

SONY

For Immediate Release

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Sony Australia Ltd

Sony boosts full-frame lens line-up with launch of 12-24mm G Master™, the world's widest zoom with a constant F2.8 aperture



SYDNEY, 8 July 2020 – Sony today announced an exciting new addition to its full-frame lens line-up with the introduction of the **FE 12-24mm F2.8 GM** (model [SEL1224GM](#)) large-aperture ultra-wide zoom lens. This compact and versatile lens is ideal for shooting landscapes, architecture and astrophotography while providing extra mobility for active sports shooters who want to use ultra-wide angles.

The introduction of the **FE 12-24mm F2.8 GM** means that the F2.8 range of Sony's G Master series lenses now extends all the way from 12mm through to 200mm¹ and at 12mm, offers the world's widest zoom at F2.8². At this focal length, it is possible to emphasise distance and create dynamic perspectives that are beyond the scope of the human eye, opening the door to new avenues of creative expression.

¹ SEL1224GM, SEL1635GM, SEL2470GM, SEL70200GM

² Compared to interchangeable constant F2.8 zoom lenses for 35mm full-frame format digital cameras. As of July 2020. Sony survey.

“We are extremely excited about the introduction of the **FE 12-24mm F2.8 GM** as we believe that photographers and videographers using the Sony’s Alpha system will fall in love with this lens”, said Jun Yoon, Head of Digital Imaging, Sony ANZ. “It is important for us to continue to push boundaries in the industry and by extending our range of G Master constant F2.8 lenses out to 12mm with such a technology-packed and high performing lens, we are excited to see the results of the new creative opportunities it offers.”

The **FE 12-24mm F2.8 GM** benefits from a rich and innovative construction that delivers outstanding corner-to-corner image quality throughout the entire zoom range. It features three extremely precise XA (extreme aspherical) elements including the largest XA element ever made for an α^{TM} (AlphaTM) lens. These XA elements, in combination with an aspherical element, effectively suppress astigmatism, coma and field curvature right out to the edges of the image. Furthermore, three ED (Extra-low Dispersion) glass elements plus two Super ED glass elements, powerfully suppresses chromatic aberration and combine to deliver corner-to-corner clarity whilst minimising colour fringing.

A floating focus mechanism divides the lens’ focus group into two independently controllable groups. It is extremely effective at ensuring both outstanding close-up performance and maximum sharpness at any distance as it divides the lens’ focus group into two independently controllable groups. It also helps realise a constant 0.28-metre minimum focusing distance throughout the zoom and because it is an internal focus lens, its length remains constant and its centre of gravity varies very little, so it is always optimally balanced in the hand.

The signature bokeh effects of Sony’s G Master series lens have been achieved through the fine tuning of the lens’ spherical aberration characteristics during both the design and manufacturing process. At the same time, the extremely high surface precision of the lens’ XA elements effectively suppresses onion-ring effects and, in combination with a 9-blade circular aperture, further enhances its exquisite bokeh.

The **FE 12-24mm F2.8 GM** employs four original high-speed, high-thrust XD (extreme dynamic) Linear Motors to ensure that it is compatible with the speed performance of both current and future camera bodies. With two for each of the lens’ focus groups, autofocus is fast and precise and new control algorithms maximise the response of the XD Linear Motor system while achieving flawless synchronisation between the two focus groups. A further benefit is that operation is extremely quiet with minimal vibration.

A brand-new Nano AR Coating II that can be evenly applied to large lens elements or highly curved element surfaces has been used for the first time on the **FE 12-24mm F2.8 GM**. It suppresses internal reflections, minimises flare and ghosting for clear, crisp imagery and despite the lens’ wide angle of

view, Nano AR Coating II maintains high clarity and contrast throughout the entire image, even in difficult light.

Movie-making

The constant F2.8 maximum aperture at all focal lengths ensures that exposure is stable when zooming. In turn, this means that shutter speed and ISO sensitivity can remain consistent whilst shooting movies. The creative opportunities afforded by shooting movies at a 12mm angle of view with F2.8 constant aperture in full-frame are boundless, however, when used on an APS-C camera or with a Super 35 angle of view, the wide end of the zoom range becomes equivalent to 18mm, providing a very useful zoom range for moviemaking.

Professional control

Weighing only 847 grams, the **FE 12-24mm F2.8 GM** offers numerous features for full professional control of shots. These include a customisable focus-hold button, focus-mode switch, zooming ring and focusing ring that are positioned for easy operation whilst shooting. The Linear Response MF ensures that the focus ring responds directly to the subtlest adjustments when focusing manually so control feels immediate and precise. It is dust and moisture resistant³ and the front lens element features a fluorine coating that repels water, oil, and other contaminants, while making it easier to wipe off any fingerprints from the lens surface. The rear filter holder accommodates standard sheet-type ND, colour correction and other filters for expanded expressive capability. A cutting template for sheet filters is supplied.

Availability

The **FE 12-24mm F2.8 GM** will be available in Australia from late July 2020 for SRP \$5499.

For full product details, please visit: <https://www.sony.com.au/electronics/camera-lenses/sel1224gm>

A product video on the new **FE 12-24mm F2.8 GM** can be viewed at: <https://youtu.be/NXzAZiZzj0I>.

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About Sony mirrorless range: Sony is the leader in mirrorless technology with 8 full-frame bodies; 4 APSC bodies; 35 full-frame lenses; and 18 APSC lenses in market in Australia. The Alpha mirrorless system gives you an unmatched range of creative options.

About Sony: With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. 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

³ Not guaranteed to be fully dust and moisture resistant

BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact webenquiries.au@ap.sony.com

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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