

SAMYANGAF

AF 12mm F2.0 E



C Contents

SAMYANG

I. Product Offering

- 01 Concept & USP
- 02 Key Features & Spec

II. Competition

- 01 Comparison with competing product

III. Availability

[Main Concept]

- Ultra Wide Angle for Sony APS-C mirrorless camera (Sony E mount)
- Compact Design and Light Weight
- Fast and Quiet Auto Focus
- Weather Sealing
- All new design



Light weight lens

Compact and light



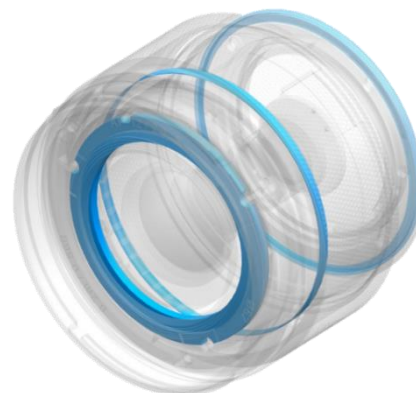
Fast & Quiet AF

Linear STM technology



Weather sealing

Advanced weather seal assembly



All New Design

Metallic Color
Micro pattern rubber ring
Hidden red ring



[USP] – Usability

Compact and Lightweight

SAMYANG
AF 12mm F2 E



L: 59.2mm



12mm F2.8



L: 81mm

SONY
10-18mm F4 OSS

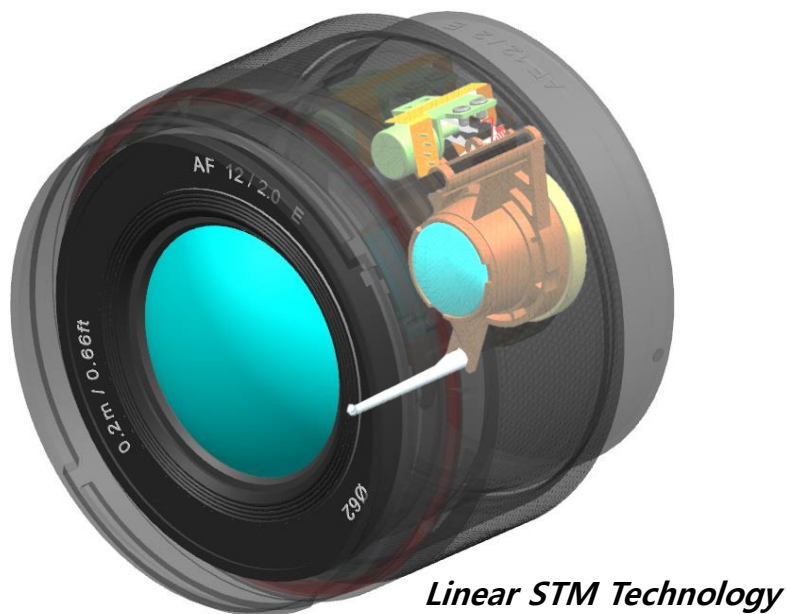


L: 63.5mm

- Easy to carry for daily shot on wide angle
- Small Filter size (Ø62)

[USP] – Usability

Fast & Quiet Auto Focus



Weather Sealing



- Linear STM technology offers Fast and Quiet Auto Focus performance
- Weather sealing for protection from external influences
 - Only Samyang has the weather sealing feature. Competitors do not have this feature.

[USP] – New Design

Improved Lens Design



Metalic color



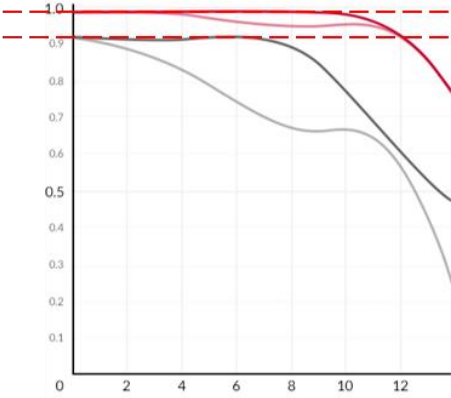
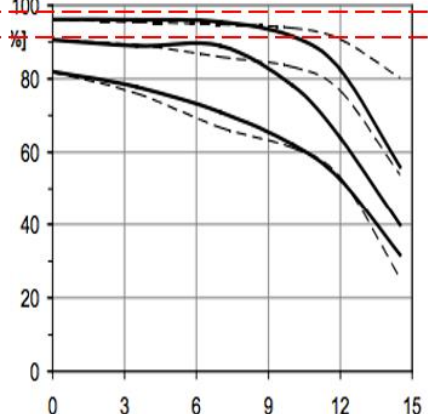
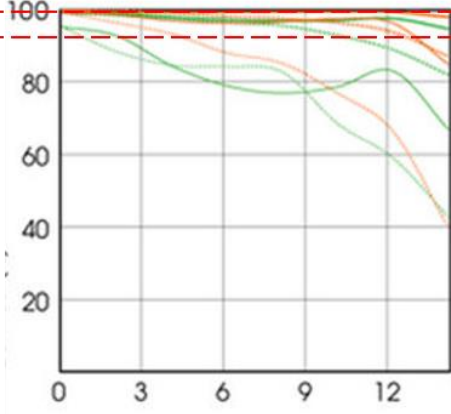
Micro pattern rubber focus ring



Hidden red ring

[USP] – Performance

High Image quality with Fast Aperture

	Samyang AF 12mm F2.0			ZEISS Touit 12mm F2.8			Sony E 10-18mm F4		
MTF Chart									
(M)	0.0F	0.8F	1.0F	0.0F	0.8F	1.0F	0.0F	0.8F	1.0F
10 lines	98	97	80	95	92	50	99	95	93
30 lines	90	80	50	-	-	-	95	78	70

