

SONY

Press Release

Sony Introduces 100mm F2.8 STF G Master™ with Highest Ever Quality Bokeh for an α Lens

New Full-frame 85mm F1.8 Mid-telephoto prime lens and Compact Radio-Controlled Flash



SEL100F28GM



SEL85F18



HVL-F45RM

Hong Kong, March 17, 2017 – Sony today introduced two new lenses for their popular line of E-mount interchangeable lens cameras. The new lenses include one of their flagship G Master Series – an FE 100mm F2.8 STF GM OSS mid-telephoto prime lens (model SEL100F28GM) built to deliver breath taking bokeh with a unique STF™ (Smooth Trans Focus) design, and a new compact, lightweight FE 85mm F1.8 mid-telephoto prime lens (model SEL85F18) that is a welcome addition to the bag of any hobbyist or enthusiast photographer looking to create amazing portraits.

Sony also introduced a new powerful, compact flash (model HVL-F45RM) with radio-controlled wireless communication that is ideal for professional shooting with Sony's line-up of $\alpha 7$ full-frame cameras.



Sony $\alpha 7$ RM2 camera with SEL100F28GM

FE 100mm F2.8¹ STF GM OSS Telephoto Prime Lens (SEL100F28GM)

A specially designed mid-telephoto, full-frame prime lens, the new 100mm STF is built to produce truly unique, magnificent and beautiful bokeh while maintaining the exceptional standard of resolution that is showcased throughout Sony's entire line-up of flagship G Master series lenses, making it a powerful photographic tool for any portrait, fashion, nature or wedding photographer.

These impressive defocus capabilities are made possible by the lens' advanced optical structure, as it features a newly designed 11-bladed aperture and a unique optical apodisation lens element. Similar to a neutral density filter that increases in density towards the edges, the apodisation element creates beautiful transitions of in-focus to out-of-focus areas within an image, making for exceptionally soft, smooth bokeh that adds depth and dimensionality. This allows the subjects to stand out against beautifully defocused elements in both the foreground and background, producing an image that is naturally pleasing to the eye. The design of the lens also ensures that vignetting is kept to an absolute minimum, ensuring optimum image quality.

Additionally, the new 100mm lens supports both contrast AF and focal-plane phase detection AF², and has a high-precision, quiet direct drive SSM (Super Sonic Motor) system that ensures exceptionally fast and accurate AF performance. The SEL100F28GM also offers up to 0.25x close-up capabilities with a built-in macro switching ring, built-in Optical SteadyShot™ image stabilisation, a customisable focus hold button, AF/MF switch, aperture ring and is also dust and moisture resistant³.



Sony a7RM2 camera with SEL85F18

¹ T-number (T) =5.6.

² With compatible α camera bodies. Please visit Sony support webpages for details.

³ Not guaranteed to be 100% dust and moisture proof.

FE 85mm F1.8 Telephoto Prime Lens (SEL85F18)

The new SEL85F18 mid-telephoto prime lens offers an extremely versatile, lightweight and compact telephoto prime lens solution for a variety of Sony camera owners ranging from working professionals to emerging enthusiasts that have stepped up to an APS-C or full-frame camera for the first time. With its wide F1.8 aperture, it can produce impressive, exceptionally sharp portraits with soft background defocus that take advantage of its 85mm focal length and wide F1.8 maximum aperture.

The new prime lens features a 9-bladed circular aperture mechanism that ensures smooth, natural looking bokeh, and a double linear motor system to allow for fast, precise and quiet focusing. It also has a focus hold button that can be customised and assigned together with functions in the camera body like the popular Eye-AF feature. There is a smooth, responsive focus ring and AF/MF switch and the lens is also dust and moisture resistant³.



New G lens 18-110mm

Sony is also introducing a new E-mount, Super 35mm lens specifically designed for documentary and motion picture production. The new lens, model E PZ 18-110mm F4 G OSS ([SELP18110G](#))⁴, covers Super 35mm and APSC sensors. Compact and lightweight – 1.1 kg – with an 18 to 110 focal range (6x zoom), the new lens uses a new fully mechanical/servo zoom switchable system, capable of snap zooms and entirely devoid of lag. The focal range is also optimized for Super 35 and APS-C sensors. The lens is compatible with Sony's α Mount system cameras, including the α 7 series interchangeable-lens cameras and professional Super 35mm 4K camcorders.

