

SONY

For Immediate Release

Jazlyn Burke, 02 7209 9100
jazlyn.burke@adhesivepr.com.au
Adhesive PR

Kate Hammond, Sony Australia
PR.sanz@sony.com

Sony Introduces World's Smallest and Lightest¹ Wide-Angle Zoom Lens G-Master FE 16-35mm F2.8 GM II with the Acclaimed G Master™ Image Quality and Advanced High-Speed AF

With the introduction of this second generation wide-angle zoom, along with the second generation of standard, and telephoto zoom lenses with a maximum aperture of F2.8, Sony enhances the total Alpha system.



SYDNEY, AUSTRALIA – AUGUST 30 2023 – Sony announces the launch of the wide-angle zoom lens G Master™ [FE 16-35mm F2.8 GM II](#) (model SEL1635GM2) as a 35mm full-frame α™ (Alpha™) E-mount lens that covers focal lengths from 16mm to 35mm with a maximum aperture of F2.8 over the entire zoom range.

FE 16-35mm F2.8 GM II satisfies the needs of photographers and videographers seeking high-performance lenses, and with the descriptive power and high-speed AF (autofocus) unique to G Master™, it is possible to fully bring out the high performance of our advanced

¹ As of the August 2023 product announcement. Compared to full-frame F2.8 16-35 mm zoom lenses that support autofocus. Sony survey.

camera bodies. In addition, with its world's smallest and lightest weight¹, it is optimal for agile shooting.

With the expansion of the range with this wide-angle zoom lens, a maximum aperture of F2.8 second-generation² zoom lens will be available, along with standard (24-70mm) and telephoto (70-200mm). These lenses, which are each the world's lightest,³ have excellent resolution performance, further strengthening the Alpha system, creating rich and varied shooting environments.



World's smallest and lightest¹ high-resolution F2.8 wide-angle zoom lens

Thanks to a new optical design that effectively arranges the extremely high surface precision XA (extreme aspherical) lens, the FE 16-35mm F2.8 GM II achieves high resolution with a maximum aperture of F2.8 over the entire zoom range. This is made possible by creating an aspherical shape with a higher degree of freedom than before. In addition to the stunning G Master bokeh expression with a wide angle, it offers an outstanding close-up performance throughout the zoom range, that minimum shooting distance of 0.22m and a maximum shooting magnification of 0.32x. Furthermore, Sony's original Nano AR Coating II suppresses ghosting and flares to capture clear images even when a strong light source comes into the frame. This is the world's smallest and lightest¹ wide-angle zoom lens with a total length of 111.5mm and a weight of approximately 547g, which is about 20% lighter⁴ than the previous model.

Extraordinarily fast and precise AF that brings out the best in advanced bodies

FE 16-35mm F2.8 GM II includes the latest XD (extreme dynamic) linear motors that effectively works on high-speed drive. It achieves quiet AF that is suitable for both still

² Standard zoom lens FE 24-70mm F2.8 GM II / Telephoto zoom lens FE 70-200mm F2.8 GM OSS II

³ As of the August 2023 product announcement. Sony survey.

⁴ Compared to FE 16-35mm F2.8 GM.

images and movies, and is up to twice as fast as conventional models⁴. Even with high frame rate videos where focus shifts are noticeable, the subject is tracked with high precision. When combined with the α1 camera body, high-speed continuous shooting⁵ at up to 30 fps is possible with high-speed, high-precision, and quiet focusing.

Operability and reliability for comfortable shooting of both still images and movies

FE 16-35mm F2.8 GM II offers comfortable operability and excellent still image and movie shooting performance that meets the needs of professional and advanced amateur users. By reducing focus breathing during video recording compared to previous models, it is possible to achieve high-quality image expression without fluctuations in the angle of view. In addition, it suppresses the movement of the centre of gravity during zooming and enables stable shooting, so you can shoot comfortably with a gimbal. Operability has also been improved with features such as an aperture ring that can be clicked on/off with a switch, and two focus hold buttons that can be assigned a desired function from the camera body.

Fluorine coating is applied to the front lens, so dirt adhering to the lens surface can be easily removed. The dustproof and splashproof design allows you to use the camera safely even outdoors⁶, giving you greater freedom in shooting.

Availability & Price

The new FE 16-35mm F2.8 GM II (model SEL1635GM2) will be available in Australia from mid-September 2023.

Pre-Order Available now.

SRP: \$3,999.00 AUD

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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

⁵ With the α1: "Hi+" continuous shooting mode. Effective at 1/125 sec. or higher shutter speed.

⁶ Not guaranteed to be 100% dust and moisture proof.

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

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

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