- Much better resolution and aperture value than Zeiss Touit 12mm F2.8

[Key Features]

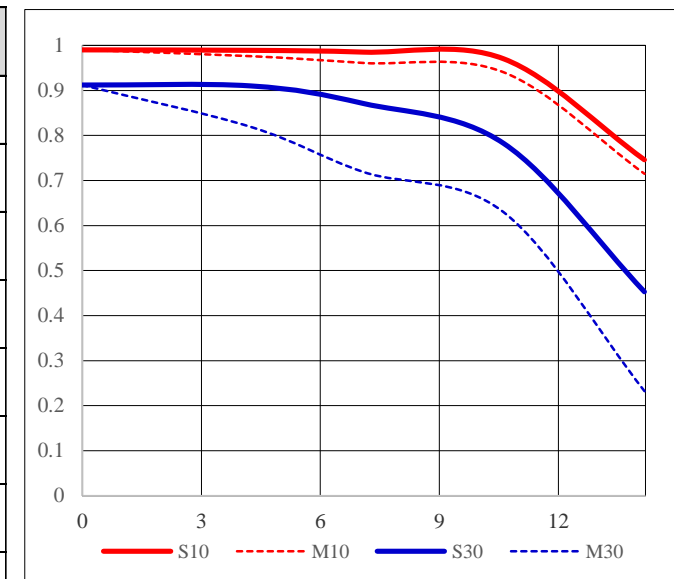
Ultra Wide AF 12mm F2.0 lens for APS-C format Mirrorless Camera

- **Designed for Sony E mount**
- **Ultra Wide Angle**
 - Gives an angle of view of 99.1 degrees.
- **Fast F2.0 lens**
- **Compact & Light**
 - Shortest and lightest lens comparing with competitors.
- **Fast & Silent AF**
- **Weather Sealing**
 - Prevent external influences such as dust and moisture.

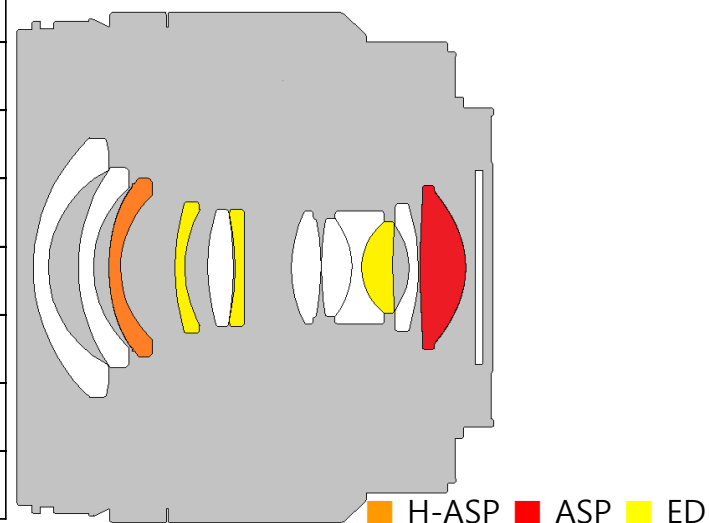
[Specification]

Model Name		AF 12mm F2.0
Aperture Range		F2.0 ~ 22
Lens Optical	Construction	12 Elements in 10 Groups
	Special Lens	H-ASP 1, ASP 1, ED 3
Coating		UMC
Minimum Focusing Distance		0.19m (0.62ft)
Magnification Ratio		X 0.09
Diaphragm Blades		7
Filter Size (mm)		Φ 62.0
Maximum Diameter(mm)		Φ 70.0
Mount		Sony E
Angle of view	APS-C	99.1°
Length (mm)		59.2 mm
Weight (g) - Without Lens Cap, Hood		213 g
Weight (g)		224 g
Weather Sealing		O
AF Motor		Linear STM

MTF



Lens Construction



C Contents

SAMYANG

I. Product Offering


- 01 Concept & USP
- 02 Key Features & Spec

II. Competition

- 01 Comparison with competing product

III. Availability

[Comparison - Specification]

Model	SAMYANG 12mm F2.0 E	ZEISS 12mm F2.8	SONY 10-18mm F4 OSS
Lens			
Release Date	2021.04	2019.07	2019.11
Retail Price	€ 399	€ 979	€ 799
Optical Construction	12 elements in 10 groups	11 elements in 8 groups	10 elements in 8 groups
Aperture Blades	7	9	7
Image Sensor	APS-C	APS-C	APS-C
Minimum Focus Distance	0.19m	0.18m	0.25m
Filter Size	Ø62mm	Ø67mm	Ø62mm
Maximum Diameter	Ø70mm	Ø65.6mm	Ø73mm
Length	59.2mm ✓	81mm	63.5mm
Weight	213g ✓	260g	225g
Weather Sealing	YES ✓	NO	NO

C Contents

SAMYANG

I. Product Offering

- 01 Concept & USP
- 02 Key Features & Spec

II. Competition

- 01 Comparison with competing product

III. Availability



AF 12mm F2.0 E

⦿ **Price**

€ 399

⦿ **First Shipment**

End April

Materials to be provided

- ⦿ **Final images of the lens (Front, Top, and Bottom)**
- ⦿ **Sample Photos**
- ⦿ **Poster, Leaflet, Press Release**

→ Above contents will be uploaded on Dropbox in week 14.

תודה
Dankie Gracias
شكراً
Спасибо Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας Ευχαριστούμ 감사합니다
ඔබට
Bedankt Děkuje vám
ありがとうございます
Tack