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## Sony Launches Newest Addition to G Master™ Full-Frame Lens Series with the Indispensable FE 35mm F1.4 GM

Sony today announced the **FE 35mm F1.4 GM** (model SEL35F14GM) – the newest addition to its acclaimed G Master full-frame lens series – delivering first-class image quality and beautiful bokeh for broad expressive capability in an extremely compact and lightweight design. The **FE 35mm F1.4 GM** is a must-have for Sony’s E-mount users, as in combination with Sony’s camera bodies it boasts advanced focusing capabilities - perfect for a wide range of uses such as shooting landscapes, portraits and street photography, both stills and video.

“At Sony, our purpose is to fill the world with emotion through the power of creativity and technology so we designed the **FE 35mm F1.4 GM** to perfectly

capture the moments that need to be saved forever,” said Yann Salmon Legagneur, Director of Product Marketing, Digital Imaging, Sony Europe. “With exquisite resolution and intelligent focus technology, all in a small, lightweight design, this is an indispensable lens that does not compromise on image quality.”

### **Superlative resolution in a compact lens**

Sony’s advanced optical design and manufacturing technology brings extraordinary resolution, gorgeous bokeh, and precision focus performance to a compact lens that fits comfortably in the palm of your hand, weighing a mere 524 grams and measuring just 76 mm dia. x 96 mm with a filter diameter of  $\varnothing$ 67mm. The **FE 35mm F1.4 GM** boasts advanced optical technology that delivers stunning contrast and superb resolution. Two XA (extreme aspherical) elements effectively maintain superb resolution throughout the image area. The compact 35mm lens is not only mobile and manageable, it performs admirably in difficult lighting. An ED glass element and other optical refinements effectively suppress chromatic aberration and purple fringing for breathtaking results.

### **Beautiful bokeh for broad expressive capability**

The **FE 35mm F1.4 GM** delivers an almost circular aperture thanks to its 11-blade construction – a rare level of quality for a mobile lens. Painstaking spherical aberration control at both the design and the manufacturing stages contributes to beautiful G Master bokeh that make subjects really stand out.

Two innovative XA elements allow for impossibly impressive close-ups with smooth, creamy background bokeh. The combination of F1.4 maximum aperture and the flexibility to choose the perfect shooting distance (minimum focusing distance of just 27cm with a maximum magnification of 0.23x in autofocus mode) allows for ultimate control and stunning bokeh when shooting both stills and video.

### **Advanced focus for enhanced imagery**

Two of Sony’s XD (extreme dynamic) Linear Motors provide the high thrust efficiency needed for precise AF (autofocus) and tracking - resulting in

outstanding resolution at any distance. State-of-the-art control algorithms, developed specifically for the XD Linear Motors, improve control response and precision whilst minimising vibration and noise for fast, smooth and silent AF performance. Advanced focusing can also be achieved when shooting at a high frame rate.

Linear Response MF is ideal for creative focusing effects when shooting video as it ensures the focus ring responds to subtle control when focusing manually. The focus ring rotation translates directly to a corresponding change in focus, so control feels immediate and precise.

### **Professional control and reliability**

The **FE 35mm F1.4 GM** offers full professional control, with a focus hold button, focus mode switch to support smooth, efficient operation. An aperture ring with switchable click stops can be turned off for movie shooting, and when used on an APS-C camera or with a Super 35 angle of view, it can be used as a standard lens equivalent to 52.5mm, making the **FE 35mm F1.4 GM** the perfect choice for creating videos. The focus hold button can be assigned to several other functions via a camera body menu, providing direct access to functions that are vital to photographers and videographers alike. It was created to be reliable with a dust and moisture resistant design<sup>[i]</sup> and a fluorine front element coating that repels water, oil, and other contaminants.

### **Pricing and Availability**

The new **FE 35mm F1.4 GM** will be available end of January, at a variety of Sony's authorised dealers, for an estimated retail price of €1,700.

A variety of exclusive stories, videos and exciting new content shot with the newest cameras and other Sony products can be found at [here](#) . Sony's European photography hub is available in 22 languages and details product news, competitions and an up-to-date list of Sony events in each country.

A product video on the new **FE 35mm F1.4 GM** can be viewed [here](#).

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For more information, please contact your local PR manager or:

Sarah Louise Maultsaid, Corporate Communications, Sony Europe

+44 (0)1932 817000 / [sarah.louise.maultsaid@sony.com](mailto:sarah.louise.maultsaid@sony.com)

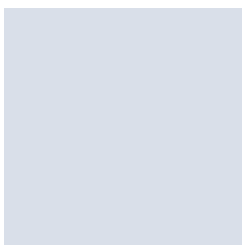
[\[i\]](#) Not guaranteed to be 100% dust and moisture proof

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## 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)