

SONY

For Immediate Release

Sony Boosts Full-Frame Lens Line-up with Introduction of New FE 20mm F1.8 G Large-aperture Ultra-wide-angle Prime Lens



AUCKLAND, 27 February 2020 — Adding to its extensive range of native full-frame E-mount lenses, Sony today announced the launch of a new G Lens™ series, the FE 20mm F1.8 G (Model name **SEL20F18G**). Ensuring excellent G Lens resolution and bokeh, the **FE 20mm F1.8 G** is a compact, lightweight, ultra-wide prime – the widest full-frame prime lens in the E-mount line-up – which gives Sony's photographers more freedom to shoot stunning landscapes and starscapes as well as capturing impressive video.

The smart lens design features two AA (advanced aspherical) elements, three ED (Extra-low Dispersion) glass elements for the effective suppression of chromatic aberration and delivery of high corner-to-corner image quality even at the maximum aperture F1.8. It has excellent close-up performance with a minimum focus distance of 0.19 metres (max. magnification: 0.2 times) and delivers beautiful bokeh.

The compact design and versatility of the **FE 20mm F1.8 G** make it the perfect all-rounder for photographers and videographers. Weighing only 373g, its small size and light weight make it truly mobile when used with compact E-mount bodies as part of a well-balanced system that is ideal for use on gimbals or accessory grips.

In addition, the use of two XD (extreme dynamic) Linear Motors delivers fast, precise and quiet auto focusing for both stills and video shooting.

Designed to be dust and moisture resistant¹ and having a fluorine front element coating, the **FE 20mm F1.8 G** is highly reliable and easy to operate. It offers a customisable focus hold button and an aperture ring with a click on/off switch. It is also compatible with a variety of 67mm filters for extra creative control.

¹ Not guaranteed to be 100% dust and moisture proof

“A number of landscape photographers who shoot with Sony’s E-mount system have asked for a fast, ultra-wide prime lens, and we feel that the new SEL20F18G hits the sweet spot,” said Jun Yoon, Head of Digital Imaging, Sony ANZ. *“Combining image quality, portability, superb AF performance and price, the new lens is light and versatile, while also suitable for video shooting on both full-frame and APS-C bodies. One of the key pillars of our lens development strategy is listening to what our customers want from us, which is why we’re delighted to be launching this important addition to our lens line-up.”*

Pricing and Availability

The new FE 20mm F1.8 G lens will be available in New Zealand from mid-March 2020, for SRP \$1,899.95 NZD.

For detailed product information, please visit: <https://www.sony.com.au/electronics/camera-lenses/sel20f18g>

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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

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

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