



## Press Release

### Sony Boosts Full-Frame Lens Line-up with Lightweight 35mm F1.8 Large-aperture Wide-angle Prime Lens



**Hong Kong, July 25, 2019** – Sony today announced the latest addition to its E-mount full-frame lens line-up with the introduction of a FE 35mm F1.8 large-aperture wide-angle prime lens [SEL35F18F](#). The compact dimensions and light weight of this full-frame, large-aperture prime lens provide mobility and convenience for shooting a wide range of subjects from everyday snapshots, food photography, landscapes, night scenes and more.

The new lens provides outstanding corner-to-corner image quality from a maximum F1.8 aperture and its quiet autofocus and tenacious tracking performance make it a great choice for both stills and movie shooting. Its small size means it is equally suited to APS-C as well as full-frame bodies, offering a 52.5mm equivalent<sup>1</sup> focal length that is perfect for snapshots, portraits and more.



Captured by the FE 35mm F1.8 prime lens with *α7* III camera

Key features of the FE 35mm F1.8 Prime Lens:

### **High resolution and large-aperture full-frame performance in compact and lightweight lens**

- Large F1.8 maximum aperture, weighing in at just 280 grams and measuring 65.6 mm (diameter) by 73.0mm (length); this new lens sets a new standard for portability.
- Smart optical construction including an aspherical element to suppress aberration and deliver high resolution throughout the entire image frame. 9-blade circular aperture enables beautiful bokeh.
- Minimum focus distance of 0.22m and maximum magnification of 0.24x offer easy access to the world of close-up photography.



FE 35mm F1.8 prime lens with  $\alpha$ 7 III camera

### **Versatile control and handling for a wide range of imaging needs**

- Conveniently placed, customisable focus hold button.
- A focus mode switch for instantaneous switching between auto and manual focus.
- Linear Response Manual Focus for fine, responsive manual focus control.
- Dust and moisture resistant design<sup>2</sup> add to the versatility and reliability of this new lens and invoke a feeling of confidence in the user.

### **Quiet AF with excellent tracking for movies as well as stills**

- Fast, precise and quiet linear-motor AF drive system for precise focus for both stills and movies where “wobbling” is employed for delicate continuous focus control.

The FE 35mm F1.8 prime lens from Sony will be available from Aug 15, 2019 at HK\$5,290.

### **Pre-ordering**

The new FE 35mm F1.8 prime lens (SEL24F14GM) is available for pre-order on Jul 30 – Aug 12, 2019 at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers ordering the lens will

receive the VF-55MPAM protective filter (HK\$400) for free. Customers can also enjoy a 30% discount offer for an extra one-year Premium Service at HK\$273 (original price at HK\$390).

For full product details, please [click here](#).

A product video on the new FE 35mm F1.8 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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<sup>1</sup> 35mm full frame equivalent

<sup>2</sup> Not guaranteed to be fully dust and moisture resistant