

Reasons to Buy AF 24-70mm F2.8 FE



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TO PROVIDE A NEW PERSPECTIVE

New Standard, All-in-one Zoom

Samyang Optics is this year celebrating its 50th year since its foundation – and is starting the landmark moment with a new Zoom lineup.

Started as a house of manual focus lenses, Samyang expanded its lineup to autofocus in 2016, celebrating its 45th anniversary. After 5 years of in-depth research and communication with customers, Samyang decided to take a step closer to the mass market to meet more photographers with Zoom lineup.

As lens standards are changing, Samyang is now launching AF 24-70mm F2.8 FE lens, the most versatile and universal lens of all time. However, some might concern that the market is filled with the focal length already. Samyang took another step for innovation.

Developed an all-in-one zoom lens suitable for taking pictures as well as video by adding features optimized for video shooting to photo zoom lenses, capturing the trend change of users who prefer not only photography but also video shooting.

In addition to zoom lenses that reflect consumer needs for video shooting and video-specialized functions, Samyang exclusive accessories allow users to enjoy the functions enjoyed in the existing professional Cine Lenses with this new Samyang zoom lens.

Meet the new Samyang AF 24-70mm F2.8 FE now.

1

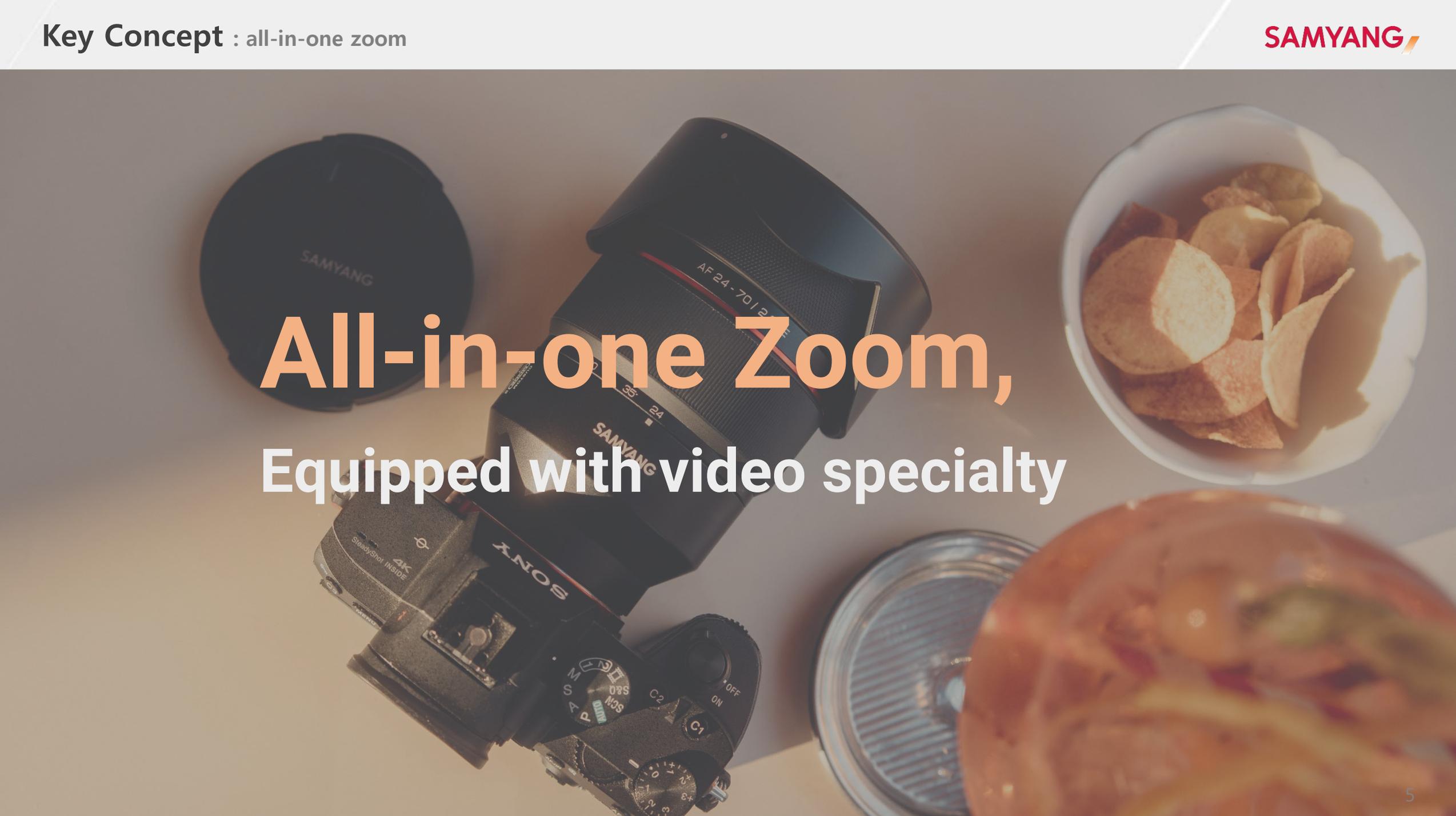
**Video Content
Creators**

2

**Commercial
Production**

3

**Snap
Photographers**

A top-down view of a Sony camera with a Samyang AF 24-70mm lens attached. The lens cap is removed and placed to the left. To the right, there is a white bowl filled with golden-brown potato chips. In the bottom right corner, a portion of a pizza is visible. The camera's lens is clearly marked with 'AF 24-70/2.8' and 'SAMYANG'. The camera body shows 'SONY' and 'SteadyShot INSIDE 4K' branding.

All-in-one Zoom, Equipped with video specialty

#1. Optimized features for video shooting

Par-Focal

This function maintains the focus on the subject when zooming in/out. It is equipped with a function optimized for video shooting mounted on cine zoom lenses.

Cinematic Video AF

As the AF speed is properly controlled during video recording, wobbling is reduced and stable video recording is possible.

Linear MF Control

Provides convenience to video shooters by realizing the torque of the focus ring as closely as possible to that of a manual video lens when shooting video in manual mode.

Cine Kit

Samyang Cine Kit (focus gearing, follow focus, and tripod mount) allows system exchange at the same time

