

SONY

Press Release

Sony Launches Newest Addition to G Master™ Full-Frame Lens Series with the Compact and Lightweight FE 35mm F1.4 GM



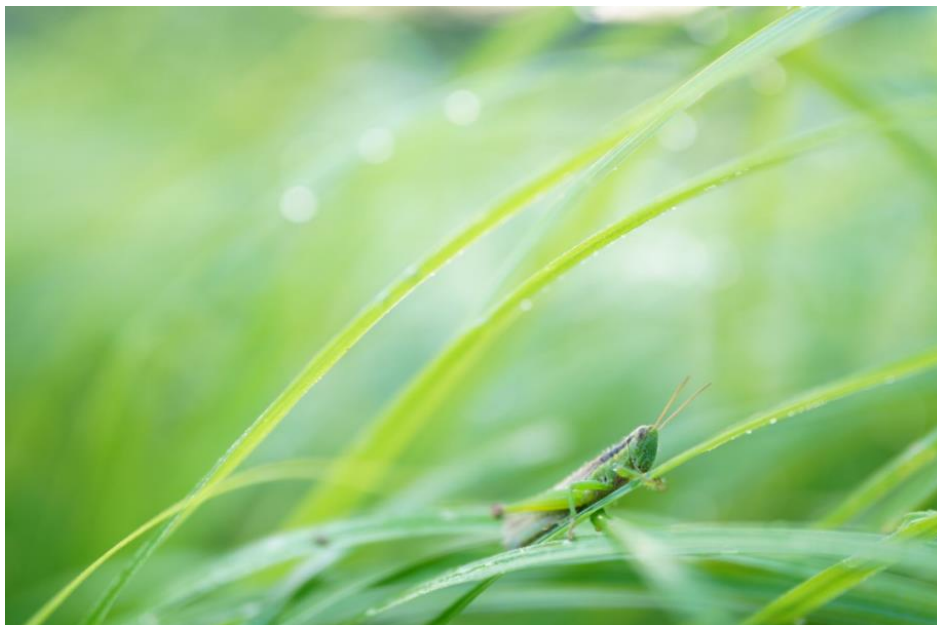
Hong Kong, January 13, 2021 – Sony today announced the **FE 35mm F1.4 GM** (model SEL35F14GM) – the newest addition to its acclaimed G Master full-frame lens series – delivering first-class image quality and beautiful bokeh for broad expressive capability in an extremely compact and lightweight design. The **FE 35mm F1.4 GM** is a must-have for Sony’s E-mount users, as in combination with Sony’s camera bodies it boasts advanced focusing capabilities - perfect for a wide range of uses such as shooting landscapes, portraits and street photography, both stills and video.



Superlative resolution in a compact lens

Sony’s advanced optical design and manufacturing technology brings extraordinary resolution, gorgeous bokeh, and precision focus performance to a compact lens that fits comfortably in the palm of your hand, weighing a mere 524 grams and measuring just 76 mm dia. x 96 mm with a filter diameter of $\Phi 67$ mm. The **FE 35mm F1.4 GM** boasts advanced optical technology that delivers stunning contrast and superb resolution. Two XA (extreme aspherical) elements effectively maintain superb resolution throughout the image area. The compact 35mm lens is not only mobile and manageable, it performs admirably in

difficult lighting. An ED glass element and other optical refinements effectively suppress chromatic aberration and purple fringing for breathtaking results.



Captured by the SEL35F14GM with ILCE-7RM4

Beautiful bokeh for broad expressive capability

The **FE 35mm F1.4 GM** delivers an almost circular aperture thanks to its 11-blade construction – a rare level of quality for a mobile lens. Painstaking spherical aberration control at both the design and the manufacturing stages contributes to beautiful G Master bokeh that make subjects really stand out.

Two innovative XA elements allow for impossibly impressive close-ups with smooth, creamy background bokeh. The combination of F1.4 maximum aperture and the flexibility to choose the perfect shooting distance (minimum focusing distance of just 27cm with a maximum magnification of 0.23x in autofocus mode) allows for ultimate control and stunning bokeh when shooting both stills and video.

Advanced focus for enhanced imagery

Two of Sony's XD (extreme dynamic) Linear Motors provide the high thrust efficiency needed for precise AF (autofocus) and tracking - resulting in outstanding resolution at any distance. State-of-the-art control algorithms, developed specifically for the XD Linear Motors, improve control response and precision whilst minimising vibration and noise for fast, smooth and silent AF performance. Advanced focusing can also be achieved when shooting at a high frame rate.



Linear Response MF is ideal for creative focusing effects when shooting video as it ensures the focus ring responds to subtle control when focusing manually. The focus ring rotation translates directly to a corresponding change in focus, so control feels immediate and precise.

Professional control and reliability

The **FE 35mm F1.4 GM** offers full professional control, with a focus hold button, focus mode switch to support smooth, efficient operation. An aperture ring with switchable click stops can be turned off for movie shooting, and when used on an APS-C camera or with a Super 35 angle of view, it can be used as a standard lens equivalent to 52.5mm, making the **FE 35mm F1.4 GM** the perfect choice for creating videos. The focus hold button can be assigned to several other functions via a camera body menu, providing direct access to functions that are vital to photographers and videographers alike. It was created to be reliable with a dust and moisture resistant design¹ and a fluorine front element coating that repels water, oil, and other contaminants.

Availability

The **FE 35mm F1.4 GM G Master™ Full-Frame Lens** from Sony will be available on February 3, 2021 at HK\$11,900.

Order Now

From January 14 to January 31, 2021, **FE 35mm F1.4 GM G Master** full-frame lens is available for pre-order 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 lens can enjoy one-year Premium Services free of charge (worth HK\$690).

¹ Not guaranteed to be 100% dust and moisture proof

Exclusive stories and exciting new content shot with the new lens and Sony's other imaging products can be found at <https://www.sony-asia.com/alphauniverse/home>, a site created to educate and inspire all fans and customers of Sony's α - Alpha brand.

A product video on the new **FE 35mm F1.4 GM** can be viewed [here](#).

For detailed product information, please visit Sony Hong Kong's [website](#).

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

About Hong Kong Marketing Company

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