



Press Release

Sony Announces New Full-frame 135mm F1.8 G Master Prime Lens with Stunning Resolution and Bokeh, Excellent AF Performance



Hong Kong, April 4, 2019 – Sony Hong Kong today introduced a highly anticipated addition to the acclaimed G Master™ series of full-frame E-mount interchangeable lenses – a 135mm F1.8 full-frame, large-aperture telephoto prime lens **SEL135F18GM**. The new **FE 135mm F1.8 GM** lens offers exceptionally high resolution and exquisite bokeh, two qualities that are signature attributes of Sony's flagship G Master brand. The new lens combines rapid autofocus (AF) acquisition with a lightweight, portable design and a variety of professional functions, making it a versatile, high-performance tool for professional portrait photographers, wedding photographers, sports photographers and a wide variety of imaging enthusiasts.

Equipped with Sony's most advanced optical technologies, the new lens is built to meet the extremely high standards of Sony's G Master series for both professionals and enthusiasts to enjoy. This highly anticipated 135mm prime is the 31st native full-frame mirrorless lens, bringing the total number of Sony's native Alpha™ E-mount lenses to 49.

Realising consistently high resolution across the entire frame, even at F1.8, the **FE 135mm F1.8 GM** boasts an innovative optical design that places XA (extreme aspherical) and Super ED (Extra-low Dispersion) glass elements in the front group to effectively suppress all common telephoto lens aberrations. Additionally, the Super ED element plus one ED glass element are strategically positioned to compensate for axial chromatic aberration, minimize colour fringing and maximise overall resolution, ensuring outstanding image quality. For impressive clarity, Sony's unique Nano AR Coating is applied to reduce flare and ghosting that can occur when shooting backlit portraits.



Captured by $\alpha 7R III$ with SEL135F18GM

The new telephoto prime lens utilises its XA element, refined with Sony's latest bokeh simulation technologies during the design and manufacturing stages, to control spherical aberration and achieve exquisite bokeh. In addition, an 11-bladed circular aperture mechanism contributes towards achieving extremely natural and beautiful background defocus. The exciting new model also features dual-autofocus groups in a floating focus arrangement for improved close-up capability, allowing a minimum focus distance of just 0.7 metre and a maximum magnification of 0.25x.



Captured by $\alpha 7R III$ with SEL135F18GM

To ensure that this lens can keep up with fast-moving portrait or sports subjects, the **FE 135mm F1.8 GM** has been equipped with a total of four of Sony's proprietary XD linear motors — two for each group — that achieve rapid, reliable and speedy AF tracking and performance. There is also a control algorithm that helps to maximise control response and ensure quiet, low-vibration

AF. All of this exceptional performance is packaged in a compact, lightweight body weighing in at 950g.

The **FE 135mm F1.8 GM** includes a number of professional controls that enhance ease of operation for both stills and movie shooting. These include an aperture ring that allows direct, intuitive aperture control and a focus ring that features Linear Response MF for fine, responsive manual focus control. There is also a focus range limiter switch, two customisable focus hold buttons, and a focus-mode switch that makes it possible to quickly select auto or manual focus to match changing shooting conditions.



alpha 7R III with SEL135F18GM

New Circular Polarising Filters

In addition to the new **FE 135mm F1.8 GM Lens**, Sony has also announced a new line-up of Circular Polarising Filters. The new filters, including models for lens diameters 49mm, 55mm, 62mm, 67mm, 72mm, 77mm and 82mm, preserve image quality and resolution about twice¹ as effectively as Sony's existing circular PL filter line-up, making them a perfect partner for Sony's flagship G Master series lens. They also feature a ZEISS® T* Coating to minimise flare and a slim filter design to prevent image vignetting and maximise overall performance.

The **FE 135mm F1.8 GM** full-frame, large-aperture telephoto prime lens **SEL135F18GM** from Sony will be available from mid-April 2019 at HK\$15,990.

Order Now:

From April 4 - 16, 2019, the **SEL135F18GM** lens is available for pre-ordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966 as well

¹ Depends on model and focal length of lens attached

as authorized dealers. Customers ordering the **SEL135F18GM** will receive the Sony VF-82MPAM filter (price: HK\$990) for free.

The new circular polariser filters will be available from April 2019 onwards (The exact launch date is subject to individual lenses):

- 49mm (model VF-49CPAM2) – HK\$600
- 55mm (model VF-55CPAM2) – HK\$660
- 62mm (model VF-62CPAM2) – HK\$790
- 67mm (model VF-67CPAM2) – HK\$950
- 72mm (model VF-72CPAM2) – HK\$1,050
- 77mm (model VF-77CPAM2) – HK\$1,190
- 82mm (model VF-82CPAM2) – HK\$1,790

Specifications can be viewed [here](#).

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

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

About Hong Kong Marketing Company

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