

SONY

Press Release

Sony Bolsters Full-Frame FE Lens Lineup with New 70-300mm High-Resolution Zoom and 50mm F1.8 Prime Lenses

FE 70-300mm F4.5-5.6 G OSS Telephoto Zoom and 50mm F1.8 Prime Lens extend shooting possibilities

Hong Kong, April 14, 2016 – Sony today introduced two new full-frame lenses for their E-mount camera system, the FE 70-300mm F4.5-5.6 G OSS telephoto zoom and 50mm F1.8 prime lenses. The new FE 70-300mm F4.5-5.6 G OSS zoom lens represents the first α E-mount lens to reach a 300mm focal length, featuring high resolution and excellent overall optical performance throughout the entirety of its range. The new 50mm F1.8 prime lens is extremely compact, lightweight and affordably priced, making it an ideal choice for those looking to explore the benefits of a large aperture prime lens at a reasonable cost.



SEL70300G



α 7RM2 with SEL70300G

New FE 70-300mm F4.5 – 5.6 G OSS Telephoto Zoom Lens SEL70300G

Sony's longest reaching E-mount lens to date, the new FE 70-300mm F4.5 – 5.6 G OSS telephoto zoom lens SEL70300G features a state-of-the-art optical design including four aspherical glass elements, two ED (Extra-low Dispersion) glass elements and Sony's Nano AR coating, which all work together to effectively suppress spherical aberration, distortion, and chromatic aberration. This ensures beautiful high-resolution results for both still and video shooting.

The new telephoto zoom lens also features class-leading close-up performance, with a minimum focusing distance of less than 0.9m (3 feet) and a maximum magnification of 0.31x, making it an ideal choice for tele-macro photography. This outstanding close-up performance also factors into the lens' excellent corner-to-corner sharpness.

The versatile zoom lens includes built-in Optical SteadyShot image stabilisation that helps to reduce camera shake, making it easier to capture clear images when shooting handheld. Additionally, the new SEL70300G lens has a linear actuator that allows it to achieve fast, smooth and quiet autofocus and is also dust and moisture resistant to ensure reliable operation in harsh outdoor conditions.



SEL50F18F



α7RM2 with SEL50F18F

New FE 50mm F1.8 Prime Lens SEL50F18F

Weighing in at less than 186 g (7 oz), the new lightweight FE 50mm F1.8 “normal” prime lens SEL50F18F delivers an outstanding blend of performance, compactness and value, making it a perfect choice for hobbyist photographers and videographers looking to experience the benefits of a wide aperture prime lens at an attainable cost.

The lens features a new optical design with an aspherical element that effectively compensates for all forms of aberration, resulting in beautiful, crisp imagery. Additionally, it has a circular aperture with a maximum of F1.8, producing beautiful ‘bokeh’ in images that allows the subject to stand out against a smoothly defocused background. For extended durability, the new prime lens is built with a solid metal mount.

The new FE 70-300mm F4.5 – 5.6 G OSS telephoto zoom lens and FE 50mm F1.8 prime lens from Sony will be available at HK\$9,990 and HK\$2,090 respectively (selling prices of Sony Store) from end of April 2016. The pre-ordering period of both lenses is April 14 – 24, 2016.

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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Product specifications of Sony Full Frame E-mount lenses SEL50F18F & SEL70300G:

Product name	FE 50mm F1.8	FE 70-300mm F4.5-5.6 G OSS
Model name	SEL50F18F	SEL70300G
Lens mount	Sony E-mount	
Format	35mm full frame	
Focal-length (mm)	50	70-300
35mm equivalent focal-length (APS-C) (mm)	75	105-450
Lens construction (groups-elements)	5-6	13-16
Angle of view (APS-C)	32°	23° - 5°20'
Angle of view (35mm)	47°	34° - 8°10'
Maximum aperture (F)	1.8	4.5-5.6
Minimum aperture (F)	22	22-29
Number of aperture blade	7	9
Circular aperture	Yes	
Minimum focus distance (m)	0.45	0.9
Minimum focus distance (ft)	1.48	2.95
Maximum magnification ratio (x)	0.14	0.31
Filter diameter (mm)	49	72
Image stabilization (SteadyShot)	- (body-integrated)	Optical SteadyShot
Hood type	Round shape, bayonet type	Round shape, bayonet type
Dimensions dia. x length (mm)	68.6 x 59.5	84 x 143.5
Dimensions dia. x length (in.)	2-3/4 x 2-3/8	3-3/8 x 5-3/4

Weight (approx.) (g)	186	854
Weight (approx.) (oz.)	6.6	30.2
Hood (model)	ALC-SH146	ALC-SH144
Lens front cap	Yes	
Lens rear cap	Yes	
Case	--	Yes