

SONY

For Immediate Release

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Sony Australia Ltd

Sony launches newest addition to G Master™ full-frame lens series with the indispensable FE 35mm F1.4 GM



SYDNEY, 14 January 2021 – Sony today announced the **FE 35mm F1.4 GM** (model SEL35F14GM) – the newest addition to its acclaimed G Master™ full-frame lens series – delivering first-class image quality and beautiful bokeh for broad expressive capability in an extremely compact and lightweight design. The **FE 35mm F1.4 GM** is a must-have for Sony’s E-mount users, as in combination with Sony’s camera bodies it boasts advanced focusing capabilities - perfect for a wide range of uses such as shooting landscapes, portraits and street photography, both stills and video.

*“The Sony **FE 35mm F1.4 GM** expands our diverse offering of lenses for the Sony E-Mount system. This full-frame lens gives photographers and videographers versatility, allowing users to perfectly capture stills and video without compromise”,* said Jun Yoon, Head of Digital Imaging, Sony ANZ.
“The Sony E-Mount system was designed with all types of shooting in mind, and the SEL35F14GM is a testament to that with its superior optics and autofocus system”.

Superlative resolution in a compact lens

Sony's advanced optical design and manufacturing technology offers extraordinary resolution, gorgeous bokeh and precision focus performance. This compact lens fits comfortably in the palm of your hand, weighing a mere 524 grams and measuring just 76mm dia. x 96mm with a filter diameter of Φ 67mm. The **FE 35mm F1.4 GM** boasts advanced optical technology that delivers stunning contrast and superb resolution. Two XA (extreme aspherical) elements effectively maintain superb resolution throughout the image area. The compact 35mm lens is not only mobile and manageable, it performs admirably in difficult lighting. An ED glass element and other optical refinements effectively suppress chromatic aberration and purple fringing for breathtaking results.

Beautiful bokeh for broad expressive capability

The **FE 35mm F1.4 GM** delivers an almost circular aperture thanks to its 11-blade construction – a rare level of quality for a mobile lens. Painstaking spherical aberration control at both the design and the manufacturing stages contributes to beautiful G Master bokeh that make subjects really stand out.

Two innovative XA elements allow for impossibly impressive close-ups with smooth, creamy background bokeh. The combination of F1.4 maximum aperture, and the flexibility to choose the perfect shooting distance (minimum focusing distance of just 27cm with a maximum magnification of 0.23x in autofocus mode), allows for ultimate control and stunning bokeh when shooting both stills and video.

Advanced focus for enhanced imagery

Two of Sony's XD (extreme dynamic) Linear Motors provide the high thrust efficiency needed for precise AF (autofocus) and tracking, resulting in outstanding resolution at any distance. State-of-the-art control algorithms, developed specifically for the XD Linear Motors, improve control response and precision, whilst minimising vibration and noise for fast, smooth and silent AF performance. Advanced focusing can also be achieved when shooting at a high frame rate.

Linear Response MF is ideal for creative focusing effects when shooting video, as it ensures the focus ring responds to subtle control when focusing manually. The focus ring rotation translates directly to a corresponding change in focus, so control feels immediate and precise.

Professional control and reliability

The **FE 35mm F1.4 GM** offers full professional control, with a focus hold button and focus mode switch to support smooth, efficient operation. An aperture ring with switchable click stops can be turned off for movie shooting, and when used on an APS-C camera or with a Super 35 angle of view, it can be used as a standard lens equivalent to 52.5mm, making the **FE 35mm F1.4 GM** the perfect choice for creating videos. The focus hold button can be assigned to several other functions via a camera body menu, providing direct access to functions that are vital to photographers and

videographers alike. It was created to be reliable with a dust and moisture resistant design¹ and a fluorine front element coating that repels water, oil, and other contaminants.

Pricing and availability:

The **FE 35mm F1.4 GM** will be available in Australia from mid-February 2021 for SRP \$2,449.

For more information on Sony's G Master™ full-frame lenses:

<https://www.sony.com.au/electronics/g-master-lenses>

A product video on the new **FE 35mm F1.4 GM** can be viewed at: <https://youtu.be/rYVEXbBUJQk>

For detailed product information, please visit:

<https://www.sony.com.au/electronics/camera-lenses/sel35f14gm>

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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, α digital interchangeable lens cameras and Cyber-shot digital cameras, Walkman MP3 players, headphones and other audio products, and 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 the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.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

Social Media: Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - www.facebook.com/sonyaustralia, Instagram www.instagram.com/sonyaustralia and YouTube www.youtube.com/sonyaustralia.

¹ Not guaranteed to be 100% dust and moisture proof