



Press Release

Sony Boosts α Full-frame Lens Line-up with the First E-mount Macro G Lens and Two New High Performance A-mount ZEISS® Lenses

Sony strengthens α lens family for more creative photography possibilities



SEL90M28G

- FE 90mm F2.8 Macro G OSS Full-frame Mid-telephoto Macro G Lens SEL90M28G
- Vario-Sonnar T* 24-70mm F2.8 ZA SSM II standard zoom SAL2470Z2
- Vario-Sonnar T* 16-35mm F2.8 ZA SSM II wide angle zoom SAL1635Z2

Hong Kong, June 10, 2015 – Sony has enhanced its full-frame line-up of α interchangeable lenses with its first mid-telephoto macro E-mount G lens and two A-mount ZEISS® Vario-Sonnar T* large-aperture standard zoom and wide-angle zoom lenses. Serious photographers now have the opportunity to explore even more creative possibilities with these three brand-new Full-frame α lenses for Sony’s acclaimed family of interchangeable lens cameras.

FE 90mm F2.8 Macro G OSS Full-frame Mid-telephoto Macro G Lens SEL90M28G

Tailor-made for the Macro or Still-life photographer in mind, the SEL90M28G delivers an impressive blend of clarity and exceptionally smooth bokeh – thanks to careful control of spherical aberration – that’s a signature of every G Lens. The E-mount line-up’s first mid-telephoto macro also features built in Optical SteadyShot™ (OSS) image stabilisation, allowing pin-sharp images at up to 1:1 magnification even when shooting handheld making it a perfect lens for both Macro or Portrait Photography.

The smooth, quiet Direct Drive SSM (DDSSM) mechanism drives two ‘floating’ focus groups independently, ensuring extremely precise focus positioning that’s crucial for macro photography.

The lens uses an Internal Focusing mechanism that ensures no protrusions – a big plus when you’re just centimetres from your subject during macro shooting. There’s also a focus hold button and sliding focus ring that instantly switches between manual and auto focus. Resistance to dust and moisture helps ensure dependable performance when you’re shooting detail-packed close-ups of insects and wildlife.

ZEISS® Vario-Sonnar T* Lenses SAL2470Z2 and SAL1635Z2



SAL2470Z2



SAL1635Z2

Photo professionals and discerning enthusiasts will welcome the addition of the Vario-Sonnar T* 24-70mm F2.8 ZA SSM II (SAL2470Z2) standard zoom and Vario-Sonnar T* 16-35mm F2.8 ZA SSM II (SAL1635Z2) wide angle zoom, both delivering significant improvements in image quality, ghost reduction and AF performance, together with a new dust- and moisture-resistant design.

Uncompromising image quality is a hallmark of every ZEISS® Vario-Sonnar lens. It’s taken to new levels in the SAL2470Z2 and SAL1635Z2, which feature a ZEISS® T* coating on optical surfaces that achieves even greater reduction in ghosting, especially with tricky against-the-light shots.

Autofocus performance of the SSM (Super Sonic wave Motor) system in both lenses has also been upgraded significantly. Faster, more powerful processing in the lens LSI increases AF accuracy, delivering approximately 4 times the subject tracking speed of each lens’s predecessor – a perfect partner to the 4D Focus system in the $\alpha 77$ II – making them ideal for shots of fast-moving action subjects like wildlife, sports and busy children.

Both models also feature a new dust- and moisture-resistant design that makes the SAL2470Z2 and SAL1635Z2 even more appealing options for challenging outdoor assignments. Both lenses are ideal partners to Sony’s A-mount family of interchangeable lens cameras, including the highly-acclaimed $\alpha 99$ and $\alpha 77$ II. With the addition of an optional mount adaptor, they’re also compatible with E-mount cameras such as the $\alpha 7$ series.

Vario-Sonnar T* 24-70mm F2.8 ZA SSM II (SAL2470Z2)

Covering a popular 24-70mm range of focal lengths, this high performance full-frame zoom delivers imaging quality you’d expect from a prime lens. From everyday snapshots to handheld portraits, landscapes and wildlife, you’ll enjoy legendary ZEISS® sharpness and contrast at all focal lengths.

With a bright constant F2.8 maximum aperture right across the zoom range, the SAL2470Z2 is a dependable partner for low-light portraits, dim interiors and night-time scenes.

