



Press Release

18.mai 2017

Sony Introduces Two New Wide-Angle Full-Frame E-Mount Lenses

New 16-35mm F2.8 GM completes the E-mount F2.8 G Master "trinity"; 12-24mm F4 G covers widest angle among all full-frame E-mount lenses

Sony today announced two new additions to its growing line-up of full-frame E-mount lenses.

The new lenses include the FE 16-35mm F2.8 GM large aperture wide-angle zoom lens (model **SEL1635GM**) and the FE 12-24mm F4 G ultra-wide angle zoom lens (model **SEL1224G**). The **SEL1635GM** lens brings the incredible high-resolution and beautiful bokeh of Sony's flagship G Master series to a wide 16-35mm focal length for exceptional landscapes, cityscapes, portraits and more, while the new **SEL1224G**, Sony's widest E-mount full-frame lens to date, offers a dynamic new perspective for all Sony E-mount shooters. In total, Sony's full-frame E-mount lens line-up now covers from the ultra-wide 12mm to super-telephoto 800mm (with teleconverter) focal length range.

New FE 16-35mm F2.8 GM Wide-Angle Zoom Lens

The new FE 16-35mm F2.8 GM wide-angle zoom joins the acclaimed FE 24-70mm F2.8 GM and FE 70-200mm F2.8 GM OSS to round out Sony's line-up of F2.8 large aperture zoom lenses. Equipped with a variety of Sony's most advanced lens technologies, it is the first wide-angle G Master model, making it ideal for an extensive variety of shooting situations - landscapes, architecture, close up portraits, sports, action and much more. It is also exceptionally lightweight and compact, maximising portability and usability.

The new lens features exceptional corner-to-corner sharpness, with an optical design that includes five aspherical elements, two of which are Sony's original XA (extreme aspherical) elements that reduce aberration and deliver ultimate resolution throughout the entire zoom range and aperture range.

The front XA element on the **SEL1635GM** is the largest XA element ever produced, ensuring optimum quality. There are also two ED (Extra low-Dispersion) glass elements that keep chromatic aberration to a minimum while maximising resolution, and Sony's original Nano AR coating that suppresses internal reflections to ensure excellent image contrast and clarity.

The lens features a near circular aperture shape at all settings, and the combination of the aforementioned XA element with its 11 bladed aperture design produces images with sharply focused subjects and beautifully defocused backgrounds or "bokeh". It also has two DDSSMs (Direct Drive Super Sonic Wave Motors) that compose a floating focusing system and ensure that AF acquisition is speedy and quiet, making it an ideal choice for shooting still images as well as movies.

The **SEL1635GM** is dust and moisture resistantⁱ, has a fluorine coating on the front lens that helps to both prevent dust or grease marks and remove them easily if they do become a trouble. There is also a customisable focus hold button and a hood release button.

New FE 12-24mm F4 G Ultra-Wide-Angle Zoom Lens

A uniquely designed ultra-wide-angle zoom lens, the new FE 12-24mm F4 G lens produces outstanding image quality in a compact, lightweight design, weighing approximately 566g. Sony's widest full-frame E-mount lens, it offers a dynamic perspective for landscape, architecture and interior photography, and is well-suited for both stills and video shooting.

The lens features an innovative optical design with four aspherical elements that ensure excellent corner to corner sharpness and resolution. Additionally, the lens has three ED glass elements and one Super ED glass

element that minimises chromatic aberration throughout the entire image and benefits from Sony's original Nano AR coating.

The new **SEL1224G** lens includes a DDSSM (Direct Drive Super Sonic Wave Motor) for fast, quiet and precise AF performance, plus a customisable focus hold button and focus mode switch. It is also dust and moisture resistant.ⁱ

Pricing and Availability

The **SEL1635GM** will start shipping in Europe from August 2017 priced at approximately €2700. The **SEL1224G** will start shipping in Europe from July 2017 priced at approximately €2000.

For more information, please contact your local PR manager or:
David Edwards, Corporate Communications, Sony Europe
+44 (0)1932 817022 / david.edwards@eu.sony.com

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$72 billion for the fiscal year ended March 31, 2016. Sony Global Web Site: <http://www.sony.net/>

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