

SONY

Press Release

Sony Releases the World's Lightest¹ Large-Aperture Telephoto Prime Lens G Master FE 300mm F2.8 GM OSS



Capture dynamic moments such as sports scenes with high agility and supreme image quality

Hong Kong, December 8, 2023 – Sony is pleased to announce the release of the world's lightest¹ 300 mm telephoto prime lens G Master™ FE 300mm F2.8 GM OSS, a 35 mm full-frame α™ (Alpha™) E-mount lens (product name [SEL300F28GM](#)) with a maximum aperture of F2.8.

This lens offers the supreme detailing which is the hallmark of G master as well as high-speed, high-precision AF (autofocus) performance. In addition, the lightweight design of approximately 1470g (excluding tripod mount) and excellent weight balance allows you to capture sharp, dynamic and decisive moments such as those of fast-moving sports or agile animals with handheld shooting. Paired with the Alpha 9 III that is simultaneously announced, high-speed continuous shooting with AF/AE tracking up to 120 frames per second is possible². Even subjects with complex and diversified movements can be tracked with high precision. It is an ideal match for lightweight camera bodies by reducing the load on the photographer, minimising fatigue during long handheld shooting sessions. It is also compatible with an optional teleconverter³, allowing you to shoot in the telephoto range of up to 600 mm (equivalent to 900 mm when using with an APS-C camera).⁴

Main features

G Master telephoto lens that captures decisive moments with high resolution and beautiful bokeh



Incorporating Sony's cutting-edge technology, the G Master's high-resolution performance and beautiful bokeh make the subject stand out clearly and precise AF captures decisive moments such as sports, news reports, events, and wildlife photography. An innovative optical design that includes three Super ED (Extra-low Dispersion) glass elements and one ED glass element is effectively placed to suppress chromatic aberration and achieve high resolution and contrast across the entire frame. Outstanding resolution and contrast are maintained right out to the image edges, which also allows for more flexible cropping and editing.

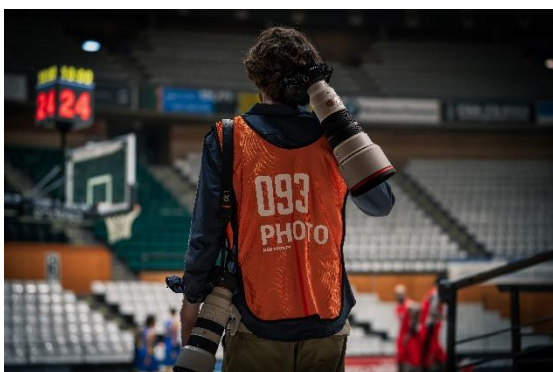
Gorgeous, creamy bokeh that is a hallmark of G Master design ideally complements the lens's 300 mm focal length and F2.8 maximum aperture, allowing the use of narrow depth of field to make subjects stand out from the background. Each lens is individually calibrated during manufacture to optimise bokeh quality. An 11-blade circular aperture mechanism contributes to smooth ball bokeh.

High-performance AF that captures dynamic moments and high-speed continuous shooting with AE/AF tracking up to 120 frames per second²



The combination of two latest XD (extreme dynamic) Linear Motors and control algorithms provides high-speed, high-precision, and low-vibration AF performance. When combined with the simultaneously announced Alpha 9 III, it enables high-speed continuous shooting with AF/AE tracking of up to 120 frames per second. This allows you to capture dynamic subjects without missing a moment's opportunity, even when shooting scenes where the subject moves quickly, such as sports or animals, or scenes where the subject moves erratically, such as at events. In addition, high AF performance is demonstrated even when the separately sold teleconverter³ is attached.

Exceptional mobility and comfortable operability that support professionals in the field



Extensive weight reduction measures make FE 300mm F2.8 GM OSS the lightest in its class¹, at approximately 1470g (excluding tripod mount) and has been designed with consideration to weight balance. The internal lens barrel uses durable magnesium alloy to achieve both high robustness and light weight. The weight is not concentrated at the front of the lens barrel, making it highly stable and allows for agile and accurate panning while handheld shooting. In addition, MODE3⁵, which provides enhanced viewfinder stability and optimises the image stabilisation algorithm, allows you to accurately capture dynamic scenes.

In addition, when using with the Alpha 9 III, you can assign “preset focus” to the function ring that allows you to instantly adjust the focus to any position⁶. Furthermore, the camera features comfortable operability that supports professional shooting, including focus hold buttons placed in four locations that allow you to assign your favorite functions from the camera body.

Availability

The new [FE 300mm F2.8 GM OSS](#) will be available from 27 January 2024 at HK\$46,990.

Order Now

Starting from 6 December 2023, G Master [FE 300mm F2.8 GM OSS](#) 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 above two products will enjoy the following special offers:

Model	Retail Price	Premium	Special Offers
FE 300mm F2.8 GM OSS	HK\$46,990	CEA-G Series CFexpress Type A 80G Memory Card (worth HK\$1,490)	<ul style="list-style-type: none">• Extra HK\$3,790 for 1.4x Teleconverter Lens (original price HK\$4,490)• Extra HK\$3,790 for 2.0x Teleconverter Lens (original price HK\$4,490)

Pre-order from 6 December 2023 to 25 January 2024

A product video on the new FE 300mm F2.8 GM OSS can be viewed [here](#).

A video message from a world-renowned sports photographer can be viewed [here](#).

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

About Hong Kong Marketing Company

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¹ As of the November 2023 product announcement. Sony survey of interchangeable 300 mm F2.8 lenses for full-frame digital cameras.

² Sony test conditions. Maximum continuous frame rate may be lower in some shooting conditions. Continuous shooting speed may vary depending on the lens used in AF-C focus modes. Visit Sony's support web page for lens compatibility information. <https://www.sony.net/dics/ilce9m3cnlns/>

³ 1.4x SEL14TC and 2x SEL20TC

⁴ With SEL20TC

⁵ MODE 3 is supported by the latest body software version. Refer to the appropriate support web pages for information on body compatibility.

⁶ The functions assigned to the function ring vary depending on the camera you are using. Please refer to your camera's help guide for details.