

## Press Release

**Sony Introduces World's First 35mm Full-Frame Lens with Power Zoom Capability<sup>1</sup>**  
*The new  $\alpha$  E-mount lens FE PZ 28-135mm F4 G OSS offers professional videographers and photographers an ideal partner*



*SELP28135G*

- **FE PZ 28-135mm F4 G OSS (SELP28135G)**
- **New ‘Smooth Motion Optics’ design for serious movie-makers**
- **Smooth and silent drive with Super Sonic wave Motor (SSM) for zooming and “double linear motor” for focusing**
- **Separate focus, iris and zoom rings for professional operation**
- **Optical SteadyShot™ in-lens image stabilisation**
- **Compact and portable with dust- and moisture-resistant design**

**Hong Kong, February 4, 2015** – Sony introduced the first ever full-frame powered zoom lens for the  $\alpha$  E-mount camera system, the FE PZ 28-135mm F4 G OSS (SELP28135G), offering professional videographers and photographers immense expressive power. Designed and engineered to uncompromising standards, the new lens is an ideal partner for cameras such as the 35mm full-frame  $\alpha$ 7S, capturing immense amounts of flawless detail whether you’re shooting 4K video, Full HD or still images.

Sony also expands the  $\alpha$  A-mount lens system with the addition of the new 70-300mm F4.5-5.6 G SSM II (SAL70300G2) telephoto zoom lens which brings subjects into sharp focus while creating the beautiful bokeh that G lenses are known for.

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<sup>1</sup> As of 12 September 2014, according to a Sony survey. Survey covers all interchangeable lenses for digital cameras.

## **Full-frame Powered Zoom Lens SELP28135G**

The SELP28135G is compatible with all Sony E-mount cameras and camcorders. Its focal length extends over an even wider 42-202.5mm (35mm equivalent) range when attached to bodies with an APS-C sensor. These include Sony's  $\alpha$ 6000/ $\alpha$ 5100 cameras as well as pro-friendly Super 35mm format camcorders like the NEX-FS700 or new PXW-FS7.

A constant F4 maximum aperture lets movie-makers and still photographers achieve beautiful depth of field effects and stable exposure control across the entire zoom range, from wide-angle to telephoto.

The needs of serious film-makers are catered for with Sony's new 'Smooth Motion Optics' design philosophy. Targeting the highest possible image quality when using large-sensor cameras, this advanced optical/mechanical design addresses three issues of prime concern to movie-makers: change in angle of view ('breathing') while focusing, focus shifts during zoom and movement of the optical axis during zoom.

In addition, aspherical lens elements suppress unwanted aberration while advanced multi-coating technology boosts contrast and cuts glare, even with strongly backlit scenes.

Handling and ergonomics of the SELP28135G are indebted to Sony's professional cameras for broadcasters and film-makers. Three separate rings offer independent control over focus, zoom and aperture (iris), with optimal torque for a satisfyingly responsive, professional feel. Even the pitch of scalloping on the rings has been painstakingly designed for comfortable, slip-free fingertip control.

Powered by the SSM drive, in an industry first, zoom is exceptionally smooth and silent – a must for professional movie production. Zooming speed can be precisely controlled over a wide range, with the ability to switch zoom rotation direction as desired to suit personal preference<sup>2</sup>.

Focus noise is also minimised by reducing the weight of the focus element group and driving with a responsive "double linear motor". As an extra refinement, focusing mode can be switched effortlessly from auto to manual simply by sliding the focus ring, without fumbling to find a focus mode switch mid-shot.

Premium optical performance and operability are complemented by a dust- and moisture-resistant design, making the lens ideal for outdoor use. Extra versatility is afforded by Optical SteadyShot™ that provides in-lens image stabilisation during handheld shooting. Despite its heavyweight credentials, the lens's compact dimensions and reduced weight are especially welcome in shooting situations where maximum mobility is needed.

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<sup>2</sup> Via settings on the camera body; available on specific models such as the PXW-FS7 and  $\alpha$ 7S.



SAL70300G2

**α interchangeable lens [A-mount]**

The new 70-300mm F4.5-5.6 G SSM II (SAL70300G2) telephoto zoom lens brings subjects into sharp focus while creating the beautiful bokeh that G lenses are known for. This lens is ideal for outdoor sports and wildlife photography as well as short-range shots from as close as 1.2 m. Also, it is suited for portrait and tele-macro shooting such as floral photography.

- Nano AR coating minimises flare and ghosting from reflections within the lens to improve rendering performance.
- Approximately 4x faster AF tracking than the current lens model SAL70300G.
- Moisture and dust resistant design.

**Pre-Ordering**

The E-mount full-frame powered zoom lens FE PZ 28-135mm F4 G OSS (SELP28135G) and A-mount telephoto zoom lens 70-300mm F4.5-5.6 G SSM II (SAL70300G2) from Sony will be available for pre-ordering at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2345-2966. Details are as follows:

	<b><u>FE PZ 28-135mm F4 G OSS (SELP28135G)</u></b>	<b><u>70-300mm F4.5-5.6 G SSM II (SAL70300G2)</u></b>
Pre-ordering period	February 7 to February 15, 2015	February 23 to March 1, 2015
Launch date	February 17, 2015	March 4, 2015
Price	HK\$19,990	HK\$8,990

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## Specifications Sheets

<b>Model Name</b>	<b>SELP28135G</b>
<b>35mm-equivalent focal length (APS-C)* (mm)</b>	28-135mm (42 - 202.5mm)
<b>Angle of view (35mm full frame)</b>	75° - 18°
<b>Angle of view (APS-C)*</b>	54° - 12°
<b>No. of aperture blade</b>	9 (circular aperture)
<b>Min. aperture (F)</b>	22
<b>Max. magnification ratio (x)</b>	0.15
<b>Min. focus (m)</b>	0.4(W) - 0.95(T) (AF/MF) 0.95 (Full MF)
<b>Filter dia. (mm)</b>	95
<b>Dimensions: Dia. x L (mm)</b>	105 x 162.5
<b>Weight: (approx.) (g)</b>	1215g
<b>Provided accessories</b>	hood (ALC-SH135), case

<b>Model Name</b>	<b>SAL70300G2</b>
<b>35mm-equivalent focal length (APS-C)* (mm)</b>	70-300mm (105 – 450mm)
<b>Angle of view (35mm full frame)</b>	34° – 8° 10
<b>Angle of view (APS-C)*</b>	23° – 5° 20
<b>No. of aperture blade</b>	9
<b>Min. aperture (F)</b>	22 – 29
<b>Max. magnification ratio (x)</b>	0.25
<b>Min. focus (m)</b>	1.2
<b>Filter dia. (mm)</b>	62
<b>Dimensions: Dia. x L (mm)</b>	82.5 x 135.5
<b>Weight: (approx.) (g)</b>	750 g
<b>Provided accessories</b>	hood (ALC-SH140), case