

Feb 20, 2013 05:00 CET

# Sony adds three A-mount lenses, new A-mount and E-mount accessories

Sony extends the range of A-mount interchangeable lenses with three new models to satisfy the most demanding enthusiasts and photo professionals.

The 70-400mm F4-5.6 G SSM II and Carl Zeiss Planar T\* 50mm F1.4 ZA SSM lenses complement the impressive imaging capabilities of Sony's full-frame  $\alpha$ 99 SLT (Translucent Mirror) camera. The DT 18-55mm F3.5-5.6 SAM II is a light, compact 3x zoom that's an ideal partner for A-mount cameras with APS-C sensors.

They're joined by a compact new on-camera flash and a wired remote that's ideal for advanced shooting.

## **"70-400mm F4-5.6 G SSM II" telephoto zoom**

Sony's G lens line-up is strengthened for 2013 with the revised **70-400mm F4-5.6 G SSM II**. Ideal for capturing wildlife and action-packed sports, the upgraded super-telephoto zoom builds further on the premium performance of its predecessor with enhanced optics and faster, more responsive autofocus. Thanks to a new LSI drive circuit, autofocus speed of the SSM (Super Sonic Wave Motor) is around four times quicker than before. Teamed with enhanced tracking AF, the upgraded lens is now even more suitable for capturing stills and Full HD video of fast-moving subjects.

While its optical design is carried over from the previous-generation model, the new-generation lens features Sony's proprietary Nano AR Coating on optical surfaces. Offering around five times the efficiency of conventional anti-reflection coatings, this advanced technology reduces flare and ghosting for exceptionally high-contrast images.

## **Carl Zeiss "Planar T\* 50mm F1.4 ZA SSM"**

The new **Planar T\* 50mm F1.4 ZA SSM** joins the existing Distagon 24mm, Planar 85mm and Sonnar 135mm in the A-mount range of prime length

optics by Carl Zeiss. Offering a fixed 50mm focal length and extra-bright F1.4 aperture, the premium lens is an ideal choice for quality-critical portraiture and low-light shooting.

Featuring 8 elements in 5 groups with two aspherical elements, the brand new optical design is optimised for superb results with Sony's full-frame  $\alpha$ 99. Exceptional resolving power and contrast at all apertures are teamed with smooth, quiet autofocus and a rear-focus system that maintains the same lens body length during AF. The dust- and moisture-resistant design extends the appeal of the new lens to a wide range of outdoor shooting applications.

#### **"DT 18-55mm F3.5-5.6 SAM II" zoom**

Boasting second-generation styling, this new lens succeeds the popular DT 18-55mm F3.5-5.6 SAM that was introduced in 2011. The light, compact 3x zoom lens covers a frequently-used range of focal lengths from wide-angle 18mm to standard 55mm (35mm camera equivalent range: 27-82.5mm). While retaining the same smooth AF motor (SAM) as its predecessor, newly-designed rear lens elements suppresses flare and ghost, while mechanical elements have been upgraded for more positive, comfortable operation.

#### **New accessories for Sony cameras and camcorders**

The **HVL-F20M** is a space-saving, easy to carry new flash for Multi Interface Shoe mounted cameras, that's ideal for brightening up portraits, interiors and dimly-lit scenes. Despite its compact size, it's packed with pro-style features like wireless control for fuss-free multi flash set-ups, simple bounce operation and Auto White Balance compensation for more accurate, natural-looking white balance. It's refreshingly easy to use: just raise the flash head to switch on... then turn off again by lowering when the flash isn't needed.

Compatible with a growing range of  $\alpha$  A-mount and E-mount, Cyber-shot™ and Handycam® models that feature the versatile Multi Terminal interface, the **RM-VPR1** wired remote commander features handy controls for zoom and video recording start/stop. It also includes a shutter lock function that's ideal for long-exposure 'bulb' shooting with  $\alpha$  cameras. The remote comes supplied with two cables. One is for use with Multi Terminal-equipped cameras/camcorders, while the other allows simple shutter release with  $\alpha$  A-mount cameras that only include a REMOTE terminal.

Please see <http://www.sony.co.uk/hub/lenses> for full details on new lens and accessories.

The new lenses and accessories will start to become available in Europe from March 2013.

– Ends –

## Key specifications

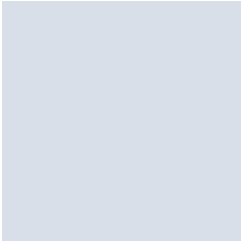
	<b>70-400mm F4-5.6 G SSM II</b>	<b>Planar T* 50mm F1.4 ZA SSM</b>	<b>DT 18-55mm F3.5-5.6 SAM II</b>
Format	35mm (full frame)	35mm (full frame)	APS-C
Lens construction (groups/elements)	12/18	5/8	7/8
Minimum focusing distance	1.5 m	0.45 m	0.25 m
Maximum magnification ratio	0.27	0.14	0.34
Filter diameter	77 mm	72 mm	55 mm
Max. dimensions (diameter x length)	94.5 x 196 mm	81 x 71.5 mm	71.6 x 69 mm
Weight (approx.)	1,500 g ☒excluding tripod mount☒	518 g	222 g

---

## About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

## Contacts



### **Sony Europe PR Team**

Press Contact

PR Team

[press@eu.sony.com](mailto:press@eu.sony.com)