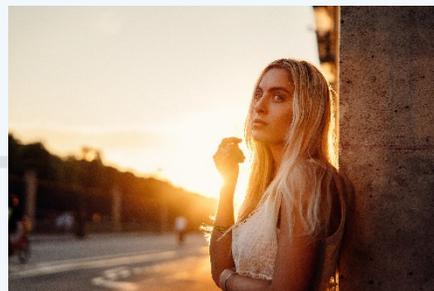
*Samyang VDSLR FE mount lens available

#2. A versatile standard zoom lens

Excellent Resolution



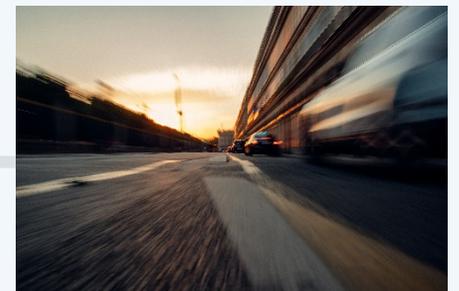
Impressive Bokeh



Enhanced Usability



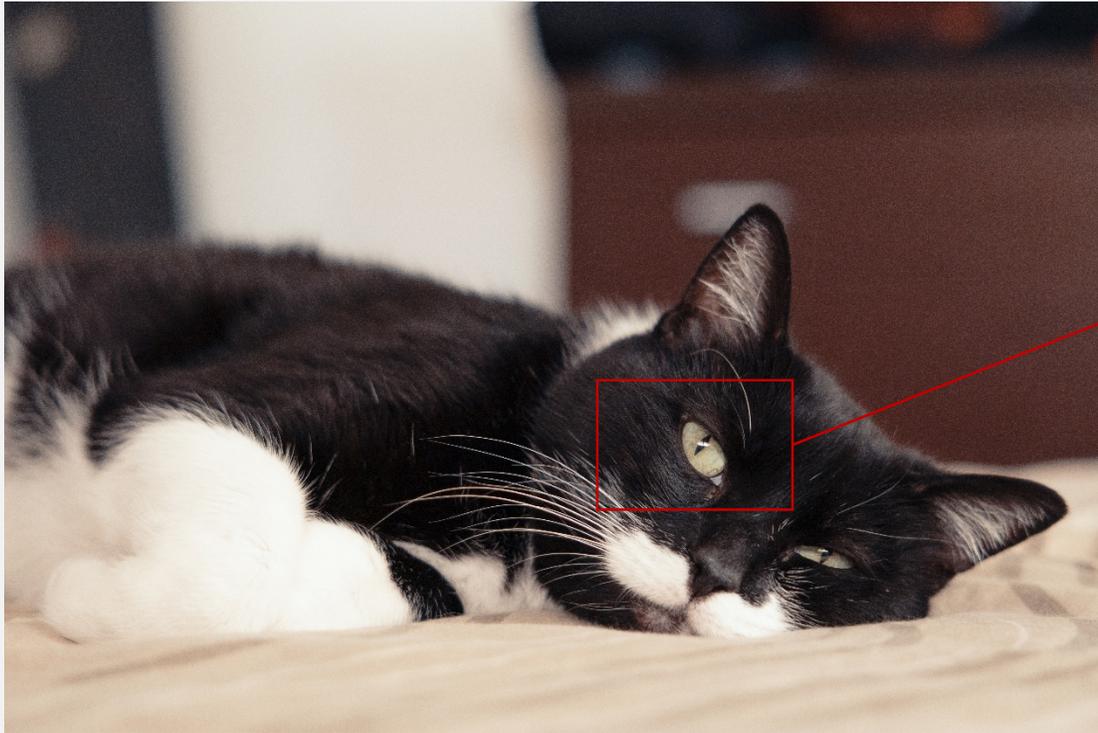
AF Performance



Resolution

Excellent Detail

The AF 24-70mm F2.8 FE is the perfect zoom to complement full-frame mirrorless cameras. With 2 ASP, 1 HB, 3HR, 3 ED elements, the AF 24-70mm F2.8 FE delivers high-quality images with excellent detail throughout the entire zoom range.



Bokeh

Impressive background blur & bokeh with F2.8

