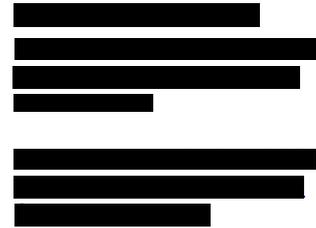


# SONY

For Immediate Release



## **Sony expands full-frame lens lineup with new compact, lightweight FE 24-105mm F4 G OSS standard zoom covering wide-angle to mid-telephoto range**

*New E-mount FE 24-105mm F4 G OSS standard zoom delivers serious still and video performance with compact design*



**SYDNEY, 25 October 2017** – Sony, a worldwide leader in digital imaging and the world’s largest image sensor manufacturer, has today introduced the latest addition to their expanding full-frame E-mount lens lineup, the FE 24-105mm F4 G OSS Standard Zoom (model SEL24105G).

The new full-frame lens covers the commonly used 24 to 105mm focal length range, delivering outstanding G Lens™ imaging performance with the most lightweight design in its class<sup>1</sup>, maximising its versatility and usability. Therefore, the FE 24-105mm F4 G OSS can be used for versatile shooting such as landscape, portrait, wedding and so on. This lens also features fast, precise and quiet autofocus capabilities in both still and video shooting, making it an ideal complement for Sony’s extensive lineup of E-mount cameras.

### **High optical performance and outstanding resolution**

Sony’s new FE 24-105mm F4 G OSS lens delivers excellent corner-to-corner sharpness throughout the entirety of its zoom range, while also producing beautifully rendered ‘bokeh’ or background defocus at all focal lengths.

This high image quality is made possible thanks to its advanced optical design featuring four aspherical lens elements, two of which are high precision AA (advanced aspherical) lenses. There

are also three strategically located ED (Extra-low Dispersion) glass elements that work in combination with the aforementioned aspherical lens elements to minimise chromatic aberration and ensure the ultimate resolution is captured.

The lens also has Sony's original Nano AR coating to minimise flare and ghosting, and utilises a circular aperture to ensure it delivers high quality bokeh that is consistent for all Sony's G series.

### **Compact, lightweight design and shooting flexibility**

The new FE 24-105mm F4 G OSS lens weighs in at approximately 663 grams (23.4 oz), making it the lightest lens in its class<sup>1</sup>. When combined with one of Sony's compact E-mount bodies, it gives photographers and videographers a far more mobile, manageable camera system that greatly increases their shooting flexibility.

In addition to the compact design and versatile 24-105mm focal length, the new lens has a minimum focus distance of 1.25ft, allowing for impressive close up detail. It also includes built-in optical image stabilisation to make it easier to produce sharp, blur-free images when shooting handheld.

### **Highly advanced and accurate auto focus**

In order to keep up with fast-moving subjects, the new standard zoom lens features a DDSSM (Direct Drive SSM) system that is capable of rapid positioning of the lens' focus groups with high accuracy and very minimal noise. This advanced system combined with a constant F4 aperture at all focal lengths makes the SEL24105G an excellent choice for both still and video shooting.

Further adding to its versatility, the new standard zoom lens also features a customisable focus hold button, a dust and moisture resistant design<sup>2</sup> and a fluorine coating on the front element to help minimise dust, water, oil and other contaminants.

### **Pricing and Availability**

The new FE 24-105mm F4 G OSS standard zoom lens will be available in Australia for SRP\$2099 in mid-November.

A variety of exclusive stories and exciting new content shot with the new lenses and other Sony  $\alpha$ <sup>TM</sup> products can be found at [www.alphauniverse.com](http://www.alphauniverse.com), Sony's community site built to educate, inspire and showcase all fans and customers of the Sony  $\alpha$  brand. Content is also available at the global [Sony Photo Gallery](#)

For more information visit: [Sony.com.au](http://Sony.com.au)

### **Notes to Editors:**

1. Compared to currently available full-frame 24-105mm F4 standard zoom lenses (October 25<sup>th</sup>, 2017, Sony research)
2. Not guaranteed to be 100% dust and moisture proof

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**Product Information:** For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit [www.sony.com.au](http://www.sony.com.au). For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email [sony.sales@directed.com.au](mailto:sony.sales@directed.com.au).

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