

SONY

Press Release

Sony Electronics Announces the Highly Anticipated FE 85mm F1.4 GM II Lightweight Portrait Lens

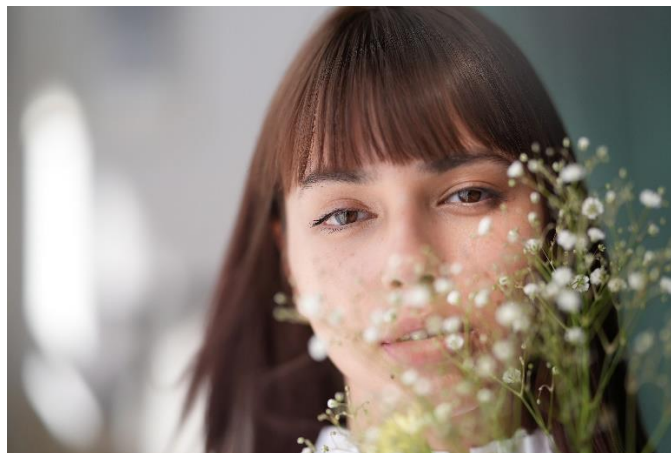


A Next-Generation 85mm Full-Frame E-Mount Lens Brings High-Resolution and Stunning Bokeh with Fast Autofocus Ideal for Portrait Photography and Cinematic Video

Hong Kong, August 29, 2024 – Sony Electronics announces the [FE 85mm F1.4 GM II](#) (SEL85F14GM2) a premium lens offering a supreme blend of high resolution and stunning bokeh with fast autofocus (AF) in a compact body. This is a second-generation lens that inherits the optical design that achieved a high-level fusion of bokeh and resolution that was highly praised in the first-generation model, and generously incorporates the latest technology. When paired with the latest Sony's Alpha™ series cameras, it is an ideal option for a wide variety of creative uses in both photography and videography, including portraiture, wedding, travel, and cinematic video.



High Optical Performance & Beautiful Bokeh



The advanced and refined optical design and elements of the FE 85mm F1.4 GM II brings together appealing bokeh and enhanced high resolution, making it ideal for portrait photography.

Packed with two XA (extreme aspherical) and two ED (extra-low dispersion) lenses, the state-of-the-art optical design effectively suppresses aberrations. This combination offers corner-to-corner resolution and rendering, resulting in outstanding image quality. Moreover, Sony's original Nano AR Coating II technology effectively subdues flare and ghosting for clear, crisp images. The 11-blade circular aperture and optimisation of spherical aberration during the design and manufacturing process provide the beautiful, soft bokeh that is the hallmark of G Master series.

Fast, Precise, Quiet Autofocus and High Tracking Performance



The FE 85mm F1.4 GM II's AF is agile, maximising the speed advantage of advanced camera bodies. For stills, it is up to 3 times faster¹ compared to the previous model², tracking moving subjects with high precision. It keeps up flawlessly with the Alpha 9 III's 120fps³ continuous shooting, and subject tracking performance is improved by as much as 7 times².

Lightweight and Stylish Design without Compromises



Compared to the current 85mm F1.4 GM¹, the weight of the FE 85mm F1.4 GM II (642 grams, 22.7 oz.) is approximately 20% lighter⁴ and 13% smaller in volume, which is achieved through the latest mechanical technology and optical design. The FE 85mm F1.4 GM II has a filter diameter of $\phi 77$ mm, diameter of 84.7 mm (about 3-3/8 in) and length of 107.3 mm (about 4-1/4 in).

Effective Cinematic Creation Features



For smooth movie creation at F1.4, the FE 85mm F1.4 GM II has an XD linear motor. Focus breathing is minimal, and in-body focus breathing compensation⁵ is supported. It has two customisable focus hold buttons and an AF/MF switch offer flexible operability, while an independent aperture ring and Linear Response MF focus control provide the kind of intuitive control that creative shooting demands.

Crafted for Durability

The front lens element features a fluorine coating, which makes it easy to remove fingerprints, dust, oil, and other contaminants from the lens surface. The dust and moisture resistant design⁶ provides extra reliability for outdoor use in challenging conditions.

Availability

The new **FE 85mm F1.4 GM II** will be available from 6 September 2024 at HK\$13,990.

Order Now

From 29 August to 4 September 2024, the **FE 85mm F1.4 GM II** 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 **FE 85mm F1.4 GM II** will receive Multi-coated (MC) Protective Filter VF-77MPAM worth HK\$590.

A product video on the new FE 85mm F1.4 GM II can be viewed [here](#).
For detailed product information about FE 85mm F1.4 GM II, please visit [here](#).

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

About Hong Kong Marketing Company

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¹ When used on the Alpha 1. Sony tests.

² Compared to FE 85MM F1.4 GM.

³ Maximum continuous shooting speed may be lower in some conditions. Continuous shooting speed may vary depending on the lens used in the AF-C focus mode. Refer to Sony's lens compatibility support page for details.

⁴ Compared to the FE 85MM F1.4 GM. Sony tests.

⁵ Please refer to support page; https://support.d-imaging.sony.co.jp/www/cscs/function/compatibility.php?area=jp&lang=en&cs_ref=slct_lang&fnc=1001

⁶ Not guaranteed to be 100% dust and moisture proof.