

SONY

Press Release

Sony Expands E-mount Lens Line-up with Two New APS-C Zoom Lenses



SEL1655G



SEL70350G

- **New E 16-55mm F2.8 G Standard Zoom Lens and E 70-350mm F4.5-6.3 G OSS Super-Telephoto Zoom Lens Extend Creative Options for Sony APS-C Shooters**

Hong Kong, September 12, 2019 – Sony today announced two new APS-C zoom lenses in the G Lens™ series for its E-mount line-up, including the **E 16-55mm F2.8 G** standard zoom lens and the **E 70-350mm F4.5-6.3 G OSS** super-telephoto zoom lens. With these two new additions, Sony’s versatile E-mount system now features a total of 54 lenses.

Along with the two newly launched APS-C Mirrorless Cameras **α 6600** and **α 6100**, Sony’s APS-C range has been further strengthened, offering creators the ability to capture the desired moment with Sony’s advanced technologies in compact and lightweight camera bodies. Sony’s “One Mount” solution for both APS-C and Full-frame cameras provides creators an extreme amount of versatility for their photography and video needs.

Ultra-Sharp APS-C E 16-55mm F2.8 G Standard Zoom Lens (SEL1655G)

The 16-55mm (24-82.5mm in 35mm equivalent focal length) APS-C standard zoom with a constant F2.8 aperture offers excellent G Lens image quality with outstanding all-around performance. This compact yet high quality lens is ideal for professionals as well as enthusiasts to capture landscapes, portraits, and everyday snapshots.



α6600 with SEL1655G

Key Features

- High corner-to-corner resolution throughout the zoom range even at F2.8
 - Two AA (advanced aspherical) and two aspherical elements suppress aberration for outstanding corner-to-corner G Lens resolution, while three ED (Extra-low Dispersion) glass elements reduce chromatic aberration and colour bleeding to a minimum
 - Clear and high image quality by suppressing flare and ghosting by adoption of Nano AR coating
 - 9-blade circular aperture mechanism and precisely controlled spherical aberration ensure beautiful bokeh
- Bright constant F2.8 optics in a compact, lightweight lens weighing just 494 grams
- XD (extreme dynamic) Linear Motor - as equipped in G Master™ series lenses - utilised for fast, precise, quiet AF and tracking
- Professional control and reliability
 - Customisable focus hold button for instantaneous operation
 - Linear Response MF for fine, responsive manual focus control
 - Dust and moisture resistant design in order to deal with difficult outdoor conditions
 - Fluorine coated front element to resist dirt and fingerprints

Compact and Lightweight APS-C E 70-350mm F4.5-6.3 G OSS Super-Telephoto Zoom Lens (SEL70350G)

The new E 70-350mm F4.5-6.3 G OSS super-telephoto zoom lens with optimised optical and mechanical design provides excellent G Lens image quality throughout the image area, right out to the maximum 350mm (105-525mm in 35mm equivalent) focal length. High optical performance is combined with the convenience and mobility of a compact, lightweight design even with 5x zoom. It also includes built-in optical image stabilisation which adds even further stability and convenience to this versatile super-telephoto zoom that is ideal for landscape and wildlife photographers.



α6600 with SEL70350G

Key Features

- Excellent corner-to-corner G Lens image quality all the way to 350mm
 - One aspherical lens suppresses optical aberration and provide outstanding resolution from corner-to-corner
 - Three ED glass elements effectively arranged suppress chromatic aberration and control colour blur even at corners
 - Circular aperture contributes to soft, beautiful bokeh
- Compact, lightweight design weighing just 625 grams makes this 5x super-telephoto zoom remarkably mobile
- Sony's advanced XD Linear Motor technology in an APS-C format lens, for fast, precise AF and tracking
- Excellent control and reliability
 - Built-in Optical SteadyShot™ image stabilisation makes it easier to capture images with greatly reduced blur, particularly when shooting at super-telephoto focal lengths
 - A conveniently placed focus hold button can be assigned to a variety of functions via camera body
 - An AF/MF focus mode switch on the lens makes it easy to quickly switch between auto and manual focus to respond to changing shooting needs
 - Engage the zoom lock switch to prevent the lens from extending under its own weight during transportation
 - Dust and moisture resistant design

Availability

The E 16-55mm F2.8 G standard zoom lens and the E 70-350mm F4.5-6.3 G OSS super-telephoto zoom lens from Sony will be available from end of September 2019 and mid-October 2019 at HK\$9,990 and HK\$7,290, respectively.

Order Now

The SEL1655G standard zoom lens and SEL70350G super-telephoto zoom lens are available for pre-ordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Customers ordering the new lenses will enjoy the following special offers:

Models	Pre-ordering Period	Special Offers
SEL1655G	September 13 to September 24, 2019	- Matador Camera Jacket - Extra one-year Premium Service - (Total Value at HK\$989)
SEL70350G	September 13 to October 8, 2019	- VF-67MPAM Zeiss™ MC Protecting Filter (Value at HK\$530)

For full product specification, please click [SEL1655G](#) and [SEL70350G](#).

A product video on the new **SEL1655G** can be viewed [here](#)

A product video on the new **SEL70350G** can be viewed [here](#)

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

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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