

SONY

Press Release

Sony Introduces Three New High-Performance G Lenses to Full-Frame Lens Series

New 50mm, 40mm and 24mm lenses combine incredible image quality and intuitive operability in lightweight designs



(From left to right) FE 24mm F2.8 G, FE 40mm F2.5 G and FE 50mm F2.5 G

Hong Kong, March 26, 2021 - Sony today announced three outstanding G Lenses™ to its impressive E-mount line-up – the [FE 50mm F2.5 G \(model SEL50F25G\)](#), [FE 40mm F2.5 G \(model SEL40F25G\)](#) and [FE 24mm F2.8 G \(model SEL24F28G\)](#). All three lenses deliver high image quality and beautiful bokeh in a lightweight and compact design, perfect for photographers and videographers alike who strive for standout shots and easy mobility.

When paired with a Sony full-frame camera or APS-C, all three lenses boast high resolution, intuitive operability and fast, precise and quiet autofocus capabilities. The lenses have been introduced as the perfect set for photo and video for a wide range of uses. These three prime lenses each deliver a focal length for any shoot with the 50mm best for portraits, the 40mm optimal for still or movie snap shooting, and the 24mm ideal for landscapes.

What's more, the three lenses are of the same size (68mm diameter x 45mm), have the same filter diameter (49mm) and are almost the same weight (**FE 50mm F2.5 G** 174g, **FE 40mm F2.5 G** 173g and **FE 24mm F2.8 G** 162g) and internal focus so lens interchange is easy – even when using a gimbal. They feature the same stylish exterior design, but focal lengths are clearly marked for quick switches.

High resolution in a compact design

The **FE 50mm F2.5 G**, **FE 40mm F2.5 G** and **FE 24mm F2.8 G** deliver the high image quality of a G Lens, whilst being compact and lightweight. The image quality is achieved by state-of-the-art optics using aspherical elements and ED (Extra-low Dispersion) glass elements¹, delivering high resolution and suppressing colour fringing. The aspherical

¹ FE 24mm F2.8 G 1 x ED, 3 x aspherical elements

FE 40mm F2.5 G 3 x aspherical elements

FE 50mm F2.5 G 1 x ED, 2 x aspherical elements

elements ensure high resolution performance in every corner of the image, even from the widest aperture with shallow depth of field. Enjoy shooting in high resolution using a compact design.

The stunning bokeh of the G lens is achieved with the optimisation of a circular aperture and is delivered at the widest point of each lens.

All three lenses were carefully designed for optimum mobility and are compact and lightweight enough to suit any location. Whether shooting with a full-frame or APS-C body for portraiture, landscape, snap shots or movies with a gimbal and more, the size and weight are balanced perfectly. Experience the benefits of interchanging lenses to suit any scene or subject.



The FE 50mm F2.5 G with the FX3 Full-frame Camera

Focus distances

As well as the 50mm angle of view being perfect for portraits and snap shooting stills or movies, the **FE 50mm F2.5 G** has a minimum focus distance of 0.35m (AF) / 0.31m (MF) and maximum magnification of 0.18x (AF) / 0.21x (MF), meaning it's ideal for a variety of scenes and objects.

The **FE 40mm F2.5 G** 40mm angle of view is ideal for snap shooting stills or movies with a minimum focus distance of 0.28m (AF) / 0.25m (MF) and maximum magnification of 0.20x (AF) / 0.23x (MF). Particularly for movie shooting, 40mm is the preferred angle of view as it corresponds to the natural field of vision and for stills, 40mm allows subjects to stand out against backgrounds.



With a wide 24mm angle of view, the **FE 24mm F2.8 G** lens is perfect in situations where the background is included, such as gimbal or selfie shooting with a grip attached. And with a minimum focus distance of 0.24m (AF) / 0.18m (MF) and maximum magnification of 0.13x (AF) / 0.19x (MF), you can also shoot close-ups with a blurred background.

High operability and reliability

Despite their compact size, the lenses feature a focus hold button, focus mode switch, aperture ring, and Aperture click switch for ideal operability. The focus hold button is customisable from the camera menu and can be assigned a function that the user prefers. The aperture ring provides a more intuitive and direct feel, compared to operating the aperture from the camera body when shooting either stills or movies. The aperture also provides switchable click stops that can be turned off for movie shooting using the aperture click switch. Furthermore, with Linear Response MF, the focus ring responds precisely and linearly when focusing manually so control feels immediate and intuitive, directly reflecting the intent of the photographer and allowing delicate focus adjustments.

The aluminium exterior and engraved Sony logo ensure a premium, sophisticated finish as well as increased strength and durability. Conveniently, the diameter of the filter threads on the hood and the lens barrel are equal² (49mm), allowing the same cap and filter to be attached to both the hood and the lens barrel. The lenses are also designed to be dust and moisture resistant³ to ensure usability in any outdoor environment.

² This does not apply to FE 24mm F2.8 G

³ Not guaranteed to be 100% dust and moisture proof

Fast, precise and quiet autofocus

The **FE 50mm F2.5 G**, **FE 40mm F2.5 G** and **FE 24mm F2.8 G** feature two linear motors to deliver fast, precise autofocus (AF) with excellent tracking performance which is maintained despite instantaneous changes in subject motion - making the lens ideal snapping moving subjects. The AF is also quiet, so works for both still and movie shooting.

Pricing and Availability

The **FE 50mm F2.5 G**, **FE 40mm F2.5 G** and **FE 24mm F2.8 G** lenses will be available from mid-April 2021 and the selling price of each lens is HK\$5,090.

Order Now

From March 31 to April 11, 2021, the **FE 50mm F2.5 G (model SEL50F25G)**, **FE 40mm F2.5 G (model SEL40F25G)** and **FE 24mm F2.8 G (model SEL24F28G)** lenses are 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 lenses can enjoy one-year Premium Services free of charge (worth HK\$390).

A product video on the set of three lenses can be viewed [here](#).

For detailed product information and specifications - [FE 50mm F2.5 G \(model SEL50F25G\)](#), [FE 40mm F2.5 G \(model SEL40F25G\)](#) and [FE 24mm F2.8 G \(model SEL24F28G\)](#).

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

About Hong Kong Marketing Company

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