

SONY

Press Release

Sony Unveils FE 100mm F2.8 Macro GM OSS: First Medium Telephoto Macro Lens in the G Master™ Series

With 1.4x magnification, advanced stabilisation, and optimised macro controls, the FE 100mm F2.8 Macro GM OSS delivers stunning detail



Hong Kong, October 2, 2025 – Sony releases the [FE 100mm F2.8 Macro GM OSS](#) (SEL100M28GM), the first medium telephoto macro lens in the G Master™ series, compatible with α™ (Alpha™) E-mount cameras, featuring 1.4x magnification, advanced stabilisation, and intuitive handling.

Beyond Life Size

The FE 100mm F2.8 Macro GM OSS achieves a maximum magnification of 1.4x, making it easy to capture flowers, small objects, and other close-up subjects in vivid detail, revealing subtle textures and features that are difficult to take by the naked eye.

Compatible with an optional teleconverter¹ (sold separately), the lens offers up to 2.8x magnification². This enables impressive close-up shots while keeping a comfortable working distance. It is ideal for subjects that are hard to approach or for avoiding unwanted reflections.

State-of-the-art Hardware Design

The optical design effectively positions elements including two XA (extreme aspherical) lenses and two ED (Extra-low Dispersion) glass elements to achieve high-resolution performance from the center to the periphery of the image, reducing chromatic and other aberrations.

To allow precise and intuitive focus adjustments for a variety of macro photography scenes, the lens offers three focus-dedicated features: a "Full-time DMF switch" enables instant MF (manual focus) by rotating the focus ring, even in AF (autofocus) mode; the "Focus Mode switch" allows instant switching between AF and MF; the "Sliding Focus Ring" enables FULL MF mode, linked to the distance and magnification scales.

The four unique XD (extreme dynamic) linear motors that enable high-speed, high-precision and quiet lens drive, make autofocus (AF) performance up to approximately 1.9 times faster³ than previous models.

A dedicated aperture ring offers quick, direct control over aperture settings.

Exquisite Image Quality

The 11-blade circular aperture produces beautiful, ball bokeh, while carefully controlled spherical aberration ensures an ideal balance of resolution and background blur – creating the signature creamy bokeh of the G Master line.



The unique "Nano AR Coating II" applies a uniform thin film to the entire lens surface, resulting in clear image quality that suppresses flare and ghosting even in backlit conditions.

An integrated optical image stabilisation system, designed for macro photography, accurately compensates for shift shake (up/down/left/right), angular shake, and front/back shake, ensuring steady handheld shots.

Pricing and Availability

The FE 100mm F2.8 Macro GM OSS will be available from 28 October 2025 at HK\$10,490.

Order Now

From 3 to 26 October 2025, the **FE 100mm F2.8 Macro 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 will enjoy the following special offers:

Model	Retail Price	Premium	Special Offers
FE 100mm F2.8 Macro GM OSS	HK\$10,490	<ul style="list-style-type: none">• VF-67MPAM MC Filter (worth HK\$530)• For Sony Imaging Pro support member will receive extra 1-year extended warranty worth HK\$790.	<ul style="list-style-type: none">• Extra HK\$1,999 for SEL14TC or SEL20TC teleconverter lens (original price HK\$4,490)

For a product video, click [here](#).

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

About Hong Kong Marketing Company

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¹ Compatible with the 1.4X Teleconverter SEL14TC and 2X Teleconverter SEL20TC.

² When the 2X Teleconverter "SEL20TC" is attached.

³ Sony measurement conditions. Compared to the FE 90mm F2.8 MACRO G OSS SEL90M28G lens for the α E-mount digital single-lens camera.