

SONY

Press Release

Sony Expands Full-Frame Lens Line-up with Launch of 24mm F1.4 G Master™ Prime
New Large Aperture Wide-Angle Prime Lens is the compact and lightest in its class¹ with superb sharpness even at F1.4



Hong Kong, October 4, 2018 – Sony expanded its flagship full-frame G Master series lenses line-up with the launch of the highly anticipated 24mm F1.4 Prime lens. Expertly engineered for exceptional performance across all aperture settings, the new [FE 24mm F1.4 GM](#) (model SEL24F14GM) utilises Sony’s advanced optical technologies to satisfy the demands of photographers. It features a filter diameter of $\phi 67\text{mm}$ and measures just 75.4mm x 92.4mm in a compact and lightweight design that weighs a mere 445g. Meeting the strict standards set for G Master lenses, the **FE 24mm F1.4 GM** combines high resolution and beautiful bokeh, which are redeeming features of G Master.

Capturing details in high resolution across the entire frame, even at F1.4, the **FE 24mm F1.4 GM** boasts a new optical design comprising 10 groups with 13 elements featuring two XA (extreme aspherical) elements and three ED (Extra-low Dispersion) elements. The incorporation of two XA elements effectively suppresses sagittal flare² so that point light sources are accurately reproduced, making the **FE 24mm F1.4 GM** a compelling proposition for starscape photographers. Sony’s unique Nano AR Coating is applied to reduce flare and ghosting for

impressive clarity, even in landscape shots where the position of the sun is often problematic with a normal lens.



Captured by a7R III camera with SEL24F14GM

This industry-leading performance is packaged in an extremely compact and lightweight body weighing just 445g. For landscape photographers who often have to walk for long distances to get to the perfect shooting spot, this provides a welcome reduction in the weight that they have to carry, an advantage that is further compounded when the **FE 24mm F1.4 GM** is paired with one of Sony's award-winning **α7 / α9** bodies. This lightweight package has been realised in part by the development of a new high power DDSSM (Direct Drive SSM) which delivers approximately three times greater thrust than the previous DDSSM, enabling fast response, high positioning accuracy and quiet operation for both stills and movie shooting.

In addition to its landscape and starscape shooting abilities, the **FE 24mm F1.4 GM** also has excellent close-up performance of 0.24 metres (0.79ft.). As a member of Sony's flagship G Master lens series, the new lens features an incredible level of resolution and soft, natural bokeh. As bokeh quality is directly affected by spherical aberration and axial and lateral chromatic aberration that can also cause colour bleeding, all of these factors are painstakingly controlled at the design and manufacturing stages to achieve maximum image quality.

This incredible high image quality and compact lens perfectly complements Sony's APS-C sensor mirrorless cameras such as **α6500** and **α6300** and brings the total number of native Sony **α**

E-mount lenses to 48³. Sony will continue to evolve its lens line-up in order to meet the demands of all types of photographers, videographers and multi-media creators, with a range of different offerings to maximise the power of the innovative **α** camera series.



Furthermore, the **FE 24mm F1.4 GM** includes a number of professional controls that bring ease of operation for both stills and movie shooting. An aperture ring allows direct, intuitive aperture control whilst an aperture click switch makes it possible to enable or disable click stops as required. The focus ring features Linear Response MF for fine, responsive manual focus control, giving the user the control immediacy needed for fast, accurate manual focusing. The focus hold button is customisable and a focus mode switch makes it possible to quickly select auto or manual focus to match changing shooting conditions.

The **FE 24mm F1.4 GM** will be available from mid-October 2018 at HK\$11,990.

Order Now

The new **[FE 24mm F1.4 GM](#)** (SEL24F14GM) from Sony is available for pre-order on October 4 – October 11, 2018 at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers preordering the lens will receive extra one year Premium Service (HK\$690) for free.

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

For specifications on the new FE 24mm F1.4 GM lens, please visit its product homepage on [here](#).

The product feature video can be viewed on the Sony Camera Channel on [YouTube](#).

About Hong Kong Marketing Company

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¹ Compared to other full-frame 24mm F1.4 auto-focus prime lenses. As of September 2018 press release, based on Sony research

² A phenomenon that results in an unnatural spreading of point light sources that appears somewhat like a bird spreading its wings and becomes more pronounced towards the image periphery. It is most common in large-aperture lenses

³ Including converters, excluding discontinued models