

# SONY

## Press Release

### Sony Launches New Full-Frame 50mm F2.8 Macro Lens

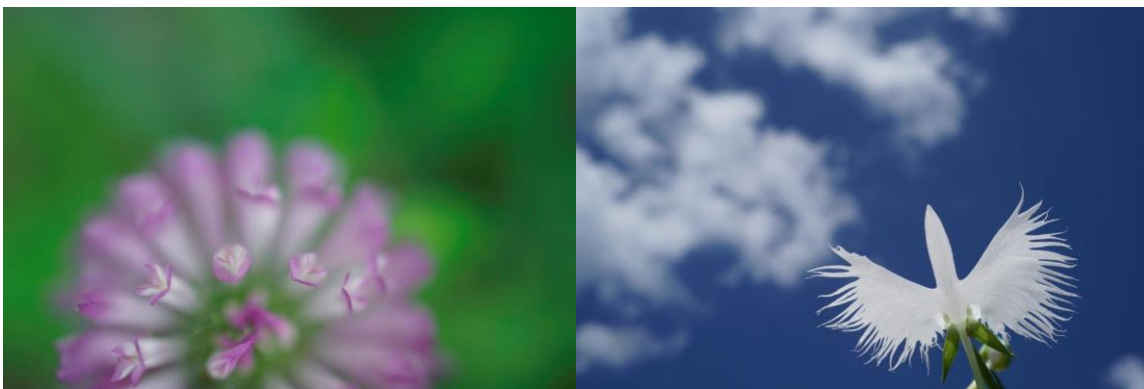
*The SEL50M28 is a lightweight and compact 50mm Prime lens with 1:1 Macro capability*



SEL50M28

**Hong Kong, September 12, 2016** – Sony today introduced a new full-frame lens for the **α** E-mount camera system, the FE 50mm F2.8 Macro lens (**SEL50M28**). Ideal for everyday photography, this versatile 50mm macro lens features a F2.8 maximum aperture that offers outstanding image quality and bokeh, while its 1:1 macro capability allows the photographer to get sharp close-up shots of their subject. Additionally, its comprehensive range of controls including focus-mode switch, focus-range limiter, and the focus-hold button ensures a quality macro shooting experience for a wide range of users.

Great for scenery and portraits as well as macro shots, the SEL50M28 offers a 0.16-metres minimum focusing distance and a wider frame for capturing more background, compared to longer focal-length macro lenses. Weighing just 236g, the lens is extremely lightweight and portable, making it easy to carry around. It is also dust and moisture resistant<sup>1</sup> for use in different weather conditions.



*Captured by the a7RM2 with SEL50M28*

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<sup>1</sup> Not guaranteed to be 100 per cent dust and moisture resistant.

The new FE 50mm F2.8 Macro lens features Extra-low Dispersion (ED) glass to effectively compensate for axial chromatic aberration at close focus, allowing it to create consistently sharp and high quality images. The circular aperture design produces beautiful bokeh effects, and the optical and mechanical construction of the lens has less flare and ghosting even without a lens hood.

The new Sony full-frame macro lens SEL50M28 will be available from end of September 2016 at HK\$4,090 (Selling price of Sony Store).

### **Order Now**

From September 15 to September 25, 2016, the the FE 50mm F2.8 Macro lens SEL50M28 is 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 as well as authorized dealers. Customers ordering the SEL50M28 will receive a Sony rechargeable battery NP-FW50 (worth \$450) for free.

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

### **About Hong Kong Marketing Company**

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### **Product Specifications of Sony Full-Frame 50mm F2.8 Macro Lens**

<b>Product name</b>	<b>Full-Frame 50mm F2.8 Macro Lens</b>
Model name	SEL50M28
Lens mount	Sony E-mount
Format	35mm full frame
Focal-length (mm)	50
35mm equivalent focal-length (APS-C) (mm)	75
Lens construction (groups-elements)	7/8
Angle of view (APS-C) <sup>2</sup>	32°

<sup>2</sup> With interchangeable-lens digital camera incorporating APS-C type image sensors.

Angle of view (35mm)	47°
Maximum aperture (F)	2.8
Minimum aperture (F)	16
Number of aperture blade	7
Circular aperture	Yes
Minimum focus distance (m)	0.16
Minimum focus distance (ft)	0.53
Maximum magnification ratio (x)	1
Filter diameter (mm)	55
Image stabilization (SteadyShot)	Body-integrated
Dimensions dia. x length (mm)	70.8 x 71
Dimensions dia. x length (in.)	2-7/8 x 2-7/8
Weight (approx.) (g)	236 (Without tripod mount)
Weight (approx.) (oz.)	8.4
Lens front cap	ALC-F55S
Lens rear cap	ALC-R1EM
Case	No