

Sony FE 24-70mm f2.8 G Master



The standard zoom redefined Constant F2.8 24-70mm zoom with an unprecedented union of high resolution and creamy bokeh.

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Manufacturer [Sony UK](#)

Description

A new era of standard zoom performance

No-compromise design and technology result in a constant F2.8 zoom lens that can fully utilize the potential of current and future high-resolution camera bodies. This peerless standard zoom covers a 24mm to 70mm focal length range, and is an ideal choice when ultimate image quality is required for portraits, scenery, snapshots, and more.

Extraordinary resolution and bokeh

A XA (extreme aspherical) lens element with superlative surface precision not only contributes to stunning corner-to-corner resolution and detail throughout the zoom range, but also plays a vital role in achieving smooth, soft bokeh that can be a powerful expressive tool in a wide range of photographic situations.

Natural rendering and color

One ED (Extra-low-Dispersion) and one Super ED glass element in an optical path that has been designed to the highest standards help to achieve lifelike, natural imagery without unnatural colouration by keeping axial and lateral chromatic aberration in check while maximizing subjective resolution for breathtaking texture and detail.

9-blade aperture enhances bokeh beauty

The remarkable beauty of this lens's bokeh is further enhanced by a 9-blade circular aperture design that contributes not only to smoothness, but to natural highlights as well.

Camera Lenses: Sony FE 24-70mm f2.8 G Master

Bright, fast F2.8 at any focal length

A constant F2.8 maximum aperture makes it easy to keep exposure settings constant throughout the zoom range to maintain low-light capability or action-stopping shutter speeds. Consistently spectacular image quality is ensured at any aperture or focal length.

Precise focus at blazing speed

In addition to positioning large-aperture lenses with extremely high precision for spot-on focusing, the Direct Drive SSM (DDSSM) system minimizes spurious motion while an advanced control system and refined algorithms enhance AF operation speed. DDSSM is also smooth and quiet, making it advantageous for movies as well as stills.

High reliability in harsh conditions

Careful dust and moisture sealing measures have been implemented to ensure maximum protection and reliability in challenging environments. Shoot with confidence in light rain or windy conditions.