



For Immediate Release

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Sony Australia Ltd

Sony introduces the long-awaited 400mm F2.8 G Master™ prime lens

New large aperture super-telephoto prime lens is World's lightest in its class, with outstanding AF performance, innovative optical design and exceptional image quality



SYDNEY, 28 June 2018 – Sony, a worldwide leader in digital imaging and the world’s largest image sensor manufacturer, has today announced the highly anticipated FE 400mm F2.8 GM OSS large aperture super-telephoto prime lens (model SEL400F28GM).

Following extensive research and testing, Sony’s new FE 400mm F2.8 GM OSS lens is the first large aperture super-telephoto prime to join the E-mount lineup. This exciting new lens produces brilliant image quality with extraordinary focusing speed and precision, while also boasting the lightest weight in its class¹ and an extremely balanced design. It’s the ideal choice for professional sports, wildlife and nature photographers, and a perfect complement to Sony’s extensive lineup of high-speed E-mount bodies including α9, α7R III and more.

“We’re extremely excited about this new addition to our flagship series of G Master Lenses,” said Jun Yoon, Head of Digital Imaging for Sony Australia and New Zealand. “The new 400mm F2.8 G Master prime lens offers exceptional image quality and an innovative lightweight design that will give

¹ Compared to 400mm F2.8 lenses for 35mm full-frame format cameras, as of June 2018, Sony survey

professionals an incredible level of flexibility. Combined with the unmatched shooting speeds and autofocus capabilities of our full-frame E-mount cameras, it will allow photographers to capture and create in ways that were never before possible.”

World’s lightest 400mm F2.8 prime with ideal balance for monopod or handheld shooting

Weighing it at under 3kg, the new FE 400mm F2.8 GM OSS lens provides a level of portability and handheld maneuverability that has never before been achieved in a lens of its class. The remarkably light weight of this lens is achieved through an innovative optical design that includes three fluorite elements, with a reduced number of elements deployed at the front of the barrel, as well as the liberal usage of durable magnesium alloy components.

Repeated field tests and evaluation by professional photographers across the world have led to a lens design that is not front-heavy, reducing the moment of inertia that resists rotation by up to 50% as compared to the SAL500F40G², ensuring quicker, more precise panning when shooting handheld or on a monopod.

Fast, precise autofocus

To best take advantage of the rapidly evolving shooting and focusing speeds of Sony’s latest cameras, the FE 400mm F2.8 GM OSS lens features two newly developed high-speed XD (extreme dynamic) linear motors that drive the lens’s focus group, achieving up to a 5x improvement³ in moving-subject tracking performance. These motors are supported by specially developed motion algorithms to minimise lag and instability, and control noise levels, resulting in exceptionally quick, accurate and quiet autofocus performance. This allows the lens to capture dynamic, fast moving athletes or wildlife with ease.

G Master image quality and bokeh

A member of Sony’s flagship G Master series lenses, this new large aperture super-telephoto prime lens features an incredible level of image quality and detail, with outstanding contrast and resolution maintained all the way to the corners of the image. The unique optical design includes three fluorite elements that help to minimise chromatic aberration and suppress any amount of colour bleeding. The lens has also been coated with Sony’s original Nano AR coating to suppress any unwanted reflections, glare, or ghosting.

In addition to the impressive resolution, the lens features an 11-blade circular aperture mechanism that allows it to produce extremely natural and beautiful background defocus or ‘bokeh’.

²

³ When mounted on the α 9. Compared to the SAL300F28G2 mounted on the α 9 (via LA-EA3), Sony tests

The new FE 400mm F2.8 GM OSS is compatible with Sony's 1.4x and 2.0x E-mount tele-converters, producing outstanding imaging performance at extended focal lengths⁴ while maintaining fast, precise AF performance.

Durability, reliability and control

To withstand the harsh conditions of sporting events and wildlife photography, Sony's new FE 400mm F2.8 GM OSS is built with a durable magnesium alloy and a strong, lightweight carbon fiber hood. The lens is also dust and moisture resistant⁵, and its front element is coated with fluorine to resist dirt and fingerprints.

There is also an ample number of hard controls on the lens, including customisable focus-hold buttons in four different locations on the lens barrel, which can be programmed for control of features such as Eye AF functionality, if desired. There is also a 'Full-Time DMF' switch to immediately engage manual focus at any point, and a focus ring that features linear response MF for fine, responsive manual focus. Additionally, the new lens includes built-in optical stabilisation for dynamic action and three different 'Mode' settings, including a brand new Mode 3⁶ setting with an advanced algorithm that ensures easier framing when following moving subjects. It also features a function ring with selectable 'Preset' and 'Function'⁷ settings, which is a first for any Sony lens.

The FE 400mm F2.8 GM OSS includes a drop-in filter slot⁸ that accepts \varnothing 40.5mm ND and other filter types, as well as the optional VF-DCPL1 Drop-in Circular Polarizing Filter. The VF-DCPL1 filter can be rotated to achieve the desired polarisation while installed in the lens.

α 9 system software update to support FE 400mm F2.8 GM OSS

The latest system software update (Version 3.00)⁹ for α 9 (ILCE-9) provides support for the new FE 400mm F2.8 GM OSS (SEL400F28GM) lens to optimise optical image stabilisation performance, and enables continuous shooting with auto focus tracking, even when aperture is greater than F11.

The update also provides the added option to input the camera serial number to the Exif data, a feature that has been strongly requested by professional sports photographers and photojournalists.

⁴ Maximum aperture with the 1.4x (SEL14TC) and 2.0x (SEL20TC) tele-converters is F4 and F5.6, respectively

⁵ Not guaranteed to be 100% dust and moisture proof

⁶ α 9 software must be updated to the latest version to activate Optical SteadyShot MODE 3 when this lens is used with the α 9. Refer to the Sony support site for camera body compatibility information

⁷ Functions can be assigned via a camera body menu. Power Focus is assigned by default.

APS-C/Full Frame Select can be assigned by updating α 9 software to the latest version.

Refer to the Sony support site for up-to-date function and camera body compatibility information

⁸ A normal filter is initially installed in the filter slot. The filter is part of the lens's optical system, and either the normal filter or circular polarizing filter should always be in place when using the lens.

Be sure that filter is installed before memorizing the focus point for the preset focus function

⁹ System software update for α 9 is scheduled soon. For more information, please visit Sony support site.

<https://esupport.sony.com/US/p/model-home.pl?mdl=ILCE9>

Additionally, several other updates to the α9 camera have been implemented with the new firmware, including improved auto focus speed in low light conditions, enhanced continuous AF performance when tracking a moving subject, and reduced release time lag when shooting with flash.

Pricing and availability

Pricing and availability for both the new FE 400mm F2.8 GM OSS large aperture super-telephoto prime lens (model SEL400F28GM) and the optional drop-in circular polarising filter (model VF-DCPL1) will be confirmed shortly.

A detailed [Product Feature Video](#) and a [Testimonial Video](#) from several noteworthy professionals is now available for viewing at the Sony Camera Channel on YouTube. New sample images from the lens will also be posted at the global [Sony Photo Gallery](#).

For more information on the new FE 400mm F2.8 GM OSS lens, please visit the product homepage [HERE](#).

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