



Press Release

Sony Announces Development of New G Master™ 400mm F2.8 Super-Telephoto Full-Frame E-mount Lens

Hong Kong, November 15, 2017 – Sony today announced the development of the long-awaited FE 400mm F2.8 GM OSS Super-Telephoto lens, with a target launch date in mid-2018.

The new lens will feature the incredible high-resolution and spectacular beautiful bokeh of Sony's acclaimed line of flagship G Master™ series lenses, while also offering a far-reaching 400mm focal length and F2.8 large aperture. This combination will deliver a new elevated shooting experience for all professional sports, news and wildlife photographers looking to capture all of the decisive moments with higher image quality.

Sony will continue to evolve their lens line-up in order to meet the demands of all types of photographers, videographers and multi-media creators, with many different offerings to maximise the power of the innovative α camera line-up.

Additional details and specifications on the new FE 400mm F2.8 GM OSS Super-Telephoto Lens will be released at a later date.

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

About Hong Kong Marketing Company

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