

SONY

For Immediate Release

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Sony Introduces Three New High-Performance G Lenses to Full-Frame Lens Series

*New 50mm, 40mm and 24mm introductions combine
Incredible Image quality and compact versatility*



SYDNEY, 24 MARCH 2021: Sony expands its native E-mount lens family to sixty three (63) lenses with the introduction of three new outstanding G Lenses™ – the **FE 50mm F2.5 G (model SEL50F25G)**, **FE 40mm F2.5 G (model SEL40F25G)** and **FE 24mm F2.8 G (model SEL24F28G)**.

With these additional lenses, Sony has further strengthened its one-mount advantage of the Sony ecosystem. With the recent 50mm F1.2 G Master lens announcement, today's launch

highlights the incredible benefit of the Sony E-mount system with its class-leading designs that are compact and lightweight without any compromise in quality.

All three lenses deliver high image quality and gorgeous bokeh in a lightweight and compact design, perfect for photographers and videographers alike who demand standout images in a compact design.

When paired with a Sony full-frame or APS-C camera, all three lenses boast high resolution and intuitive operability. Featuring fast, precise and quiet autofocus capabilities, these lenses have been introduced as the perfect set for photographers and videographers needing quality glass for a wide range of uses including street, portraiture and landscape shots.

“We are constantly innovating the tools that creators need to enhance their ability to capture the world” said Jun Yoon, Head of Digital Imaging, Sony Australia & New Zealand. *“With superb resolution and mesmerising bokeh, all housed in a compact, lightweight and sophisticated design, these new lenses enable users to capture different perspectives without the bulk”*.

These three prime lenses each deliver a focal length for any shoot with the 50mm best for portraits, the 40mm optimal for still or movie shooting, and the 24mm ideal for landscapes. With their intuitive operability and superb build quality they are a fantastic set of three.

What’s more, the three lenses are of the same size (68mm diameter x 45mm), have the same filter diameter (49mm) and are almost the same weight (**FE 50mm F2.5 G** 174g, **FE 40mm F2.5 G** 173g and **FE 24mm F2.8 G** 162g) and internal focus so lens interchange is easy – even when using a gimbal. They feature the same stylish exterior design, but focal lengths are clearly marked for quick switches.



High resolution in a compact design

The **FE 50mm F2.5 G**, **FE 40mm F2.5 G** and **FE 24mm F2.8 G** deliver the high image quality of a G Lens, whilst being compact and lightweight. The image quality is achieved by state-of-the-art optics using aspherical elements and ED (Extra-low Dispersion) glass elements¹, delivering high resolution and suppressing colour fringing. The aspherical elements ensure high resolution performance in every corner of the image, even from the widest aperture with shallow depth of field. Enjoy shooting in high resolution using a compact design.

The stunning bokeh of the G lens is achieved with the optimisation of a circular aperture and is delivered at the widest point of each lens (**FE 50mm F2.5 G** F2.5 at 50mm, **FE 40mm F2.5 G** F2.5 at 40mm and the **FE 24mm F2.8 G** F2.8 at 24mm).

Whether shooting with a full-frame or APS-C body, all three lenses were carefully designed for peak mobility and are compact and lightweight enough to suit any location. Furthermore, the size and weight are balanced perfectly for gimbal usage.

Focus distances

As well as the 50mm angle of view being perfect for portraits and snap shooting stills or movies, the **FE 50mm F2.5 G** has a minimum focus distance of 0.35m (AF) / 0.31m (MF) and maximum magnification of 0.18x (AF) / 0.21x (MF), meaning it's ideal for a variety of scenes and objects.

¹ FE 24mm F2.8 G 1 x ED, 3 x aspherical elements
FE 40mm F2.5 G 3 x aspherical elements
FE 50mm F2.5 G 1 x ED, 2 x aspherical elements

The **FE 40mm F2.5 G** 40mm angle of view is ideal for snap shooting stills or movies with a minimum focus distance of 0.28m (AF) / 0.25m (MF) and maximum magnification of 0.20x (AF) / 0.23x (MF). Particularly for movie shooting, 40mm is the preferred angle of view as it corresponds to the natural field of vision and for stills, 40mm allows subjects to stand out against backgrounds.

With a wide 24mm angle of view, the **FE 24mm F2.8 G** lens is perfect in situations where the background is included, such as gimbal or selfie shooting with a grip attached. And with a minimum focus distance of 0.24m (AF) / 0.18m (MF) and maximum magnification of 0.13x (AF) / 0.19x (MF), you can also shoot close-ups with a blurred background.

High operability and reliability

Despite their compact size, the lenses feature a focus hold button, focus mode switch, aperture ring, and aperture click switch for ideal operability. The focus hold button is customisable from the camera menu and can be assigned a user preferred function. The aperture ring provides a more intuitive and direct feel, compared to operating the aperture from the camera body when shooting either stills or movies. The aperture also provides switchable click stops that can be turned off for movie shooting using the aperture click switch. Furthermore, with Linear Response MF, the focus ring responds precisely and linearly when focusing manually so control feels immediate and intuitive, directly reflecting the intent of the operator and allowing delicate focus adjustments.

The aluminium exterior and engraved Sony logo ensure a premium, sophisticated finish as well as increased strength and durability. Conveniently, the diameter of the filter threads on the hood and the lens barrel are equal² (49mm), allowing the same cap and filter to be attached to both the hood and the lens barrel. The lenses are also designed to be dust and moisture resistant³ to ensure usability in any outdoor environment.

Fast, precise and quiet autofocus

The **FE 50mm F2.5 G**, **FE 40mm F2.5 G** and **FE 24mm F2.8 G** feature two linear motors to deliver fast, precise autofocus (AF) with excellent tracking performance which is maintained despite instantaneous changes in subject motion - making the lens ideal in snapping moving subjects. The AF is also quiet, so works for both still and movie shooting.

² This does not apply to FE 24mm F2.8 G

³ Not guaranteed to be 100% dust and moisture proof

Pricing and Availability

The **FE 50mm F2.5 G**, **FE 40mm F2.5 G** and **FE 24mm F2.8 G** will be available in Australia from early May 2021. Each lens is priced at SRP \$999.00.

A product video on the set of three **lenses** can be viewed [here](#).

For detailed product information, please visit:

- **FE 50mm F2.5 G:** <https://www.sony.com.au/electronics/camera-lenses/sel50f25g>
- **FE 40mm F2.5 G:** <https://www.sony.com.au/electronics/camera-lenses/sel40f25g>
- **FE 24mm F2.8 G:** <https://www.sony.com.au/electronics/camera-lenses/sel24f28g>

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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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