New Compact Radio-Controlled Flash

Sony's new HVL-F45RM flash enhances the radio-controlled lighting system capabilities of their growing system, offering a compact professional shooting solution when combined with the currently available wireless remote controller FA-WRC1M and receiver FA-WRR1.

⁴ Due to a change in the specifications, the SELP18110G is no longer compatible with the SEL14TC and SEL20TC teleconverters

The new flash, which is designed to complement the compact bodies of Sony’s E-mount camera line-up including full-frame α 7 models, produces a maximum lighting output as expansive as GN45⁵. This ensures sufficient illumination even when shooting with bounce lighting or high-speed-sync (HSS) flash. The radio capabilities of the HVL-F45RM allow it to be used as a transmitter or a receiver at up to 30m (approx. 98 ft⁶), making it an ideal fit for creative lighting with multiple flashes. Additionally, unlike optical flash systems, radio-control flashes do not require a direct line-of-sight between components to function properly, while also minimising any impact that bright sunlight has on signal transmission and control.

The HVL-F45RM flash has an impressive battery life of up to 210 bursts, and can tilt up to 150° vertically, a complete 360° horizontally and up to 8° downward to maximise versatility. Usability has been maximised with a new large, bright and highly visible LCD display, an LED light, dust and moisture resistant design³ and a revamped menu system that mimics those of Sony’s newest camera systems.

Pricing and Availability

The SEL100F28GM, SEL85F18 and SELP18110G lenses and HVL-F45RM flash from Sony will be available as follows:

Models	Prices (Sony Store)	Availability
SEL100F28GM	HK\$12,490	End of March
SEL85F18	HK\$4,490	End of March
SELP18110G	HK\$28,990	End of March
HVL-F45RM	HK\$3,090	Beginning of May

From March 17 to April 17, 2017, customers purchasing the α 7 series cameras will enjoy the Easter Promotion offers as follows:

Camera Models	Easter Promotion Offers
a7SM2 a7RM2 a7M2 / a7M2K a7 a7K	1) Peak Design Slide Lite Camera Strap; or 2) 25% discount off on Metabones adaptors MB_EF-E-BT4 at HK\$2,325 (worth HK\$3,100) MB_NFG-E-BM1 at HK\$810 (worth HK\$1,080)

Further information can be found on the Sony Camera Channel:
www.youtube.com/c/ImagingbySony and the Sony Photo Gallery:

⁵ Guide Number (GN) 45 (105mm, in meters at ISO 100).

⁶ Sony internal measurement.

www.sony.net/Product/di_photo_gallery.

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>.

Specifications of Sony FE 100mm F2.8 STF GM OSS Lens SEL100F28GM

Product name	FE 100mm F2.8 STF GM OSS
Model name	SEL100F28GM
Lens mount	Sony E-mount
Format	35mm full frame
Focal-length (mm)	100
35mm equivalent focal-length (APS-C) (mm)	150
Lens construction (groups-elements)	10-13*excluding APD element
Angle of view (APS-C)	16°
Angle of view (35mm)	24°
Maximum aperture (F)	2.8 (T5.6)
Minimum aperture (F)	20 (T22)
Number of aperture blade	11
Circular aperture	Yes
Minimum focus distance (m)	0.85 m (at "0.85 m-∞" position); 0.57 m (at "0.57 m-1.0 m" position)
Minimum focus distance (ft)	2.79 ft (at "0.85 m-∞" position); 1.87 ft (at "0.57 m-1.0 m" position)
Maximum magnification ratio (x)	0.14 (at "0.85 m-∞" position); 0.25 (at "0.57 m-1.0 m" position)
Filter diameter (mm)	72
Image stabilization (SteadyShot)	Optical SteadyShot
Hood type	Round shape, bayonet type
Dimensions dia. x length (mm)	85.2 x 118.1
Dimensions dia. x length (in.)	3-3/8 x 4-3/4
Weight (approx.) (g)	700
Weight (approx.) (oz.)	24.7
Hood (model)	ALC-SH147
Lens front cap	ALC-F72S
Lens rear cap	ALC-R1EM
Case	Yes

