

SONY

Press Release

Sony Unveils New E-mount Cinema Lens FE C 16-35mm T3.1 G Offering High Optical Performance and Reliable Operability for Professional Video Shooting



This new lens offers greater creative flexibility in video content creation, with servo zoom and autofocus/autoexposure system

Hong Kong, November 18, 2020 – Sony introduced a new Full-frame E-mount lens, 16-35mm (FE C 16-35mm T3.1 G) to accompany the Cinema Camera Series (including the newly announced Full-frame professional camcorder FX6V or the renowned PXW-FX9), offering high optical performance, reliable operability and intelligent shooting functions for professional video creation. Compatible with a wide range of E-mount cameras from VENICE, flagship FX9 and FX6V to Alpha™ Interchangeable lens cameras, the addition of this new lens, optimized for professional video shooting, bringing unprecedented creative flexibility for content creators. Sony will further enhance its Cinema Lens line-up going forward.

Lens for a new age of full-frame video shooting

The new lens is compatible with intelligent shooting functions of E-mount system that support and improve Large Format Sensor (LFS) shooting. Paired with the full-frame format camcorder FX9, the new lens supports fast and accurate auto focus, making it possible to track fast moving subjects while maintaining a shallow depth of field.

Stunning bokeh and corner-to-corner resolution

The two XA (Extreme Aspherical) elements with extreme surface precision of 0.01-micron, together with circular 11-blade apertures deliver beautifully smooth bokeh in every frame. The two XA elements and three aspheric lenses are positioned in a way that effectively reduces field curvature, astigmatism and, in combination with two ED (Extra-low Dispersion) glasses, reduces colour distortion. Additionally, floating focus provides outstanding resolution at every zoom position. Nano AR (Anti Reflection) coating drastically reduces flare and ghost phenomenon.

Excellent operability with three independent rings, remote control from the camera, and a detachable servo zoom

The new E-mount lens further offers accurate and precise operability thanks to three independent rings for focus, zoom and iris that content creators can manipulate so they get the exact results they desire. The linear response Manual Focus (MF) feature provides precise manual focusing action. The focus ring with a large rotation angle comes with a distance scale, which makes it possible to quickly and easily set the same focus position during scenes that need to be shot repeatedly.

Using with compatible cameras such as FX9, remote controllers and supported smartphone applications, full-control of zoom/iris and focus can be operated from the camera. This drastically simplifies lens operation and give more opportunities to capture critical moments.

The new range also supports a number of lens accessories to facilitate a variety of different shooting styles. The industry standard 0.8mm pitch gear on each lens ring provides the option to use follow focus. Equally, the widely-available 115mm diameter matte box and lens support can be used to aid accurate, responsive and precise operability. Additional functions include a de-clickable iris ring that prevents unintended iris change during shooting, the paid option to reverse the rotation direction of the zoom ring to be fitted with user's preference and detachable servo zoom that provides smooth zooming expression.

The new Full-frame E-mount Cinema lens 16-35mm (FE C 16-35mm T3.1 G) from Sony will be available at HK\$47,990 by the end of 2020.

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

About Hong Kong Marketing Company

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