The AF 24-70mm F2.8 FE lens uses a large-diameter aperture to provide smooth background blur. It effectively separates the subject and the background using a shallow depth of field to capture a unique image of an ultra-wide angle in which the background is compressed. The 9 blades create smooth and natural bokeh with light splitting.



Usability

Enhanced usability with the Custom Switch

It has a custom switch so you can adjust the aperture with the focus ring. Using the lens station, you can set the mode to suit your environment.

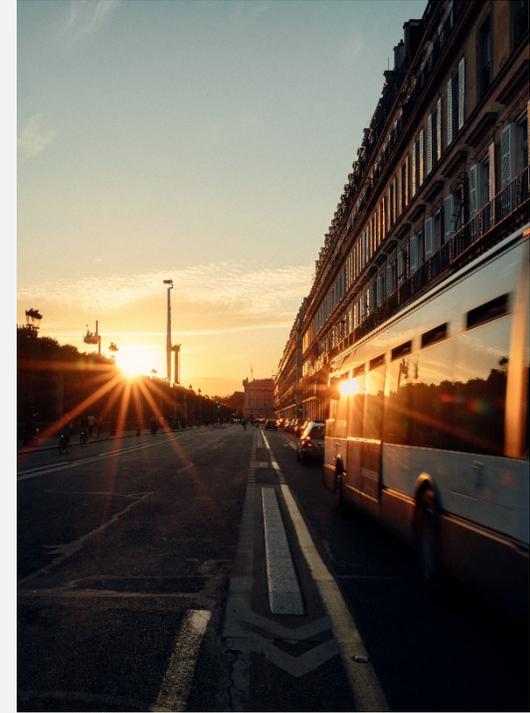
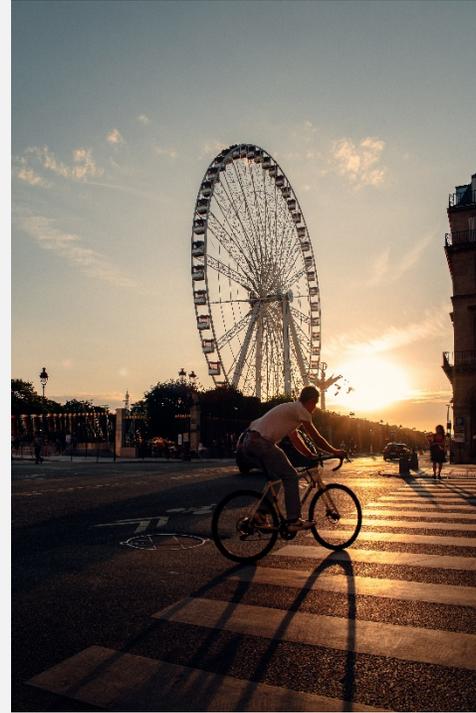
* More functions will be added through firmware update in the future



