

SONY

Press Release

Sony Announces First¹ G Master™ Standard Zoom Lens with Constant F2 Large Aperture

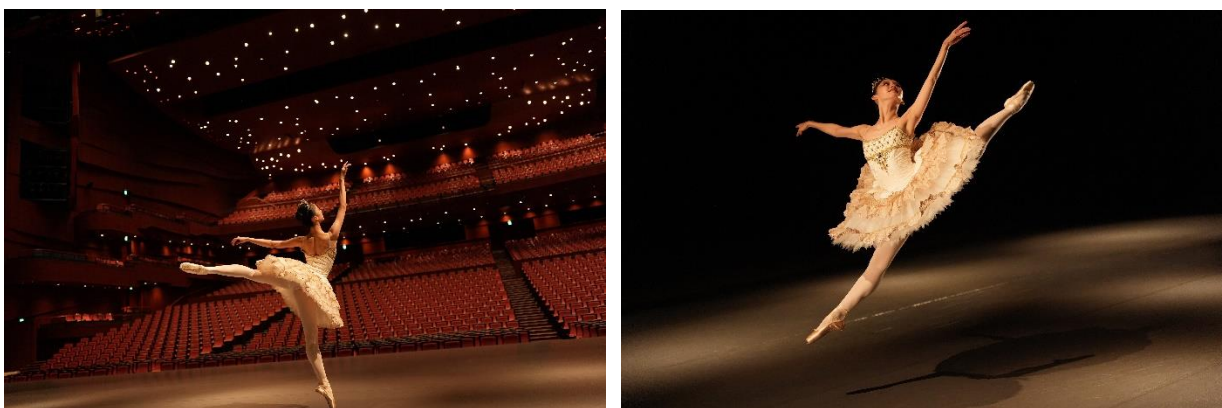


FE 28-70mm F2 G Master (SEL2870GM)

The ultimate full-frame E-mount lens for creators that flaunts high resolution, beautiful bokeh and advanced autofocus

Hong Kong, November 20, 2024 – Sony today announces a first¹ with the FE 28-70mm F2 G Master ([SEL2870GM](#)) – a premium E-mount lens boasting a large aperture of F2 across the entire zoom range to achieve beautiful bokeh, high resolution and unrivalled autofocus for both stills and video, with sharpness and contrast to rival prime lens quality². All this achieved in a compact, lightweight and well-balanced design that gives professionals and creators the ultimate freedom to capture a variety of scenes with just one lens where no shots can be missed including portraits, weddings, sports, documentaries and cinematic video.

Sharp, refined rendering in a unique constant F2 standard zoom lens



The FE 28-70mm F2 G Master is the first¹ G Master standard zoom lens with a constant F2 aperture making it ideal for both stills and video with extraordinary creative scope. Advanced design and optical simulation result in a zoom quality that rivals prime lenses² with three XA (extreme aspherical) elements manufactured using original techniques to ensure high corner-to-corner resolution at F2 throughout the zoom range. Floating focus also allows sharpness, even at close focus down to 0.38 m/1.25 ft throughout the zoom range.

Sony's original Nano AR Coating II minimises flare/ghosting and optics designed to suppress internal reflections provide further flare resistance, ensuring high clarity whenever a strong light source appears in the frame. The G Master optics deliver exquisite, soft bokeh for deep, dimensional images thanks to the carefully controlled spherical aberration at both the design and the manufacturing stages with XA elements and a newly developed 11-blade aperture unit. What's more, the Super ED (extra-low dispersion) and ED glass elements effectively reduce chromatic aberration.

A compact, lightweight lens packed with superb optics and functionality



The FE 28-70mm F2.8 G Master delivers stress-free shooting with all the advantages of zoom and no compromise on image quality. Innovative technologies including advanced optics and XD (extreme dynamic) linear motors make all this fit in a constant F2.8 zoom that is only 92.9 x 139.8 mm (3-3/4 x 5-5/8) and weighs just 918 g (32.4 oz).

Precise, tenacious AF tracking with instant response

Four XD (extreme dynamic) linear motors and the latest algorithm precisely control the large and heavy focus group. It delivers reliable focus tracking and instant response, which are essential for weddings or sports events where every frame counts. This lens is fully compatible with the $\alpha 9$ III's high-speed continuous shooting with AF/AE tracking of up to 120 frames per second³, with tracking continued even whilst zooming.



Designed for refined, expressive movie production

By using the latest optical technology, Sony's newest lens effectively subdues focus breathing, resulting in refined movie imagery. Rack focus and zoom effects can be used with F2.8 depth of field to create smooth, natural transitions and critical focus for high frame rate 4K 120p/FHD 240p⁴ recording is easy due to the high AF tracking performance. The XD linear motors and the newly developed

aperture unit operate quietly and support α body breathing compensation⁵ with the α series camera's image stabilisation "Active Mode"⁶.

Operability and reliability that support professional needs

Important control functions include Linear Response MF for intuitive manual focus, adjustable zoom ring torque, and an aperture ring with a click ON/OFF switch. There are also two customisable focus hold buttons, an iris lock switch, and an AF/MF switch. The filter diameter is 86 mm, and the lens hood has a window for easy variable filter operation, designed with users in mind.

Buttons and switches feature silicone gaskets, the lens mount includes a rubber ring, and all other critical areas are precisely and carefully designed to prevent the intrusion of dust and moisture⁷ to ensure maximum reliability in challenging outdoor conditions. A fluorine coating on the front element effectively repels contaminants and makes cleaning easy.

Availability

The new **FE 28-70mm F2 G Master** will be available from 27 November 2024 at HK\$22,990.

Order Now

From 20 to 25 November 2024, the **FE 28-70mm F2 G Master** 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 28-70mm F2 G Master** will receive 1-year extended warranty worth HK\$790 and Lowepro Adventura 150 III Backpack worth HK\$980.

A product video on the new FE 28-70mm F2 G Master can be viewed [here](#).

For detailed product information about FE 28-70mm F2 G Master, 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 As of the November 2024 announcement, Sony survey

² Sony survey

³ Sony test conditions. 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 Depending on the camera and settings used.

⁵ 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.

⁶ Compatible models only

⁷ Not guaranteed to be 100% dust and moisture proof