

SONY

For Immediate Release

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Sony Electronics Strengthens its Alpha System with the Introduction of its 60th E-Mount Lens, FE 50mm F1.2 G Master™

Sony's newest lens delivers Superb Resolution, Exquisite Bokeh and High-performance Autofocus in a Compact and Lightweight Design



SYDNEY, 17 MARCH 2021: Sony unveils the newest addition to its G Master full-frame lens series – the **FE 50mm F1.2 GM** (model SEL50F12GM) – delivering excellent resolution and dramatic bokeh known to Sony's G Master line, industry-leading AF (autofocus) capabilities, and professional control and reliability in a compact and lightweight design. The lens' maximum F1.2 aperture combines an impressive shallow depth of field for maximum creative expression with incredible light gathering capabilities, allowing for faster shutter speeds and lower ISO in low light settings, making it ideal for portraits, wedding photography, video and more.

"We're proud and excited to introduce our 60th E-mount lens – the FE 50mm F1.2 GM – which delivers a new level of expression and performance for still images and video," said Jun Yoon, Head of Digital Imaging, Sony Australia & New Zealand. *"We're always listening*

to our customers to deliver the best imaging technology. The FE 50mm F1.2 GM, our first F1.2 lens for the α brand, was designed without compromise.”

Excellent Resolution and Beautiful Bokeh

The FE 50mm F1.2 GM features the latest optics, including three XA (extreme aspherical) lens elements, that contribute to high resolution across the entire image and is maintained even when fully opened at F1.2. The new lens also ensures clear images in backlit scenes thanks to Sony's Nano AR Coating II, that effectively minimizes internal reflections so that flare and ghosting do not occur.

The FE 50mm F1.2 GM creates dramatic G Master bokeh at the maximum F1.2 aperture to provide dimensionality to every image. Using the newly developed 11-blade circular aperture unit, and fine-tuned optical design with minimal spherical aberration, the lens can achieve smooth, deep bokeh in both the foreground and background.

High Performance AF and Tracking at F1.2

The lens can keep subjects in sharp focus even at an extremely shallow depth-of-field with fast, precise and quiet AF and tracking, thanks to the four XD (extreme dynamic) Linear Motors which provide high thrust efficiency. When precise focusing is required, especially when shooting 4K video with human eye tracking, the FE 50mm F1.2 GM allows the user to focus on composition thanks to its excellent response with minimum delay and low vibration. In addition, the lens' floating focus mechanism, controlled by its dedicated lens drive algorithm, achieves high resolution over the entire focus range, with a minimum focus distance of 0.4m.

Professional Control and Reliability in a Compact Form Factor

The FE 50mm F1.2 GM was designed with professional content creators in mind. With convenient controls and functions such as a Linear Response MF (Manual Focus), aperture ring with a click on/off switch, focus mode switch, and two customizable focus hold buttons, the FE 50mm F1.2 GM combines easy operation with professional control. The FE 50mm F1.2 GM also features a dust and moisture resistant design, and a fluorine front element coating that protects the lens from fingerprints, dust, water, oil and other contaminants. Developed using Sony's latest simulation technologies and the latest optical design, the lens comes in a surprisingly compact and lightweight form factor (φ87 x 108mm, 778g.), providing high mobility and easy handling for a 50mm F1.2 lens.

Pricing & Availability

The new **FE 50mm F1.2 GM** will be available in Australia from May 2021 for SRP \$3,399.

A product video on the new **FE 50mm F1.2 GM** can be viewed at:

<https://youtu.be/Q3RFSS7vNTY>

For detailed product information, please visit:

<https://www.sony.com.au/electronics/camera-lenses/sel50f12gm>

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About Sony mirrorless range: Sony is the leader in mirrorless technology with 9 full-frame bodies; 4 APSC bodies; 40 full-frame lenses; and 20 APSC lenses in market in Australia. The Alpha mirrorless system gives you an unmatched range of creative options.

About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, image sensors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>.

About Sony Australia: Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Alpha digital interchangeable lens cameras and Cyber-shot digital cameras, headphones, Walkman MP3 players and other audio products, and professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Images: Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.com.au

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