AF Performance

Fast & Quiet

It tracks the subject accurately and quickly, and the AF operates quietly and smoothly in video recording. Samyang's Linear STM (Stepping Motor) satisfies both photographers and videographers by quieter and more accurate control of large and heavy focusing lens groups.



Short M.O.D. 0.35m Short MOD



The minimum focal length is 0.35m, so it is versatile and it is possible to produce a different picture close to the subject. It makes it easier to take portraits with exaggerated perspective, food on tables, and indoor photos in narrow spaces.

Weather Sealing Protects from light rain, snow and dust



The usability of the AF 24-70 F2.8 FE lens has been strengthened considering not only the design but also the user's shooting environment. It has a micro-patterned rubber focus ring, so it feels good to operate. Weather sealing also protects the lens from light rain, snow and dust.



Marketing Materials

1. Press Release
2. Launch Poster
3. Product Images
4. Sample Images
5. Lifestyle Images
6. Promotion Videos

[Download Marketing Materials]

https://www.dropbox.com/sh/hhhg1emx8sziuch/AADbN56cV0gp2_P1wDI3bSXXa?dl=0

1. Press Release

SAMYANG, Launches its first full-frame E-mount standard zoom the AF 24-70mm F2.8 FE
 E Mount Standard Zoom Lens for 35mm Full Frame Mirrorless Camera Alpha A7 and A7R

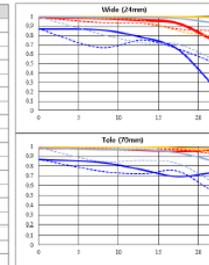


Lens Images



Lens Specifications

Model Name		AF 24-70MM F2.8 FE
Aperture Range		f2.8 - 22
Lens Optical	Construction	17 Elements in 14 Groups
	Special Lens	ASP, HFT, HR, ED, S
Coating		Multi
Minimum Focusing Distance		0.25m (0.79ft)
Magnification Ratio		0.1x - 0.27x
Number of Blades		9
Filter Size		4.52.0mm
Maximum Diameter		6.88.0mm
Mount		Sony FE
Angle of view	Full Frame	47° - 86°
	APS-C	35° - 62°
Length		128.5mm (5.06in)
Weight (with lens cap, front)		1,207g (2.66lb)
Weight		1,280g (2.82lb)
Weather Sealing		○
AF/MF mode switch		○
AF Motor		Linear STM



2. Launch Poster

NEW

A New Perspective
SAMYANG

A VERSATILE **ALL-IN-ONE ZOOM**
EQUIPPED WITH **VIDEO SPECIALTY**



Full Frame Sony FE mount

AF 24-70MM F2.8 FE

www.samyanglens.com

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3. Product Images



4. Sample Images



* Please indicate the name of creator when using contents.

5. Lifestyle Images



* Please indicate the name of creator when using contents.

4. Promotion Videos

Filmed by Ryad Guelmaoui <https://youtu.be/ATvStzUOsms>



Filmed by Fabrizio Zampetti <https://youtu.be/7R2w30YBXYM>



Thank You

Samyang Optics

