



Press Release

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Sony introduces 18-110mm Super 35mm / APS-C lens with power zoom capability

- **E PZ 18-110mm F4 G OSS (SELP18110G) with 6.1x high zoom ratio**
- **High resolution suited to professional 4K movie production**
- **Smooth Motion Optics (SMO) design and construction to minimise unwanted focus and image shifts whilst focusing or zooming**
- **Advanced operability including three separate focus, iris and zoom rings for professional operation**
- **Optical SteadyShot™ in-lens image stabilisation**
- **Compact, lightweight design with dust and moisture resistanceⁱ**

Offering moviemakers a powerful new creative tool, Sony has developed a new advanced Super 35mm / APS-C format power zoom lens that starts at 18mm wide angle and extends to 110mm at the telephoto end (27mm – 165mm equiv. in 35mm formatⁱⁱ), with 6.1x high zoom ratio, even with inner focus, and maintains a constant F4 aperture throughout for beautiful depth of field effects and stable exposure control across the entire standard zoom range.

An ideal companion to α Mount System cameras, from the [PXW-FS7](#) professional camcorder to interchangeable-lens cameras such as [a7](#) series and [a6300](#), this top quality G Lens™ delivers image quality that will satisfy the most demanding of professional users. It consists of 18 elements in 15 groups, including 6 aspherical elements and 3 ED (Extra-low Dispersion) glass

elements and features a 7 blade circular aperture design. This highly intricate design delivers extremely high resolution image quality and is particularly suited to professional 4K movie shooting.

The [SELP18110G](#) is only the second lensⁱⁱⁱ to benefit from Sony's Smooth Motion Optics (SMO) design and construction which has been developed to eliminate unwanted image shifts whilst operating the lens during movie shooting. SMO addresses three particular aspects on lens operation that can have a significant impact on movie quality: Focus Breathing, where shifts in angle of view during focusing are minimised by an internal focus mechanism. Focus shift, where small shifts in focus that can occur whilst zooming, are eliminated by precise focus tracking adjustment and Axial shift, where axial image shifts whilst zooming, are minimised by a constant length design.

The high level of operability and quiet operation of the new lens makes it a compelling proposition for its integration into professional movie production environments. Its three separate rings give control over focus, zoom and aperture, with optimal torque for a satisfyingly responsive, professional feel. Both servo and responsive manual mechanical zoom are fully supported and the zoom ring direction is switchable to match individual user preferences. The lens length remains constant during any changes making it easy to use with matte boxes and other lens accessories and in a first for α lenses, a 0.8mm pitch focus gear is built right onto the lens, providing direct compatibility with standard focusing accessories.

Optimum optical performance and operability is complemented by a dust and moisture-resistant designⁱ, making the lens ideal for location use. Extra versatility is afforded by Optical SteadyShot technology that provides in-lens image stabilisation during handheld shooting and its compact and lightweight^{iv} design means that it is a truly mobile solution.

The [SELP18110G](#) Super 35mm / APS-C power zoom lens for professional movie-makers and photographers is available in Europe from December 2016, priced at approximately 39 000 kr.

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/>

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- i Not guaranteed to be 100% dust and moisture proof.
 - ii With interchangeable-lens digital camera incorporating an APS-C type image sensor
 - iii The only other lens to benefit from SMO technology is the SELP28135G
 - iv 1105g without tripod mount