**FOR IMMEDIATE RELEASE**

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**Sony Electronics Boosts Full-frame Lens Line-up with**

**Introduction of FE 35mm F1.8 Lightweight Prime**

**SAN DIEGO — July 9, 2019 —** Sony Electronics Inc. today announced the latest addition to its E-mount full-frame lens line-up with the introduction of the FE 35mm F1.8 wide-angle prime lens, model SEL35F18F.

The compact dimensions and lightweight of this full-frame, large-aperture lens provide mobility and convenience for shooting a wide range of subjects, such as everyday snapshots, food photography, landscapes, night scenes and more. The new lens provides outstanding corner-to-corner image quality, while its quiet autofocus and tenacious tracking performance make it a great choice for both stills and movie shooting. Additionally, its compact form makes it an appealing choice for both APS-C body users, offering a 52.5mm equivalent focal length on APS-C cameras.

“Our E-mount lens lineup now includes 34 full-frame models and 52 lenses in total,” said Neal Manowitz, deputy president of Imaging Products and Solutions Americas at Sony Electronics. “The new 35mm prime combines outstanding corner-to-corner sharpness with a compact design, making it an ideal choice for a wide range of shooters. Sony will continue to develop and expand its imaging lineup, giving creators more options than ever before to realize their vision.”

**Product Highlights:**

**High-resolution and large-aperture, full-frame performance in compact and lightweight lens**

* Large F1.8 maximum aperture, weighing in at just 280 grams and measuring 65.6 mm (diameter) by 73.0mm (length); this new lens sets a new standard for portability
* Advanced optical construction, including an aspherical element to suppress aberration and deliver high resolution throughout the entire image frame; 9-blade circular aperture enhances beautiful bokeh
* Minimum focus distance of 0.22m and maximum magnification of 0.24x offer easy access to the world of close-up photography

**Versatile control and handling for a wide range of imaging needs**

* Conveniently placed, customizable focus hold button and a focus mode switch for instantaneous switching between auto and manual focus
* Linear Response Manual Focus for fine, responsive manual focus control
* Dust- and moisture-resistant design add to the versatility and reliability of this new lens and invoke a feeling of confidence in the user

**Quiet AF with excellent tracking for movies as well as stills**

* Fast, precise and quiet linear-motor AF drive system for both stills and continuous focus control

**Pricing and Availability**

The FE 35mm F1.8 will ship in August 2019 for approximately $750 US and $800 CA and will be sold at a variety of Sony’s authorized dealers throughout North America.

A variety of exclusive stories and exciting new content shot with the new lens and Sony’s other imaging products can be found [at](http://at) [www.alphauniverse.com](http://www.alphauniverse.com), a site created to educate and inspire all fans and customers of Sony’s α - Alpha brand.

The new content will also be posted directly at the [Sony Photo Gallery](http://www.sony.net/Products/di_photo_gallery/) and the [Sony Camera Channel on YouTube](https://youtu.be/rMlMOBuBGhM). For detailed product information, please visit:

* (US) – [FE 35mm F1.8](https://www.sony.com/electronics/camera-lenses/sel35f18f)
* (CA) – [FE 35mm F1.8](http://www.sony.ca/electronics/camera-lenses/sel35f18f)

**About Sony Electronics Inc.**

Sony Electronics is a subsidiary of Sony Corporation of America and an affiliate of Sony Corporation (Japan), one of the most comprehensive entertainment companies in the world, with a portfolio that encompasses electronics, music, motion pictures, mobile, gaming, robotics and financial services. Headquartered in San Diego, California, Sony Electronics is a leader in electronics for the consumer and professional markets. Operations include research and development, engineering, sales, marketing, distribution and customer service. Sony Electronics creates products that innovate and inspire generations, such as the award-winning Alpha Interchangeable Lens Cameras and revolutionary high-resolution audio products. Sony is also a leading manufacturer of end-to-end solutions from 4K professional broadcast and A/V equipment to industry leading 4K and 8K Ultra HD TVs. Visit [http://www.sony.com/news](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.sony.com%2Fnews&esheet=51715738&newsitemid=20171114005164&lan=en-US&anchor=http%3A%2F%2Fwww.sony.com%2Fnews&index=3&md5=37a98803f10804aefc87caafa1826bc2) for more information.

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