

## Press Release

### Sony $\alpha$ E-mount Family Grows with Three Brand-new Full-frame Lenses plus Two Full-frame Converters



*SEL35F14Z*



*SEL24240*



*SEL28F20*

- **FE 24-240mm F3.5-6.3 OSS (SEL24240) Full-frame Zoom 10x Lens**
- **Zeiss® Distagon T\* FE 35mm F1.4 ZA (SEL35F14Z) Full-frame Wide-angle Lens**
- **FE 28mm F2 (SEL28F20) Full-frame Wide-angle Prime Lens**
- **SEL057FEC Fisheye Converter and SEL075UWC Ultra-wide Converter for the SEL28F20**

**Hong Kong, 4 March, 2015** – Serious photographers now have the opportunity to explore even more creative possibilities with three brand-new Full-frame  $\alpha$  E-mount lenses for Sony's acclaimed family of mirrorless interchangeable lens cameras.

From soulful portraits, dramatic landscapes and exquisite macro shots to fast-moving action, travel and everyday shooting – the expanded E-mount range has every situation covered. The quartet of premium lenses is joined by a further two full-frame lens converters – making it easier to capture dramatic ultra-wide or fisheye perspectives.



*SEL24240*

### **FE 24-240mm F3.5-6.3 OSS (SEL24240) 10x Full-frame Zoom Lens**

The SEL24240 covers a whole range from Wide-angle to Telephoto and gives you the ability to cover a wide range of photography genres from landscapes and everyday portraits to sports and action scenes. Its huge 24-240mm focal length range (10x optical zoom) makes this Full-frame tele-zoom an ideal travel partner.

The advanced design includes five aspherical elements and one ED (Extra-low Dispersion) glass element, contributing to excellent optical performance in a compact, easy-to-handle body. Serious photographers' needs are catered for with an advanced linear motor that drives the focusing mechanism for quick, smooth response throughout the generous zoom range.

Built-in Optical SteadyShot™ (OSS) image stabilisation is a welcome addition for handheld telephoto shots and low-light scenes at longer shutter speeds. Like every new FE (Full-frame E-mount) lens, the SEL24240 features a dust and moisture resistant design.



*SEL35F14Z*

### **Zeiss® Distagon T\* FE 35mm F1.4 ZA (SEL35F14Z) Full-frame Wide-angle Lens**

Legendary ZEISS® optical performance is showcased in this Full-frame wide angle prime that's a superior choice for uncompromising professionals and enthusiasts wanting to craft portraits, day-to-day snapshots and night scenes.

Offering a minimum focusing distance of just 0.3m, the SEL35F14Z is also the first E-mount lens to provide a bright F1.4 aperture constructed with 9 blades: ideal for low-light conditions and super smooth bokeh (quality of the out-of-focus areas).

Stunning corner-to-corner sharpness – even at maximum aperture – is assured by an advanced optical design that features aspherical elements including one Sony AA (Advanced Aspherical) element. Peerless optical performance is further assured by the ZEISS® T\* coating that suppresses flare and ghosting for natural colour reproduction and excellent contrast.

Whether you're shooting movies or stills, the Direct Drive SSM (DDSSM) system enables fast and whisper-quiet precision focusing. A dedicated aperture ring can be set for smooth, continuous operation – ideal for movie-makers – or with click-stops to provide tactile feedback when shooting stills. The dust and moisture resistant design ensures reliable operation when shooting outdoors.



*SEL28F20*



*Ultra-wide Converter  
SEL075UWC*



*Fisheye Converter SEL057FEC*

### **FE 28mm F2 (SEL28F20) Full-frame Wide-angle Prime Lens**

An ideal second lens to supplement every photographer's basic lens kit, this Full-frame 28mm wide-angle prime lens features a bright F2.0 maximum aperture that's ideal for handheld shooting in low light.

