

SONY

Press Release

Sony Launches New Flagship G Master™ Brand of Interchangeable Lenses

Three new models including 24-70mm F2.8 Zoom, 85mm F1.4 Prime and 70-200mm F2.8 Zoom deliver unrivalled imaging experiences



From left to right: SEL20TC, SEL14TC, SEL70200GM, SEL2470GM and SEL85F14GM

Hong Kong, March 9, 2016 – Sony today introduced their flagship **G Master™** brand of interchangeable lenses. The new brand includes three new E-mount full frame lenses including a 24-70mm constant F2.8 standard zoom, an 85mm F1.4 prime and a 70-200mm constant F2.8 telephoto zoom. Representing the ultimate blend of high resolution and beautiful bokeh, the new lenses feature Sony's innovative optical element technology, design and calibration. This allows them to produce still image and video content with a level of detail and expression that has never before been possible.



New FE 24-70mm F2.8 GM Standard Zoom Lens

Featuring some of the most advanced lens technologies in the market today, the new FE 24-70mm F2.8 GM (model **SEL2470GM**) is the ultimate choice for those seeking the highest possible optical performance for portrait, travel and event photography or even simple everyday

shooting¹. The new lens is built with three aspherical elements including a newly developed, extremely precise XA (extreme aspherical) element that reduces aberration and delivers the ultimate resolution throughout the entire zoom range and aperture range, as well as from corner to corner of all image files. Additionally, an ED (Extra-low-Dispersion) glass element and Super ED glass element keep chromatic aberration to a minimum while maximising resolution and bokeh without any unnatural colouration.

The new FE24-70mm F2.8 GM lens has a direct drive SSM (Super Sonic wave Motor) focusing system that works with incredible efficiency thanks to a new set of algorithms that positions the lens elements quickly and accurately. The motor is smooth and quiet, making it an ideal choice for shooting both still images as well as movies.

To maximise usability, the lens is dust and moisture resistant and features a compact, streamlined design that includes AF/MF switch as well as focus hold, zoom lock and hood release buttons.

Two new matching filters for the FE24-70mm F2.8 GM lens have also been introduced, including the VF-82MP MC protector and VF-82CPAM Circular PL filter.

The lens features a 9-bladed aperture that maintains a near circular shape at all settings and is coated with Sony's original Nano AR coating to suppress reflections and ensure spectacular contrast and clarity.



New FE 85mm F1.4 GM Telephoto Prime Lens

Designed as the ultimate portrait lens, the long-awaited new FE 85mm F1.4 GM telephoto prime lens (model **SEL85F14GM**) strikes a perfect balance between resolution and bokeh in a compact package.

The lens features a new XA (extreme aspherical) element as well as three ED glass elements that work together to ensure that the in-focus areas are captured in extremely high resolution while the

¹ A software update may be required to provide compatibility of lenses with some cameras. See the Sony support site <http://www.sony-asia.com/section/support> for additional details.

surrounding out-of-focus areas dissolve smoothly into a beautiful soft backdrop. It has a circular aperture with 11 blades – the most ever used in an α lens – that ensures bokeh is smooth and visually appealing. Externally, the new model has Sony’s original Nano AR Coating, which is of particular importance in a portrait lens as it reduces flare and ghosting, even with backlit subjects or similarly challenging lighting conditions.

For accurate autofocus, the FE 85mm F1.4 GM lens includes a ring drive SSM motor system that provides ample power and speed to drive the lens’ large, heavy focus group. It’s also equipped with two position sensors to support flawless focus control of the large, heavy lens elements.

This new professional portrait lens is dust and moisture resistant and also has an aperture ring with on/off switchable click stops that can be adjusted based on whether a user is shooting still images or movies. It also has an AF / MF switch and a focus hold button².



New FE 70-200mm F2.8 GM OSS Telephoto Zoom

Covering the frequently used 70-200mm focal range, the new FE 70-200mm F2.8 GM OSS telephoto zoom lens (model **SEL70200GM**) offers extremely high rendering, AF performance and image stabilisation, making it a versatile choice for shooting wildlife, sports, weddings and a variety of other events and locations¹.

