



For Immediate Release

Alex Garth, (02) 7209 9100
alex.garth@adhesivepr.com.au
Adhesive PR

Kate Hammond
PR.sanz@sony.com
Sony Australia & New Zealand

Sony Announces the World's Lightestⁱ Compact Constant F4 Wide-Angle Power Zoom G Lens™ FE PZ 16-35mm F4 G

Latest Addition to Sony's E-mount Lens Line-Up Offers Evolved Image Quality and Operability for Full-Frame Content Creation



SYDNEY, AUSTRALIA - 23 March 2022 – Sony now boasts a total of 66 native E-mount lenses with the introduction of the **FE PZ 16-35mm F4 G (model SELP1635G)** – a wide power zoom with evolved image quality, high performance autofocus and superior operability designed to meet the needs of the world's best creators.

The new lens packs Sony's vast expertise in lens design into the world's lightestⁱⁱ full-frame wide-angle power-zoom lens with a constant F4 aperture, delivering outstanding performance and control. The compact lens offers refined image quality, expressive capability, and control

that will appeal to today's demanding hybrid content creators. Designed with both Videographers and Photographers in mind, SELP1635G brings the beautiful G Lens rendering, astonishing AF performance, and easy-to-use power zoom in a remarkably compact lens that is perfect for compact camera bodies.

Overall barrel length remains constant while focusing and zooming, making the **FE PZ 16-35mm F4 G** convenient for everything from vlogging and movie production to remote capture and landscape photography.

“We are so excited about this new release in our E-mount lens line up. The AF performance is amazing with the six (6) XD Linear motors, and so we expect it to be a hit with both stills and video content creators alike”, said Jun Yoon, Head of Digital Imaging ANZ. “As the world’s lightest^[i] constant F4 wide-angle power zoom lens, the **SELP1635G** is perfectly designed to meet the needs of today’s modern creators. People will be blown away by the quality of this lens, packaged in such a compact and lightweight form factor”.

Evolved Image Quality

The **FE PZ 16-35mm F4 G** offers an extraordinary blend of breathtaking resolution and beautiful bokeh in a compact lens. The optical path includes two AA (advanced aspherical) elements, a standard aspherical element, one Super ED (Extra-low Dispersion) and one ED glass element, and one ED aspherical element. Chromatic and spherical aberration are simultaneously controlled to provide excellent optical performance throughout the image area and 16-35 mm zoom range. The use of AA elements in an advanced optical design also ensure excellent close-up performance throughout the zoom range - minimum focusing distance is 0.28 meters at 16 mm and 0.24 meters at 35 mm, with a maximum magnification of 0.23x. What’s more, an optimised coating effectively suppresses flare and ghosting for clear, well-defined images.

A circular aperture and carefully designed spherical aberration work together to deliver smooth, deep full-frame bokeh that can add maximum atmosphere and visual impact.

High-Performance AF

For the first time in an Alpha lens, the **FE PZ 16-35mm F4 G** uses six of Sony’s original XD (extreme dynamic) Linear Motors for both focus and zoom drive. The fast response and smooth, quiet operation of this system gives users new creative freedom. With Sony’s flagship Alpha 1 body it is possible to maintain accurate focus while shooting stills continuously at up to 30 frames per secondⁱⁱⁱ.

Focus is especially critical when shooting slow motion, 4K, or 8K movies. The **FE PZ 16-35mm F4 G** works with α -series bodies^{iv} to reliably acquire focus, and smoothly and silently track even fast-moving subjects. High-thrust XD Linear Motors, optimised optics, and responsive control add up to extraordinarily precise AF performance without compromising the lens's compact dimensions.

Imagery, power zoom and operation refined for demanding movie applications

Based on feedback from leading creators, Sony specifically designed the **FE PZ 16-35mm F4 G** to deliver the refined imagery and control they need. It features the latest lens technology to reduce focus breathing as well as focus and axial shift when zooming to ensure the highest quality images are easily captured. Focus, zoom, and aperture operation are also extremely quiet, greatly reducing noise and vibration that can interfere with movie recording.



