

SONY

For Immediate Release

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Introducing the Compact, Ultra-wide Angle FE 14mm F1.8 G Master™



*The Newest Addition to Sony's E-mount Lens Lineup Offers Extraordinary
Resolution, Advanced Autofocus Capabilities and More*

SYDNEY, 21 April 2021 - Sony further expands its E-mount lens lineup with the introduction of the FE 14mm F1.8 GM (model SEL14F18GM) – a compact, large-aperture, ultra-wide angle lens that allows users to capture the world with new perspectives, especially when shooting landscapes, architecture, starry skies and interiors.

"I'm excited to introduce the newest member to the G Master family, the FE 14mm F1.8 GM. A lens that many Sony Alpha users have been waiting for!" said Jun Yoon, Head of Digital

Imaging Sony Australia & New Zealand. *“The 14mm G Master is a lens that delivers extraordinary resolution, fast and quiet autofocus and is remarkably compact.”*

Extraordinary Resolution in a Compact and Lightweight Design

The new FE 14mm F1.8 GM features a compact optical design, measuring just 83mm x 99.8mm and weighing just 460g (approx.), with advanced optical technology that delivers superb resolution and stunning contrast. Two XA (extreme aspherical) elements maintain excellent resolution throughout the image area even at corners, which enables its compact and lightweight design. Two ED (Extra-low Dispersion) glass elements and one Super ED glass element result in optical refinements that suppress chromatic aberration and deliver excellent contrast and precise rendering at all apertures.

Users can faithfully render light point sources thanks to a maximum aperture of F1.8, making it possible to capture astrophotography or shoot in other low-light environments without having to use extremely slow shutter speeds. When shooting in challenging lighting conditions, Sony’s original Nano AR Coating II technology maximises clarity by subduing flare and ghosting.

The FE 14mm F1.8 GM can produce beautiful bokeh at F1.8, even with the ultra-wide 14mm focal length. With a 0.25m minimum focus distance, the FE 14mm F1.8 GM offers expanded possibilities for close-up still and video shooting and creates stunning bokeh known to Sony’s G Master premium series of lenses. In addition, its precise XA elements, a 9-blade circular aperture mechanism and optimally managed aberration, allows the FE 14mm F1.8 GM to produce exquisite background bokeh without the undesirable onion-ring effect.



Advanced Autofocus

Using two XD (extreme dynamic) Linear Motors, focus can be accurately acquired and maintained even when shooting with a narrow depth of field at F1.8, giving professional shooters the reliability they need to get the job done in challenging conditions. Moreover, the FE 14mm F1.8 GM enables quiet AF with minimal vibration for smooth focus transitions, perfect for video content creation.

Professional Level Control and Reliability

The new lens also features several advanced and versatile control options including, a focus hold button, a focus mode switch and a focus ring to ensure smooth, efficient operation in a wide range of shooting environments. For added customisation, a number of functions can be assigned to the focus hold button from the camera body interface. The FE 14mm F1.8 GM also features Linear Response MF for direct and precise manual focusing. An aperture ring that allows intuitive aperture control is also included. For added creative freedom, the FE 14mm F1.8 GM includes a rear filter holder that accepts standard sheet-type filters for ND, color correction, soft filter, etc.

A dust and moisture resistant design¹ provides the reliability needed for challenging conditions. The front lens element features a fluorine coating that repels water, oil, and other contaminants. The rear element is also fluorine coated to keep that surface clean when changing the rear filter. The lens also has a built-in petal hood that effectively blocks extraneous light that can cause flare and ghosting.

Pricing & Availability

The **FE 14mm F1.8 GM** will be available in Australia from late May 2021. SRP \$2299.00.

A product video on the new FE 14mm F1.8 GM can be viewed [here](#).

For detailed product information, please visit: <https://www.sony.com.au/electronics/camera-lenses/sel14f18GM>

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About Sony mirrorless range: Sony is the leader in mirrorless technology with 9 full-frame bodies; 4 APSC bodies; 43 full-frame lenses; and 20 APSC lenses in the market in Australia. The Alpha mirrorless system gives you an unmatched range of creative options.

¹ Not guaranteed to be 100% dust and moisture proof.

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/>.

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

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