Lightweight, compact and designed to resist dust and moisture, the lens makes a beautifully-proportioned match for Sony's acclaimed  $\alpha$ 7 series Full-frame camera bodies, with a high-grade aluminium finish adding instant visual appeal. The SEL28F20 features a 9-blade circular aperture for smoother bokeh, three aspherical lens elements – including one AA (Advanced Aspherical) element – and two ED (Extra-low Dispersion) glass elements for excellent edge-to-edge sharpness. All lens surfaces are multi-coated to suppress flare and ghosting.

The Internal Focusing mechanism is driven by an advanced linear actuator for whisper-quiet AF, ensuring no lens protrusion when focusing.

For even wider perspectives, the optional SEL075UWC Ultra-wide Converter and SEL057FEC Fisheye Converter respectively increase the viewing angle to 21mm or 16mm fisheye with full 180° coverage. The maximum aperture of each converter is F2.8 and F3.5 respectively when mounted on the SEL28F20. In a first for  $\alpha$  lens converters, corresponding EXIF data is generated with either converter attached to the lens.

### **Software updates for E-mount lenses**

Available now, a new software update enhances lens functionality for selected current E-mount lens models. There will also be a software update for these newly-announced FE lens models in early March 2015. Details will be available at <http://www.sony-asia.com/section/support>.

Sony E-mount lenses SEL35F14Z, SEL24240 and SEL28F20 plus lens adapters SEL075UWC, SEL057FEC are available as follows:

| <b>Models</b>    | <b>Prices</b> | <b>Availability</b> |
|------------------|---------------|---------------------|
| <b>SEL24240</b>  | HK\$7,790     | Mar 4, 2015         |
| <b>SEL35F14Z</b> | HK\$12,690    | To be announced     |
| <b>SEL28F20</b>  | HK\$3,390     |                     |
| <b>SEL075UWC</b> | HK\$1,890     |                     |
| <b>SEL057FEC</b> | HK\$2,290     |                     |

**Available Now**

Special packages of the **α** E-mount lens FE 24-240mm F3.5-6.3 OSS (SEL24240) full-frame zoom are available on March 4 – March 31, 2015 at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966.

| <b>Special Packages</b>             | <b>Prices</b>                      |
|-------------------------------------|------------------------------------|
| SEL24240 + a7 camera body (ILCE-7)  | \$15,780 (Original price:\$18,780) |
| SEL24240 + a7Rcamera body (ILCE-7R) | \$21,990 (Original price:\$24,280) |

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

**About Hong Kong Marketing Company**

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**Product Specifications Sheet of Sony Full-frame Lenses SEL35F14Z, SEL24240 and SEL28F20:**

|                                                               | <b>SEL35F14Z</b>                            | <b>SEL24240</b>                        | <b>SEL28F20</b>                       |
|---------------------------------------------------------------|---------------------------------------------|----------------------------------------|---------------------------------------|
| <b>35mm equiv. focal length (when attached to APS-C body)</b> | 52.5mm                                      | 36-360mm                               | 42mm                                  |
| <b>Max. magnification ratio (x)</b>                           | 0.18                                        | 0.27                                   | 0.13                                  |
| <b>Min. focus</b>                                             | 0.3m                                        | 0.5m (Wide) – 0.8m (Tele)              | 29cm                                  |
| <b>Filter dia.</b>                                            | 72 mm                                       | 72 mm                                  | 49 mm                                 |
| <b>Dimensions (Dia. x L)</b>                                  | 78.5 x 112 mm                               | 80.5mm x 118.5mm                       | 64 x 60mm                             |
| <b>Weight (approx.)</b>                                       | 630g                                        | 780g                                   | 200g                                  |
| <b>Supplied accessories</b>                                   | Front cap (Φ72 mm),<br>Rear cap, Hood, Case | Front cap (Φ 72 mm),<br>Rear cap, Hood | Front cap (Φ 49 mm)<br>Rear cap, Hood |
| <b>Colour</b>                                                 | Black                                       | Black                                  | Black                                 |