Specifications of Sony FE85 mm F1.8 Lens SEL85F18

Product name	FE85 mm F1.8 Lens
Model name	SEL85F18
Lens mount	Sony E-mount
Format	35mm full frame
Focal-length (mm)	85
35mm equivalent focal-length (APS-C) (mm)	127.5
Lens construction (groups-elements)	8-9
Angle of view (APS-C)	19°
Angle of view (35mm)	29°
Maximum aperture (F)	1.8
Minimum aperture (F)	22
Number of aperture blade	9
Circular aperture	Yes
Minimum focus distance (m)	0.8
Minimum focus distance (ft)	2.63
Maximum magnification ratio (x)	0.13
Filter diameter (mm)	67
Image stabilization (SteadyShot)	- (body-integrated)
Hood type	Round shape, bayonet type
Dimensions dia. x length (mm)	78 x 82
Dimensions dia. x length (in.)	3-1/8 x 3-1/4
Weight (approx.) (g)	371
Weight (approx.) (oz.)	13.1
Hood (model)	ALC-SH150
Lens front cap	ALC-F67S
Lens rear cap	ALC-R1EM

Specifications of Sony Radio-Controlled Flash HVL-F45RM

Type	Type	Auto electronic flash (clip-on type) with pre-flash metering
	Shoe type	Multi Interface Shoe.
Flash	Maximum Guide number	45 (Flash coverage setting 105mm/STD flash distribution,ISO100 · m)
	Flash coverage	AUTO/MANUAL(24mm-105mm)Angle of view of at 15mm focal length is also covered with the wide panel
	Flash mode	TTL/MANUAL/MULTI
	Flash duration (Approx.)	Within 1.7ms(1/1 MANUAL)
	Color temperature (Approx.)	5500K
	Frequency (Approx.)	0.1-2.5 seconds(Alkaline battery)/0.1-2.0 seconds(Ni-MH battery)
	Repetition (Approx.)	More than 210 times(Alkaline battery)/More than 270 times(Ni-MH battery)
	Continuous flash performance	40 flashes at 10 flashes per second
	Bounce flash	Yes
	Bounce angle	UP 150° (0°/30°/ 45°/ 60°/ 75°/ 90°/ 120°/ 150°)、DOWN (8°)、LEFT and RIGHT 180° (0°/30°/ 45°/ 60°/ 90°/120°/150°/180°)
	Test flash	Yes
	Flash control	Flash control using pre-flash (P-TTL/ADI)
	Flash compensation	Yes
	Power Level switching	22 levels(1/1-1/128) 1/3 steps
	High-speed sync (HSS)	Yes
	Modeling flash	Yes
Built-in wide panel	Yes(15mm)	
Built-in bounce sheet	Yes	
Radio control wireless function	Radio controlled wireless flash	Yes(commander/receiver)
	Frequencies	2.4 GHz band
	Channels	14 Channels(Auto/manual)
	Communication distance (Approx.)	30m
	Groups	3 groups(TTL/MANUAL),5 groups(group flash photography)
	Maximum Flash units	15 units
	Lighting ratio control	3 groups(TTL)

Optical control wireless function	Optical controlled wireless flash	Yes(controller/remote)
	Channels	4 Channels
	Communication distance (Approx.)	5m
	Groups	3 groups
	Lighting ratio control	3 groups(TTL)
LED light function	Center luminance intensity (Approx.)	400 lx(0.5m)/100 lx(1m)
	Lighting distance (Approx.)	1 m (when recording movies, set to ISO 3200 & F5.6)
	Focal length supported	35mm (35mm-format angle of view)
	Continuous lighting time (Approx.)	4hours (with Sony AA-size alkaline battery)
	Color temperature (Approx.)	5500K
	Power Level switching	10 steps
Other functions	Auto zoom control optimized for image sensor size	Yes
	Flash distribution setting	Yes
	Auto WB adjustment	Yes
	Custom key settings	Yes
	Memory settings	Yes
Display	LCD panel	Yes(Dot matrix)
External connectors	Multi/Micro USB terminal	Yes
Power source		Four AA-size alkaline or Ni-MH batteries
Basic Information	Dimensions (Approx.) (W x H x D)	69.4mm X 113.7mm X 88.3mm
	Weight (Approx.)	317g (11.2 oz) (only main unit)
	Material	PC+ABS
	Color	Black
	Operating Temperature	0°C to +40°C
	Storage Temperature	-20°C to 60°C
	Dust and moisture resistant design	Yes
Supplied Accessories		Connector protect cap(1), Mini-stand(1), Carrying case(1)