

SONY

Press Release

Sony Redefines Standard Zoom Lens with Launch of Ultra-Wide FE 20-70mm F4 G



New Addition to Sony's E-mount Lens Line-Up Offers Outstanding Image Quality, Supreme Autofocus performance and Impressive Operability

Hong Kong, January 17, 2023 – Sony is redefining the standard zoom category of lenses with the introduction of the [FE 20-70mm F4 G \(model - SEL2070G\)](#) that boasts an ultra-wide 20-70 mm zoom range in a remarkably compact, lightweight full-frame lens, with a constant F4 aperture throughout the zoom range. With impressive G Lens™ image quality, high speed accuracy and tracking AF and a smart design for maximum mobility and operability, this new lens is designed for a wide range of creators. The **FE 20-70mm F4 G** is the perfect choice for a variety of content capture like vlogging and movie production through to still shots of portraits and landscapes.

“The introduction of the **FE 20-70mm F4 G** sees the standard zoom category of lenses redefined”, said Yasufumi Machitani, General Manager, Digital Imaging Division, Sony Electronics Asia Pacific. “The new concept lens has an incredible, ultra-wide zoom range from 20 mm through to 70 mm to ensure true versatility – perfectly designed for both still and video creators with its sophisticated imagery and high-level operability”.

Compact and lightweight new standard zoom covers ultra-wide 20-70 mm

With an unprecedented¹ ultra-wide 20 mm to 70 mm zoom range and constant F4 aperture, the **FE 20-70mm F4 G** offers outstanding optical performance in a remarkably compact, lightweight lens thanks to Sony's latest lens design and XD (extreme dynamic) Linear Motors technology. Combined with a compact mirrorless body, this lens can deliver superb image quality in just about any situation at all focal lengths. An excellent choice for shooting with a minimum amount of equipment.

What's more, the ultra-wide 20 mm end of the zoom range makes it possible to maintain a wide angle of view when shooting video with a 16:9 or 2.35:1 aspect ratio.



Outstanding image quality consistent with the G Lens logo

The new **FE 20-70mm F4 G** delivers stunning image quality and gorgeous bokeh that are fully in keeping with the G Lens logo.

With Sony's latest technology, the new lens boasts unique G Lens image quality in a surprisingly compact and lightweight lens. With two AA (advanced aspherical) elements, one aspherical element, three ED (Extra-low Dispersion) glass elements, and one ED aspherical element, this lens's state-of-the-art optical design simultaneously corrects chromatic and spherical aberration for extremely high optical performance across the whole zoom range. Optimised coatings add high flare and ghost resistance to this superior optical design, for extraordinary contrast and clarity.

Beautiful bokeh is achieved with full-frame image sensors and is further enhanced by a 9-blade circular aperture and optimally tuned spherical aberration. All of this supports the creation of impressive, memorable imagery.

The **FE 20-70mm F4 G**'s short minimum focusing distance makes it easy to manoeuvre around subjects, such as small flowers, to find the ideal angle (0.3 meters at the wide end and 0.25 meters at the telephoto end of the zoom range when using AF)². Maximum magnification is 0.39x for dynamic, detailed close-ups.

Maximises camera AF performance for stills and video

The lens's focus group is driven by two of Sony's latest XD Linear Motors, providing high thrust for fast, quiet, low-vibration focus drive. Thrust efficiency has been significantly improved over previous models³, resulting in up to a 60% increase in AF speed⁴, and because tracking performance has been improved by about 2 times compared to previous models⁵, moving subjects are tracked with consistent reliability and precision. Reliable tracking is achieved when shooting continuous stills of fast-moving subjects at up to 30 frames per second with the AlphaTM 1 body⁶, and can smoothly record when shooting video at a high frame rate.

Video performance designed for refined imagery

The **FE 20-70mm F4 G** features the latest lens technology to reduce focus breathing as well as focus and axial shift when zooming to ensure that the highest quality images are captured. This lens has also been carefully designed for quiet operation when shooting movies, with advanced XD linear motors and a newly developed aperture unit that dramatically reduces noise and vibration.

Alpha™ series cameras' Active Mode⁷ image stabilisation is highly effective at the ultra-wide 20 mm end of the **FE 20-70mm F4 G** zoom range, providing excellent image stabilisation performance, whilst maintaining a wide angle of view. This can be particularly useful for shooting smooth, stable handheld footage whilst walking.

Focus is especially critical when shooting high-resolution 4K or 8K movies. The **FE 20-70mm F4 G** works with Alpha™ series camera bodies to easily acquire accurate focus and smoothly track fast-moving subjects thanks to two high-thrust XD Linear Motors and a high-level control system in a compact, lightweight lens. The ability to leave focusing to the camera when shooting solo can be a huge advantage.

Linear Response MF⁸ ensures that the focus ring responds directly and linearly to subtle control when focusing manually and an independent aperture ring offers direct, intuitive aperture control.

High-level operability and reliability for any environment

The new **FE 20-70mm F4 G**'s independent focus, zoom, and aperture rings feature optimised diameter, width, and positioning for full control when shooting stills as well as maximum versatility when recording video.

Customisable focus hold buttons are provided in two locations for easy access and convenient control and a focus mode switch on the side of the lens makes it possible to switch between autofocus and manual focus to quickly adapt to changing shooting conditions. Even though the lens is an ultra wide-angle, it is compatible with circular polarising filters to the edge of the lens, so the user has full creative control. It also includes an Iris Lock switch to prevent unwanted changes while shooting.

Lastly, the **FE 20-70mm F4 G** has a dust and moisture resistant design⁹ and the front lens element features a fluorine coating that repels fingerprints, dust, water, oil, and other contaminants¹⁰.

Availability

The **FE 20-70mm F4 G** will be available from **February 2023** at HK\$9,290.

Order Now

Starting from 18 January to 1 February, 2023, the **FE 20-70mm F4 G** 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 will receive a box of G-master limited edition mask and enjoy one-year Premium Services free of charge (worth HK\$490). [Click here to know more about Premium Service.](#)

For detailed product information on the lens, please visit: <https://www.sony-asia.com/electronics/camera-lenses/sel2070g>

A product video of the new lens can be viewed [here](#).

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¹ January 2023, Sony survey of full-frame constant F4 standard zoom lenses.

² 0.25 throughout the zoom range when focusing manually

³ Compared to the SEL2470Z.

⁴ Compared to the SEL2470Z. Sony test conditions.

⁵ Compared to the SEL2470Z. Sony test conditions.

⁶ “Hi+” continuous shooting mode. Effective at 1/125 sec. or higher shutter speed. In AF-C mode at shutter speeds of 1/250 sec. or higher the maximum continuous frame rate will depend on the shooting mode.

⁷ With a compatible camera. Active Mode causes a slight reduction in angle of view.

⁸ This feature also works effectively with cameras such as the *α7* IV and FX6 AF Assist function, giving creators enhanced artistic control.

⁹ Not guaranteed to be 100% dust and moisture proof.

¹⁰ While making it easier to wipe off any contaminants that do become attached to the lens surface.