

SONY

For Immediate Release

Sony announces new FE 200-600mm F5.6-6.3 G OSS super-telephoto zoom lens



SYDNEY, 12 June 2019 – Sony today announced another new lens for its expanding full-frame FE lens line-up; the new FE 200-600mm F5.6-6.3 G OSS super-telephoto zoom lens (model **SEL200600G**).

Sony's furthest reaching E-mount zoom, the new G Lens™ series model utilises many of the company's most advanced lens designing technologies to ensure excellent image quality, high-performance AF, and outstanding control. When paired with any of the latest, fastest E-mount camera bodies, it will reliably track and accurately capture all types of moving subjects including birds, wildlife, athletes in motion and much more.

"We will continue to innovate and expand our E-mount lens line-up, which now features 33 full-frame models and 51 lenses in total. The new 200-600mm super-telephoto zoom lens gives Sony's camera users yet another powerful tool to realise their vision," said Jun Yoon, Head of Digital Imaging ANZ. "For wildlife or bird photographers, sports photography enthusiasts and many others, it offers a new level of creative freedom, striking the ultimate balance between performance and portability."

Key features – New FE 200-600mm F5.6-6.3 G OSS super-telephoto zoom lens

- **Extended reach with built-in stabilisation**
 - Versatile tele-zoom range from 200mm telephoto to 600mm super-telephoto
 - Compatible with Sony's 1.4x and 2.0x teleconverters, extending the reach to a maximum of 840mm at F9 or 1200mm at F13 with outstanding image quality and AF performance
 - Built-in optical stabilisation with three different mode settings allows images to be sharp and in-focus at extended super-telephoto focal lengths
- **High resolution and corner-to-corner sharpness throughout the entire zoom range**

- Five ED (Extra-low Dispersion) glass elements and an aspherical element, arranged in a new optical design that minimises chromatic aberration
 - 11-blade circular aperture mechanism that ensures beautiful bokeh
 - Coated with Sony's original Nano AR coating to suppress any unwanted reflections, glare, or ghosting in images
- **Fast, precise and quiet autofocusⁱ**
 - Equipped with Sony's DDSSM (Direct Drive SSM) focusing system, which has the power and precision needed to drive the lens mechanism for remarkably fast, accurate focusing
 - Advanced focus system allows exceptionally quiet operation, avoiding any unwanted noise that can disrupt an unpredictable subject like a resting bird or any other form of wildlife
- **Internal zoom mechanism for reliable and stable handheld shooting**
 - Overall length of the lens does not change while zooming, maintaining consistent balance and distance between the front of the lens and desired shooting subject
 - A fixed-length structure – internal zoom mechanism - is adopted to retain high resistance to dust and moisture² to deal with difficult outdoor conditions
 - Quick zoom operation with light zoom ring torque
- **Refined control and reliability for use in the field**
 - Focus ring that features Linear Response MF for fine, responsive manual focus control
 - Equipped with three customisable focus-hold buttons plus a Focus Range Limiter
 - Dust and moisture resistant designⁱⁱ and fluorine coating on the front element to resist dirt and fingerprints

Pricing and Availability

The FE 200-600mm F5.6-6.3 G OSS will be available in Australia in August with pricing tbc.

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About Sony full-frame mirrorless range: Sony is the leader in mirrorless with 7 full-frame camera bodies and now, 33 full-frame 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 New Zealand 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 New Zealand visit www.sony.co.nz

Product Information: For further Sony product information or stockist details, readers can contact Sony New Zealand on 0800 766 969 or visit www.sony.co.nz.

Images: Product images can be downloaded from the Sony Australia/New Zealand Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.nz

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

ⁱ When the NEX series, ILCE-3000/3500, ILCE-5000/5100, ILCE-7/7R/7S, is attached, the autofocus function is limited. For details, please visit our support site.

https://support.d-imaging.sony.co.jp/www/cscs/lens_body/?area=gwt&lang=en&mdl=SEL200600G&cat=3

ⁱⁱ Not guaranteed to be 100% dust and moisture proof