Aspherical and ED (Extra-low Dispersion) glass elements are combined in a precision optical design that's highly effective at suppressing aberration. You'll appreciate the difference with high contrast and faithful reproduction of delicate gradations.

Vario-Sonnar T* 16-35mm F2.8 ZA SSM II (SAL1635Z2)

This large aperture, wide angle zoom is equally capable of capturing spectacular scenery or bustling street scenes. With a bright F2.8 maximum aperture at all zoom settings, it's also ideal for handheld shooting at twilight or in dimly-lit interiors.

The precision optical design features aspherical lens elements that minimise distortion. In addition, ED (Extra-low Dispersion) and Super ED glass elements provide superior contrast, resolution, and colour fidelity.

The new α A-mount ZEISS® lenses SAL2470Z2 and SAL1635Z2 as well as Full-frame Mid-telephoto Macro G Lens SEL90M28G from Sony will be available as follows:

| Models | Prices | Launch Dates |
|---|------------|--------------|
| Full-frame Mid-telephoto Macro G Lens SEL90M28G | HK\$8,390 | June 25 |
| α A-mount ZEISS® lens SAL2470Z2 | HK\$15,990 | June 11 |
| α A-mount ZEISS® lens SAL1635Z2 | HK\$15,990 | |

Order Now

From June 10 to June 21, 2015, the new FE 90mm F2.8 Macro G OSS (SEL90M28G) Full-frame Mid-telephoto Macro G Lens is available for preordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers will receive a Sony mobile charger CP-F10 free of charge (worth HK\$489) during the preordering period.

Referral Program

From Jun 12 – Jul 31, 2015, customers of the α 7 series cameras who successfully refer other customers* to purchase the α 7 series cameras, both parties will receive a \$500 cash coupon respectively for purchase of any α full-frame lenses. Photographers will be able to explore unlimited creative possibilities with high quality lenses for their α 7 series cameras. (* Online registration is needed for eligible customers).

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

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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Specifications of Sony Full-frame lenses E-mount SEL90M28G and A-mount SAL2470Z2 & SAL1635Z2

| Product name | FE 90mm F2.8 Macro G OSS | Vario-Sonnar T* 24-70 mm F2.8 ZA SSM II | Vario-Sonnar T* 16-35 mm F2.8 ZA SSM II |
|---|---------------------------------|--|--|
| Model name | SEL90M28G | SAL2470Z2 | SAL1635Z2 |
| Lens mount | Sony E-mount | Sony A-mount | Sony A-mount |
| Format | 35mm full-frame | 35mm full-frame | 35mm full-frame |
| Focal-length (mm) | 90 | 24-70 | 16-35 |
| 35mm equivalent focal-length (APS-C) (mm) | 135 | 36-105 | 24-52.5 |
| Lens construction (groups-elements) | 11-15 | 13-17 | 13-17 |
| Angle of view (APS-C) | 17° | 61°-23° | 83°-44° |
| Angle of view (35mm) | 27° | 84°-34° | 107°-63° |
| Maximum aperture (F) | 2.8 | 2.8 | 2.8 |
| Minimum aperture (F) | 22 | 22 | 22 |
| Number of aperture blade | 9 | 9 | 9 |
| Circular aperture | Yes | Yes | Yes |
| Minimum focus distance (m) | 0.28 | 0.34 | 0.28 |
| Maximum magnification ratio (x) | 1 | 0.25 | 0.24 |
| Filter diameter (mm) | 62 | 77 | 77 |
| ADI metering / Distance encoder | - | Yes | Yes |
| Image stabilization (SteadyShot) | Optical SteadyShot | (body-integrated) | (body-integrated) |
| Compensation effect | - | (supported on body) | (supported on body) |
| Hood type | Round shape, bayonet type | Petal shape, bayonet type | Petal shape, bayonet type |
| Dimensions dia. x length (mm) | 79 x 130.5 | 83 x 111 | 83 x 114 |
| Weight (approx.) (g) | 602 | 974 | 872 |
| Hood (model) | ALC-SH138 | ALC-SH101 | ALC-SH106 |
| Lens front cap | Yes | Yes | Yes |
| Lens rear cap | Yes | Yes | Yes |
| Case | Yes | Yes | Yes |