The new flagship telephoto zoom model delivers extraordinary sharpness and clarity throughout the entirety of its zoom range thanks to its three advanced lens elements including XA, Super ED and ED glass components, as well as its Nano AR coating.

The new FE 70-200mm F2.8 GM OSS lens features a floating focusing system – implemented in an α zoom lens for the first time – that contributes to an impressive minimum focusing distance of merely 0.96m and ensures AF performance is optimised during both still and video shooting.

² Limitations apply to AF operation when shooting movies with certain camera bodies. A software update may be required to provide AF compatibility of FE 85mm F1.4 GM with some cameras during movie shooting. See the Sony support site for lens/body compatibility details.

The lens includes a SSM (Super Sonic Motor) plus dual linear motors that work together to move large lens elements quickly – a task that requires a high level of drive control and ensures focus accuracy. The new model also has built in Optical SteadyShot™ image stabilisation for capturing sharp, blur-free subjects at all focal lengths and a rotating tripod mount that allows the camera to be quickly removed from a connected tripod as needed.

The new 70-200mm telephoto zoom lens is dust and moisture resistant with an additional fluorine coating added to the front lens. It also has a focus hold button as well as a focal range limiter.

Sony has also announced new compact 1.4x and 2x Teleconverters – models **SEL14TC** and **SEL20TC** respectively – that offer even greater reach while maintaining the overall streamlined design and feel of the 70-200mm lens³.

The new FE 24-70mm F2.8 GM Standard Zoom and 85mm F1.4 GM Telephoto Prime lenses from Sony will be available end of March 2016 at HK\$16,990 and HK\$13,990 respectively (selling prices of Sony Store). The new 70-200mm F2.8 GM Telephoto Zoom Lens will be launched at a later time.

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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³ SEL70200GM is the only compatible lens at the time of announcement.

Specifications of Sony Full Frame E-mount lenses SEL2470GM, SEL85F14GM & SEL70200GM

Product name	FE 24-70mm F2.8 GM	FE 85mm F1.4 GM	FE 70-200mm F2.8 GM OSS
Model name	SEL2470GM	SEL85F14GM	SEL70200GM
Lens mount	Sony E-mount	Sony E-mount	Sony E-mount
Format	35mm full frame	35mm full frame	35mm full frame
Focal-length (mm)	24-70	85	70-200
35mm equivalent focal-length (APS-C) (mm)	36-105	127.5	105-300
Lens construction (groups-elements)	13-18	8-11	18-23
Angle of view (APS-C)	61°-23°	19°	23°-8°
Angle of view (35mm)	84°-34°	29°	34°-12°30'
Maximum aperture (F)	2.8	1.4	2.8
Minimum aperture (F)	22	16	22
Number of aperture blade	9	11	11
Circular aperture	Yes	Yes	Yes
Minimum focus distance (m)	0.38	AF 0.85, MF 0.8	0.96
Minimum focus distance (ft)	1.25	AF 2.79, MF 2.63	3.15
Maximum magnification ratio (x)	0.24	0.12	0.25
Filter diameter (mm)	82	77	77
Image stabilization (SteadyShot)	- (body-integrated)	- (body-integrated)	Optical SteadyShot
Hood type	Petal shape, bayonet type	Round shape, bayonet type	Petal shape, bayonet type
Dimensions dia. x length (mm)	87.6 x 136	89.5 x 107.5	88 x 200

Dimensions dia. x length (in.)	3 1/2 x 5 3/8	3-5/8 x 4-1/4	3-1/2 x 7-7/8
Weight (approx.) (g)	886	820	1480 (Without tripod mount)
Weight (approx.) (oz.)	31.3	29	52.3
Hood (model)	ALC-SH141	ALC-SH142	ALC-SH145
Lens front cap	Yes	Yes	Yes
Lens rear cap	Yes	Yes	Yes
Case	Yes	Yes	Yes