With a newly designed electronic power zoom system that is XD linear motor driven, the **FE PZ 16-35mm F4 G** provides advanced control with the response and immediacy of non-powered manual zoom. A zoom lever with variable zoom speed makes it easy to execute super-slow constant-speed. Power zoom minimises camera shake that can occur when operating a zoom ring and when used with compatible camera bodies, users can customise the zoom ring direction to suit shooting conditions.

Another fantastic feature is the ability to use buttons and controls on compatible bodies or accessories to remotely control zoom.

Furthermore, Linear Response MF ensures that the focus ring responds directly and linearly to subtle control when focusing manually and an aperture ring makes manual aperture control fast, direct, and easy.

Superior Mobility, Control and Reliability

World-class design and technology come together to deliver a compact, lightweight lens that also boasts power zoom for unprecedented focus, zoom and aperture rings – thus making it ideal for mobility and handling. As the world's lightest^v F4 wide-angle power-zoom lens, the **FE PZ 16-35mm F4 G** weighs just 353 grams, approx. 30% less than the SEL1635Z and is just 80.5 mm x 88.1mm in size with a filter diameter of ϕ 72mm.

The overall length of the lens remains constant while focusing and zooming for ideal balance and handling. Consistent balance makes this lens an ideal choice for gimbal-mounted movie shooting. The focus ring can be easily controlled with a finger while shooting movies, and the adjacent focus and zoom rings are stepped so they can be easily differentiated and operated by feel while viewing the monitor.

More impressive features for the **FE PZ 16-35mm F4 G** include the Iris Lock Switch that can be engaged to prevent the aperture ring from being accidentally moved between the [A] and F4 - F22 settings and the customisable focus hold button for convenient control.

Lastly, the lens has a dust and moisture resistant design^{vi} as well as a fluorine front element coating to keep it clean and reliable for outdoor use.

Availability & Price

The **FE PZ 16-35mm F4 G** will be available in Australia from Early May 2022.

SRP: \$1999.00 AUD

For detailed product information on the lens, see [here](#).

A product video of the new lens can be viewed [here](#).

Exclusive stories and exciting new content shot with the new **FE PZ 16-35mm F4 G** and Sony's other imaging products can be found at <https://www.sony->

asia.com/alphauniverse/home, a site created to educate and inspire all fans and customers of Sony α - Alpha brand.

###

About Sony mirrorless range: Sony is the leader in mirrorless technology with 9 Full-Frame and 4 APSC cameras. Complemented with over 60 native E-mount lenses available in Australia. The Alpha mirrorless system gives all creators an unmatched range of creative options.

About Sony Cinema Line: Cinema Line is series of professional cameras that have a filmic look, cultivated from Sony's long experience in digital cinema production, and enhanced operability and reliability that responds to the wide variety of creator's high demands. Cinema Line includes the digital cinema cameras VENICE 2 and VENICE, which are highly acclaimed in the feature and episodic production industry, the professional camera FX9, which is popular for documentary and drama production, the grab and shoot style FX6 for diverse content creation, and with the most compact FX3, Sony offers a true line-up of versatile creative tools to all types of visual storytellers.

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 and YouTube www.youtube.com/sonyaustralia.

ⁱ As of March 2022, Sony survey of constant F4 wide-angle zoom lenses for 35mm full-frame sensors

ⁱⁱ As of March 2022, Sony survey of constant F4 wide-angle zoom lenses for 35mm full-frame sensors.

^[i] As of March 2022, Sony survey of constant F4 wide-angle zoom lenses for 35mm full-frame sensors.

ⁱⁱⁱ Hi+™ continuous shooting mode. Effective at 1/125 sec. or higher shutter speed. In AF-C mode at shutter speeds of 1/250 sec. or higher the maximum continuous frame rate will depend on the shooting mode.

^{iv} Compatibility info at: <https://www.sony.net/dics/breathing/>

Available in movie mode only. Angle of view and image quality may change slightly when this function is used. Compensation may not be able to cover all situations.

^v As of March 2022, Sony survey of constant F4 wide-angle zoom lenses for 35mm full-frame sensors.

^{vi} Not guaranteed to be 100% dust and moisture proof.