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Maximise your picture power with new E-mount lenses

The choice of E-mount interchangeable lenses grows with three new models for quality-conscious photographers who demand serious image quality and inspiring artistic options.

A versatile standard zoom by Carl Zeiss is joined by Sony's first ever G Lens for E-mount cameras and interchangeable lens camcorders. Together with a new black finish option for the popular E 50mm F1.8 portrait lens, latest additions boost the total range of E-mount lenses to 18 (including two conversion lenses).

All new lenses are ideal for use with

☒ E-mount interchangeable lens camera users can experience legendary Carl Zeiss optical excellence in a beautifully compact, easy to carry zoom. A practical 4x zoom range (24-105mm in 35mm full-frame equivalent) makes the SEL1670Z ideal for a wide range of everyday photo situations, from landscapes and portraits to informal snapshots.

Outstanding contrast and resolution at all zoom settings are hallmarks of this premium go-anywhere lens. Advanced aspherical lens (AA lens) technology combines one AA lens element and three normal aspherical elements, reducing lens size and weight without sacrificing image quality. Unique to Carl Zeiss, renowned T* coating on optical surfaces reduces glare and ghosting for natural colour reproduction plus superb definition and clarity.

Unlike budget zooms that stop down at their tele end, maximum aperture remains a constant F4 at all focal lengths. This reduces the need for high ISO settings when zoomed in, and also allows the use of high shutter speeds to freeze fast-moving action. As an extra refinement the circular aperture can achieve beautifully smooth, natural background defocus (bokeh) effects.

Sony's Optical SteadyShot image stabilisation system counters the effects of hand shake for crisper shots – even at slow shutter speeds or in low light.

Exemplary optical performance is matched by the premium construction you'd expect from Carl Zeiss, with an elegantly finished metal exterior for enviable looks and a distinctively luxurious feel.

E PZ 18-105mm F4 G OSS (SELP18105G)

Sony introduces the first ever G Lens that's been created especially for E-mount cameras and interchangeable lens camcorders.

The SELP18105G covers a generous 5.8x zoom range – equivalent to 27-157.5mm (35mm full-frame equivalent) – that's ideal for travel photography and general-purpose shooting.

Optical design of the SELP18105G reflects its G Lens pedigree. Two ED glass elements are combined with three aspherical elements for high resolution and contrast throughout the entire zoom range. Distortion and spherical/colour aberration are minimised for beautiful rendering with excellent contrast at all focal lengths. The circular aperture guarantees smooth, professional bokeh effects whether you're shooting stills or Full HD video.

This premium all-rounder is particularly suited to Full HD video shooting. Technology developed for Handycam ensures remarkably smooth, quiet autofocus and power zoom operation that won't disturb your subject.

The conveniently-placed zoom lever on the lens barrel allows fixed or variable-speed power zooming, with easy fingertip operation to reduce unwanted camera wobbles. For even greater creative control, independent focus and zoom rings allow manual focus adjustment while zooming. Overall lens length remains unchanged during focusing and zoom operation to ensure comfortably consistent handling.

Like the new SEL1670Z, the SELP18105G maintains a consistent F4 maximum aperture for plenty of brightness at all zoom settings. Optical

SteadyShot cuts the effects of camera shake for crisper handheld shots, even in challenging low-light conditions or when you're zoomed right in.

E 50mm F1.8 (SEL50F18)

In response to user demand, the [E-mount 50mm F1.8](#) fixed-focal length lens is now available in a striking black finish to match your E-mount interchangeable lens camera. This bright, wide-aperture prime lens is ideal for capturing atmospheric handheld portraits with flattering background defocus (bokeh). Optical SteadyShot cuts the effects of camera shake for crisp, blur-free images when you're relying on available light. Smooth, quiet autofocus is less likely to disturb your subject – whether you're shooting stills or Full HD video.

The new SEL1670Z, SELP18105G and SEL50F18 E-mount lenses from Sony are available in Europe from October 2013.

¹ NEX-VG900E camcorder automatically switches to APS-C crop mode with lens attached.

Key specifications

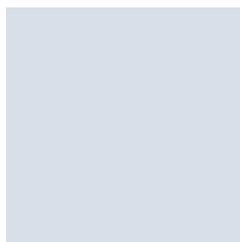
Model	Vario-Tessar T* E 16-70mm F4 ZA OSS [SEL1670Z]	E PZ 18-105mm F4 G OSS [SELP18105G]
Format	E-mount (APS-C)	E-mount (APS-C)
35mm equivalent focal length	24-105mm	27-157.5mm
Angle of view (APS-C)	83°-23°	76°-15°
Minimum aperture	F22	F22
Number of aperture blades	7 (circular aperture)	7 (circular aperture)
Lens configuration (group / element)	12 – 16	12 - 16

Image stabilization	Optical SteadyShot	Optical SteadyShot
Minimum focus distance	0.35m	0.45m
Maximum magnification	0.23x	0.11x
Filter diameter	55mm	72mm
Dimensions (max. diam. x length)	66.6 x 75mm	78 x 110mm
Weight	308g	427g
Lens hood	ALC-SH127	ALC-SH128

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Contacts



Sony Europe PR Team

Press Contact

PR Team

press@eu.sony.com