

SONY

Press Release

Sony Expands Full-Frame Lens Line-up with New Compact, Lightweight FE 24-105mm F4 G OSS Standard Zoom Lens Covering Wide-Angle to Mid-telephoto Range *E-mount Lens SEL24105G Delivers Serious Still and Video Performance with Compact Design*



Hong Kong, November 15, 2017 – Sony today announced the latest addition to its expanding full-frame E-mount lens line-up, the FE 24-105mm F4 G OSS Standard Zoom (**SEL24105G**). The new full-frame lens covers the commonly used 24 to 105mm focal length range, delivering outstanding G Lens™ imaging performance with the most lightweight design in its class¹, maximising its versatility and usability. Therefore, the FE 24-105mm F4 G OSS can be used for versatile shooting including landscapes, portraits, weddings and more. This lens also features fast, precise and quiet autofocus capabilities in both still and video shooting, making it an ideal complement for Sony's extensive line-up of E-mount cameras.



¹ Compared to currently available full-frame 24-105mm F4 standard zoom lenses (25 October 2017, Sony research)

High Optical Performance and Outstanding Resolution

Sony's new FE 24-105mm F4 G OSS lens delivers excellent corner-to-corner sharpness throughout the entirety of its zoom range, while also producing beautifully rendered 'bokeh' or background defocus at all focal lengths.

This high image quality is made possible thanks to its advanced optical design featuring four aspherical lens elements, two of which are high precision AA (advanced aspherical) lenses. There are also three strategically located ED (Extra-low Dispersion) glass elements that work in combination with the aforementioned aspherical lens elements to minimise chromatic aberration and ensure the ultimate resolution is captured.

The lens also has Sony's original Nano AR coating to minimise flare and ghosting, and utilises a circular aperture to ensure it delivers high quality bokeh that is consistent for all Sony's G series.



Compact, Lightweight Design and Shooting Flexibility

The new FE 24-105mm F4 G OSS lens weighs in at approximately 663 grams (23.4 oz), making it the lightest lens in its class¹. When combined with one of Sony's compact E-mount bodies, it gives photographers and videographers a far more mobile, manageable camera system that greatly increases their shooting flexibility.

In addition to the compact design and versatile 24-105mm focal length, the new lens has a minimum focus distance of 0.38m, allowing for impressive close up detail. It also includes built-in optical image stabilisation to make it easier to produce sharp, blur-free images when shooting handheld.

Highly Advanced and Accurate AutoFocus

In order to keep up with fast-moving subjects, the new standard zoom lens features a DDSSM (Direct Drive SSM) system that is capable of rapid positioning of the lens' focus groups with high accuracy and very minimal noise. This advanced system combined with a constant F4 aperture at all focal lengths makes the SEL24105G an excellent choice for both still and video shooting.

Further adding to its versatility, the new standard zoom lens also features a customisable focus hold button, a dust and moisture resistant design² and a fluorine coating on the front element to help minimise dust, water, oil and other contaminants.

The new FE 24-105mm F4 G OSS lens (SEL24105G) from Sony will be available from end of November 2017 at HK\$10,990.

Specifications of the SEL24105G can be viewed [here](#).

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

About Hong Kong Marketing Company

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² Not guaranteed to be 100% dust and moisture proof