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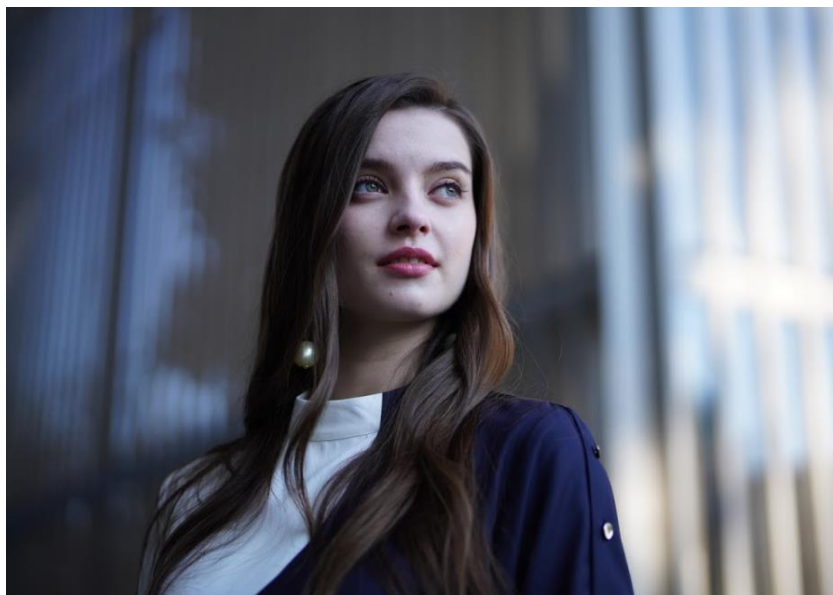
Press Release

Sony Electronics Strengthens its Alpha System with the Introduction of its 60th E-Mount Lens, FE 50mm F1.2 G Master™

Sony's newest lens delivers Superb Resolution, Exquisite Bokeh and High-performance Autofocus in a Compact and Lightweight Design



Hong Kong, March 17, 2021 – Sony today unveils the newest addition to its G Master full-frame lens series – the [FE 50mm F1.2 GM \(model SEL50F12GM\)](#) – delivering excellent resolution and dramatic bokeh known to Sony's G Master line, industry-leading AF (autofocus) capabilities and professional control and reliability in a compact and lightweight design. The lens's maximum F1.2 aperture combines an impressive shallow depth of field for maximum creative expression with incredible light gathering capabilities, allowing for faster shutter speeds and lower ISO in low light settings, making it ideal for portraits, wedding photography, video and more.



Shot with FE 50mm F1.2 GM and ILCE-7RM4



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Excellent Resolution and Beautiful Bokeh

The FE 50mm F1.2 GM features the latest optics, including three XA (extreme aspherical) lens elements, that contribute to high resolution across the entire image and is maintained even when fully opened at F1.2. The new lens also ensures clear images in backlit scenes thanks to Sony's Nano AR Coating II that effectively minimizes internal reflections so that flare and ghosting do not occur.

The FE 50mm F1.2 GM creates dramatic G Master bokeh at the maximum F1.2 aperture to provide dimensionality to every image. Using the newly developed 11-blade circular aperture unit and fine-tuned optical design with minimal spherical aberration, the lens can achieve smooth, deep bokeh in both the foreground and background.

High Performance AF and Tracking at F1.2

The lens can keep subjects in sharp focus even at an extremely shallow depth-of-field with fast, precise, quiet AF and tracking thanks to the four XD (extreme dynamic) Linear Motors which provide high thrust efficiency. When precise focusing is required, especially when shooting 4K video with human eye tracking, the FE 50mm F1.2 GM allows the user to focus on composition thanks to its excellent response with minimum delay and low vibration. In addition, the lens's floating focus mechanism, controlled by its dedicated lens drive algorithm, achieves high resolution over the entire focus range, with a minimum focus distance of 0.4m.



Professional Control and Reliability in a Compact Form Factor

The FE 50mm F1.2 GM was designed with professional content creators in mind. With convenient controls and functions such as a Linear Response MF (Manual Focus), aperture ring with a click on/off switch, focus mode switch and two customizable focus hold buttons, the FE 50mm F1.2 GM combines easy operation with professional control. The FE 50mm F1.2 GM also features a dust and moisture resistant design and a fluorine front element coating that protects the lens from fingerprints, dust, water, oil and other contaminants. Developed using Sony's latest simulation technologies and the latest optical design, the lens comes in a surprisingly compact and lightweight form factor ($\phi 87 \times 108\text{mm}$, 778g.), providing high mobility and easy handling for a 50mm F1.2 lens.

Availability

The new **FE 50mm F1.2 GM** G Master full-frame lens from Sony will be available from mid-April 2021 at HK\$16,990.

Order Now

From March 17 to April 11, 2021, the **FE 50mm F1.2 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).

A product video on the new **FE 50mm F1.2 GM** can be viewed at: <https://youtu.be/Q3RFSS7vNTY>

Please [click](#) here for detailed product information and specifications.

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

About Hong Kong Marketing Company

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