



For Immediate Release

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Sony Australia Ltd

Sony announces new full-frame 135mm F1.8 G Master prime lens with stunning resolution and bokeh, excellent AF performance



SYDNEY, 27 February 2019 - Sony today introduced a highly anticipated addition to their acclaimed G Master™ series of full-frame E-mount interchangeable lenses – a 135mm F1.8 full-frame, large-aperture telephoto prime lens, [SEL135F18GM](#).

Equipped with Sony's most advanced optical technologies, the new lens is built to meet the extremely high standards of Sony's G Master series. The new FE 135mm F1.8 GM offers exceptionally high resolution and exquisite bokeh, two qualities that are signature attributes of Sony's flagship G Master brand. The new lens combines rapid autofocus (AF) acquisition with a lightweight, portable design and a variety of professional functions, making it a versatile, high-performance tool for professional portrait photographers, wedding photographers, sports photographers and a wide variety of imaging enthusiasts.

"Sony's commitment to growing our E-mount lens line-up remains stronger than ever," said Jun Yoon, Head of Digital Imaging, Sony ANZ. "Our 31st native full-frame mirrorless lens, the highly anticipated 135mm prime, brings the acclaimed G Master quality to another popular focal length for both professionals and enthusiasts to enjoy. This latest addition expands the G Master family to 9 lenses, giving photographers the opportunity to capture and create like they never have before."

Realising consistently high resolution across the entire frame, even at F1.8, the **FE 135mm F1.8 GM** boasts an innovative optical design that places XA (extreme aspherical) and Super ED (Extra-low

Dispersion) glass elements in the front group to effectively suppress all common telephoto lens aberrations. Additionally, the Super ED element plus one ED glass element are strategically positioned to compensate for axial chromatic aberration, minimise colour fringing and maximise overall resolution, ensuring outstanding image quality. For impressive clarity, Sony's unique Nano AR Coating is applied to reduce flare and ghosting that can occur when shooting backlit portraits.

The new telephoto prime lens utilises its XA element, refined with Sony's latest bokeh simulation technologies during the design and manufacturing stages, to control spherical aberration and achieve exquisite bokeh. In addition, an 11-bladed circular aperture mechanism contributes towards achieving extremely natural and beautiful background defocus. The exciting new model also features dual-autofocus groups in a floating focus arrangement for improved close-up capability, allowing a minimum focus distance of just 0.7 metres and a maximum magnification of 0.25x.

To ensure that this lens can keep up with fast-moving portrait or sports subjects, the **FE 135mm F1.8 GM** has been equipped with a total of four of Sony's proprietary XD linear motors—two for each group—that achieve rapid, reliable and speedy AF tracking and performance. There is also a control algorithm that helps to maximise control response and ensure quiet, low-vibration AF. All of this exceptional performance is packaged in a compact, lightweight body weighing in at 950g.

The **FE 135mm F1.8 GM** includes a number of professional controls that enhance ease of operation for both stills and movie shooting. These include an aperture ring that allows direct, intuitive aperture control and a focus ring that features Linear Response MF for fine, responsive manual focus control. There is also a focus range limiter switch, two customisable focus hold buttons, and a focus-mode switch that makes it possible to quickly select auto or manual focus to match changing shooting conditions.

New Circular Polarising Filters

In addition to the new **FE 135mm F1.8 GM Lens**, Sony has also announced a new line-up of Circular Polarising Filters. The new filters, including models for lens diameters 49mm, 55mm, 62mm, 67mm, 72mm, 77mm and 82mm, preserve image quality and resolution about twiceⁱ as effectively as Sony's existing circular PL filter line-up, making them a perfect partner for Sony's flagship G Master series lens. They also feature a ZEISS® T* Coating to minimise flare and a slim filter design to prevent image vignetting and maximise overall performance.

Pricing and availability tbc.

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About Sony full-frame mirrorless range: Sony is the leader in mirrorless with 7 camera bodies and now, 31 lenses. The Alpha full-frame mirrorless system give 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 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 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

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ⁱ Depends on model and focal length of lens attached