

For Immediate Release

Jazlyn Burke, 02 7209 9100 jazlyn@ernestagency.com Ernest Agency

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

Sony Releases Large Aperture Wide-Angle Zoom G Lens™ FE 16-25mm F2.8 G

Balances the supreme expression capabilities of a wide-open F2.8 with a compact and lightweight design for excellent portability



SYDNEY, AUSTRALIA - 17 April 2024— Sony is pleased to announce the latest addition to its full-frame α^{TM} (AlphaTM) E-mount lens line-up. **FE 16-25mm F2.8 G** is a large-aperture wide-angle zoom lens that maintains an F2.8 maximum aperture over the entire zoom range from 16 mm to 25 mm, combining supreme image quality with excellent portability due to its compact and lightweight design.

This new lens offers high-resolution performance, beautiful bokeh, and high-speed, high-precision, quiet, fast-tracking AF (autofocus). Weighing an impressively light 409 g, it is highly portable so you can easily enjoy every day shooting that emphasises the sense of perspective that can only be achieved with a wide-angle lens. It benefits from the same filter diameter, operability and roughly the same size and weight as the "FE 24-50mm F2.8 G" announced in February 2024, easy to use when shooting hand-held or when combined with a gimbal. The FE 16-25mm F2.8 G expands the range of photographic and video expression for creators in a variety of scenes such as astrophotography, landscapes, architecture, portraits, general snapshots, and selfies.



Alpha 7C II + 16-25mm 1/200 | F 5.6 | ISO 320

Key features of FE 16-25mm F2.8 G

- Compact and lightweight design with the latest optical and mechanical design.
- Filter diameter φ67 mm, maximum diameter 74.8 mm, length 91.4 mm, weight approximately 409 g.
- By effectively arranging three ED (Extra-low Dispersion) glasses and four aspherical lenses, including one ED aspherical lens, various aberrations such as chromatic aberration are reduced, and high-resolution performance is achieved from the centre of the screen to the corner.
- The 11-blade circular aperture and optimisation of spherical aberration provide the beautiful bokeh that is the hallmark of Sony G lenses.

- High close-up shooting capability with a minimum shooting distance of 0.18 m and a maximum magnification of 0.20x¹.
- Equipped with two linear motors, it enables high-speed, high-precision, high-tracking, and quiet focusing even on fast-moving subjects. It also supports high-speed continuous shooting with AF/AE tracking of up to approximately 120 frames per second for the α9 III full-frame mirrorless camera². Smooth tracking even when shooting 4K120p/FHD240p³ high frame rate videos that require precise focusing.
- The adoption of linear response MF during manual focus allows for smooth and highquality image expression.
- Reducing the focus breathing allows high-quality movie expression.
- Compatible with the α series camera's image stabilisation "Active Mode"⁴, achieving high image stabilisation effects.
- High operability, including a focus hold button, aperture ring, aperture click ON/OFF switch, and focus mode switch.
- Designed to be dust and moisture proof⁵ with a fluorine coating that prevents dirt from sticking to the front surface of the lens.

Availability & Price

The new FE 16-25mm F2.8 G will be available in Australia from late April 2024.

SRP: \$2,199.00 AUD

###

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, 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

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, YouTube www.youtube.com/sonyaustralia and Tik Tok www.tiktok.com/sonyaustralia

 1 Maximum magnification is 0.2x (AF)/0.23x (MF) with a minimum focus distance of 0.18 m (0.59ft) (AF) / 0.17 m (0.56ft) (MF) at the 16 mm end of the range and 0.24 m (AF) (0.79ft) / 0.22 m (0.73ft) (MF) at the 25 mm end of

the range. ² Sony test conditions. Maximum continuous frame rate may be lower in some shooting conditions. Continuous shooting speed may vary depending on the lens used in AF-C focus modes. Visit Sony's support web page for lens compatibility information.

³ Depends on the camera used.

⁴ Compatible models only

⁵ Not guaranteed to be 100% dust and moisture proof.