

# SONY

## Press Release

### Sony releases SEL2450G a compact, large aperture F2.8 G Lens™ with high performance optics



*FE 24-50mm F2.8 G*

**Hong Kong, February 22, 2024** – Sony is pleased to announce the release of its new compact 35mm full-frame compatible  $\alpha^{\text{TM}}$  (Alpha<sup>TM</sup>) E-mount lens, [SEL2450G](#) standard zoom with F2.8 maximum aperture over the entire zoom range. Despite its small and lightweight body, it achieves the high-resolution performance and beautiful bokeh that can be expected from a large aperture G Lens with F2.8. It covers a focal length of 24 mm to 50 mm, allowing you to capture everything from still images such as everyday snapshots, and portraits to video shooting, all in high quality but with a design that will easily fit in the smallest of kit bags.

#### **Compact and lightweight F2.8 standard zoom lens**

With the latest optical and mechanical design, the dimensions have been kept compact with a filter diameter  $\phi 67$  mm, maximum diameter 74.8 mm, length 92.3 mm, weight approximately 440 g.



Sharp and detailed images at all focal lengths are achieved thanks to the arrangement of four aspherical lenses and two pieces of ED (Extra low Dispersion) glass, so that aberrations such as chromatic aberration, are reduced, achieving high resolution performance from the centre to corner. SEL2450G uses an 11-blade circular aperture which together with the optimization of spherical aberration provides the beautiful, soft and smooth bokeh that is characteristic of the G Lens series. It has minimum shooting distance of 0.19 m (AF) at wide-end and a maximum magnification of 0.30 x (AF) offering high quality

close-up shooting.



### **Extraordinarily fast and precise AF that brings out the best in advanced bodies**

The quality is evident through the AF (auto focus) whereby, equipped with two linear motors, it achieves high-speed, high-precision, high-tracking, and quiet focusing. It also supports high-speed continuous shooting with AF/AE tracking of up to 120 frames per second for the full-frame mirrorless camera Alpha 9 III<sup>1</sup>. For those wanting a solid video performance, AF tracking is available for high frame rate 4K 120p or FHD 240p movie recording<sup>2</sup> where critical focus control is required, plus it supports in-body Active Mode image stabilisation<sup>3</sup> for steady shooting while walking. It is also compatible with the focus breathing compensation on camera bodies, allowing for the high-quality video expression<sup>4</sup>. Intuitive manual focus is achieved thanks to the adoption of linear response MF which allows smooth and superior image expression.



### **Operability and reliability for comfortable shooting of both still images and movies**

SEL2450G is equipped with user-friendly functions such as a customizable focus hold button, aperture ring, aperture click ON/OFF switch, and focus mode switch, offering high operability and comprehensive control. Plus, for further ease of use, they are designed to be dust and moisture proof<sup>5</sup> with a fluorine coating which prevents dirt from sticking to the front surface of the lens.



### **Availability**

The new SEL2450G will be available from end April 2024 at HK\$8,990.

### **Order Now**

From 27 February to 24 April 2024, the **SEL2450G** is available for pre-order at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Customers ordering the **SEL2450G** will receive MC Protecting Filter VF-67MPAM worth HK\$530.

A product video on the new SEL2450G can be viewed [here](#).

For more information about SEL2450G, please visit [here](#).

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

### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

<sup>1</sup> 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.

<sup>2</sup> Depending on camera used

<sup>3</sup> Compatible models only

<sup>4</sup> See camera compatibility info at: <https://www.sony.net/dics/breathing/>

Angle of view and image quality may change slightly when this function is [ON]. Effective compensation may not be achieved in all situations.

<sup>5</sup> Not guaranteed to be 100% dust and moisture proof.