

# SONY

For Immediate Release

## Sony expands E-mount lens line-up with two new APS-C lenses

*New E 16-55mm F2.8 G standard zoom lens and E 70-350mm F4.5-6.3 G OSS super-telephoto zoom lens extend creative options for Sony APS-C shooters*



SEL70350G



SEL1655G

**Auckland, 30 August 2019** - Sony today announced two new APS-C zoom lenses in the G Lens™ series for its E-mount line-up, including the **E 16-55mm F2.8 G** standard zoom lens and the **E 70-350mm F4.5-6.3 G OSS** super-telephoto zoom lens. With this announcement, Sony's versatile E-mount system now features a total of 54 lenses. Along with the two newly launched APS-C mirrorless cameras (**Alpha 6600**) and (**Alpha 6100**), Sony's APS-C range has been further strengthened, offering creators the ability to capture the desired moment with Sony's advanced technologies in compact and lightweight camera bodies. Sony's "One Mount" solution for both APS-C and full-frame cameras provides creators an extreme amount of versatility for all of their photography and video needs.

*"The launch of these two new lenses demonstrates Sony's commitment to building our E-mount line-up, both in full-frame as well as APS-C - taking our total "One Mount" suite up to 54 lenses" said Jun Yoon, Head of Digital Imaging Sony ANZ. "With these APS-C lens and body announcements, Sony has added to its ever-growing range of cameras and lenses to suit all photography levels and empower content creators to capture incredible imagery and express their perspectives."*

### **Ultra-sharp APS-C E 16-55mm F2.8 G standard zoom lens (model SEL1655G)**

The 16-55mm (24-82.5mm in 35mm equivalent focal length) APS-C standard zoom with a constant F2.8 aperture offers excellent G Lens image quality with outstanding all-around performance. This

lens is ideal for professionals as well as enthusiasts to capture landscapes, portraits, and everyday snapshots.

### **Key features**

- High corner-to-corner resolution throughout the zoom range even at F2.8
  - Two AA (advanced aspherical) and two aspherical elements suppress aberration for outstanding corner-to-corner G Lens resolution, while three ED (Extra-low Dispersion) glass elements reduce chromatic aberration and colour bleeding to a minimum
  - Clear and high image quality by suppressing flare and ghosting by adoption of Nano AR coating
  - 9-blade circular aperture mechanism and precisely controlled spherical aberration ensure beautiful bokeh
- Bright constant F2.8 optics in a compact, lightweight lens weighing just 494 grams
- XD (extreme dynamic) Linear Motor - as equipped in G Master™ series lenses - utilised for fast, precise, quiet AF and tracking
- Professional control and reliability
  - Customisable focus hold button for instantaneous operation
  - Linear Response MF for fine, responsive manual focus control
  - Dust and moisture resistant design in order to deal with difficult outdoor conditions
  - Fluorine coated front element to resist dirt and fingerprints

### **Compact and lightweight APS-C E 70-350mm F4.5-6.3 G OSS super-telephoto zoom Lens (model SEL70350G)**

The new E 70-350mm F4.5-6.3 G OSS super-telephoto zoom lens with optimised optical and mechanical design provides excellent G Lens image quality throughout the image area, right out to the maximum 350mm (105-525mm in 35mm equivalent) focal length. High optical performance is combined with the convenience and mobility of a compact, lightweight design even with 5x zoom. It also includes built-in optical image stabilisation which adds even further stability and convenience to this versatile super-telephoto zoom that is ideal for landscape and wildlife photographers.

### **Key Features**

- Excellent corner-to-corner G Lens image quality all the way to 350mm
  - One aspherical lens suppresses optical aberration and provide outstanding resolution from corner-to-corner
  - Three ED glass elements effectively arranged suppress chromatic aberration and control colour blur even at corners
  - Circular aperture contributes to soft, beautiful bokeh
- Compact, lightweight design weighing just 625 grams makes this 5x super-telephoto zoom remarkably mobile
- Sony's advanced XD Linear Motor technology in an APS-C format lens, for fast, precise AF and tracking
- Excellent control and reliability

- Built-in Optical SteadyShot™ image stabilisation makes it easier to capture images with greatly reduced blur, particularly when shooting at super-telephoto focal lengths
- A conveniently placed focus hold button can be assigned to a variety of functions via camera body
- An AF/MF focus mode switch on the lens makes it easy to quickly switch between auto and manual focus to respond to changing shooting needs
- Engage the zoom lock switch to prevent the lens from extending under its own weight during transportation
- Dust and moisture resistant design

### **Pricing and Availability**

Pricing and availability for the **SEL1655** and **SEL70350G** TBC.

For full product details on the **SEL1655G**, please visit:

<https://www.sony.co.nz/electronics/camera-lenses/sel1655g>

For full product details on the **SEL70350G**, please visit:

<https://www.sony.co.nz/electronics/camera-lenses/sel70350g>

A product video on the new **SEL1655G** can be viewed at: [https://youtu.be/F3JsQ\\_GAaTk](https://youtu.be/F3JsQ_GAaTk)

A product video on the new **SEL70350G** can be viewed at: <https://youtu.be/7PxIDcSAu68>

The new content will also be posted directly at the [Sony Photo Gallery](#).

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**About Sony mirrorless range:** Sony is the leader in mirrorless with 13 camera bodies (8 full-frame & 5 APS-C) and 54 lenses (34 full-frame & 20 APS-C lenses) available in market in New Zealand. The Alpha mirrorless “One Mount” (E-mount) system give you an unmatched range of creative options.

**Sony Scene** is an online platform for photographers and content creators. Make the most of this amazing craft and explore an exciting range of workshops, events, competitions, articles and resources at: [Sony Scene](#)

**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](http://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](http://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](mailto:sony@adhesivepr.nz)

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