
Press Release

Venus Optics announces 4 new & unique lenses in development, led by the Laowa 10-18mm f/4.5-5.6 FE, World's widest zoom lens for Sony full frame E-mount cameras.

All 4 lenses will make their debut in the coming Beijing P&E Imaging Fair.

LAOWA



4MM F/2.8
FISHEYE MFT



10-18MM F/4.5-5.6
FE ZOOM



100MM F/2.8
2X ULTRA-
MACRO
APO



17MM F/4
GFX ZERO-D

Anhui China, Apr 20, 2018 – Venus Optics, the camera lens manufacturer who had previously launched a number of unique Laowa camera lenses, is proud to announce 4 new and unique lenses.

- Laowa 10-18mm f/4.5-5.6 FE Zoom
- Laowa 100mm f/2.8 2X Ultra Macro APO
- Laowa 17mm f/4 GFX Zero-D
- Laowa 4mm f/2.8 Fisheye MFT

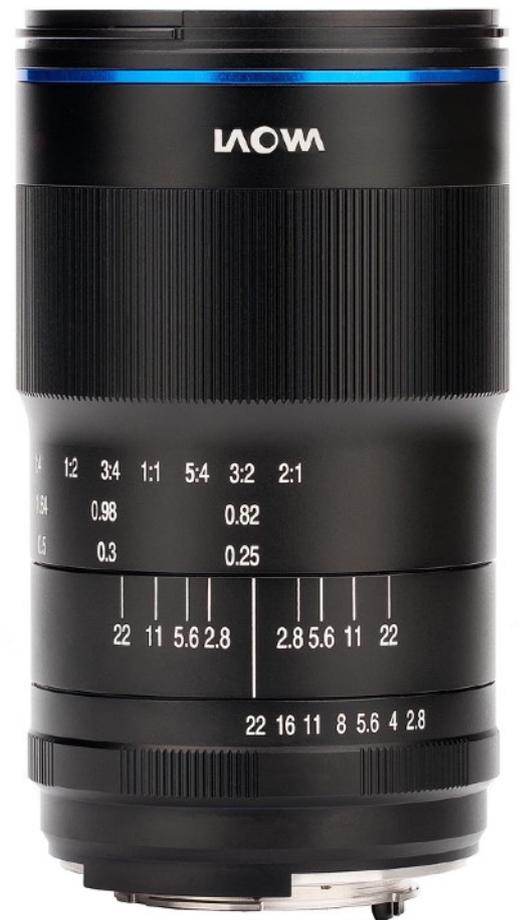
Laowa 10-18mm f/4.5-5.6 FE Zoom

This lens is currently the widest zoom lens available for Sony full frame E-mount cameras. Designed primarily for travel photography, Venus optics have managed to compress the size to smallest in its class, less than 10 inch (<10cm) and only 1.1 pounds (<500g). The 102° (18mm) to 130° (10mm) angle of view provides flexibility for photographers to compose landscape or architecture photos with ease. The lens houses with 14 elements in 10 groups with 2 aspherical elements & 1 extra-low dispersion element to deliver exceptional performance. It can focus as close as 15cm for some mini-macro shooting. A rear filter slot is included to fit with 37mm filter. Click/clickless aperture can be toggled by the switch on the lens barrel.



Laowa 100mm f/2.8 2X Ultra Macro APO

Followed by the success of the Laowa 60mm f/2.8 2:1 Macro, the 100mm f/2.8 2:1 Macro is the 2nd member of Laowa 2:1 macro line-up. This new 100mm lens can cover full frame sensor size and focus from 2:1 magnification to infinity. The wide magnification range allows macro photographers to capture subject at any sizes. This 100mm portrait lens also features an apochromatic (APO) characteristic that no chromatic aberration can be found. The 12 elements in 10 groups optics design delivers a crystal sharpness image in both macro and tele distances. Canon EF / Nikon AI / Pentax K / Sony FE mounts are available.



Laowa 17mm f/4 GFX Zero-D

This is currently the widest available native lens option for Fujifilm G-mount cameras. The new Laowa 17mm f/4 GFX has a field of view equivalent to 13mm in 35mm format (113°). Featuring a close-to-zero distortion and 86mm filter thread, this lens is ideally suited for landscape, architecture & interior photography. The 21 elements in 14 groups design with 2pcs of aspherical & 3pcs of Extra-low dispersion elements successfully help to control the distortion & chromatic aberrations to the minimal.



Laowa 4mm f/2.8 Fisheye MFT

Featuring a 210° angle of view, this lens delivers unique circular fisheye field of view on Micro four thirds cameras. The ultra-wide angle view allows photographers to create 360° panorama with ease. Despite the unique & ultra-wide perspective, the lens only weighs 0.3 pounds (135g). Specifications can be found in separate email attachment.

Availability

All four lenses will be available for trial at Venus Optics' booth (T225) in Beijing P&E Imaging fair during 3rd-6th May 2019. They are expected to be shipped in mid/late 2018. Exact shipping date and pricing are to be confirmed.

