-35mm F4 ZA OSS (SEL1635Z) full-frame wide-angle zoom lens:

Model Name	SEL1635Z
35mm equivalent focal-length (when attached to APS-C body)	24-52.5mm
Max. magnification ratio	0.19x
Min. focus distance	0.28m
Filter diameter	72mm
Dimensions	78 x 98.5mm
Weight	518g
Supplied accessories	Front cap, Rear cap, Hood, Case
Colour	Black