

Sony Middle East and Africa and Modern Home Launch FE 100mm F2.8 Macro GM OSS in Qatar: First Medium Telephoto Macro Lens in the G Master™ Series



Published on November 11, 2025

Document Date: Mon, Mar 23 2026 03:04:42 am

Category: ,English,International - ,Snippets

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With 1.4x magnification, advanced stabilization, and optimized macro controls, the FE 100mm F2.8 macro GM OSS delivers stunning detail.

Doha, Qatar – November 11, 2025: Sony Middle East and Africa, the leading consumer electronics brand, together with Modern Home, its strategic and exclusive partner in Qatar, released in the Qatari market the FE 100mm F2.8 Macro GM OSS (SEL100M28GM), the first medium telephoto macro lens in the G Master™ series, compatible with  (Alpha™) E-mount cameras, featuring 1.4x magnification, advanced stabilization, and intuitive handling.

The new lens is now available in Qatar at Modern Home in Al Maha Center on Salwa Road and Fnac stores in Lagoon Mall, Doha Festival City, and Place Vendôme, in addition to other major electronics retailers in town.

Beyond Life Size

The FE 100mm F2.8 Macro GM OSS achieves a maximum magnification of 1.4x, making it easy to capture flowers, small objects, and other close-up subjects in vivid detail, revealing subtle textures and features that are difficult to see with the naked eye.

Compatible with an optional teleconverter^[1] (sold separately), the lens offers up to 2.8x magnification^[2]. This enables impressive close-up shots while keeping a comfortable working distance. It is ideal for subjects that are hard to approach or for avoiding unwanted reflections.

State-of-the-art Hardware Design

The optical design effectively positions elements, including two XA (extreme aspherical) lenses and two ED (Extra-low Dispersion) glass elements, to achieve high-resolution performance from the center to the periphery of the image, reducing chromatic and other aberrations.

To allow precise and intuitive focus adjustments for a variety of macro photography scenes, the lens offers three focus-dedicated features: a “Full-time DMF switch” that enables instant MF (manual focus) by rotating the focus ring, even in AF (autofocus) mode; the “Focus Mode switch” allows instant switching between AF and MF; the “Sliding Focus Ring” enables FULL MF mode, linked to the distance and magnification scales.

The four unique XD (extreme dynamic) linear motors that enable high-speed, high-precision and quiet lens drive, make autofocus (AF) performance up to approximately 1.9 times faster^[3] than previous models.

A dedicated aperture ring offers quick, direct control over aperture settings.

Exquisite Image Quality

The 11-blade circular aperture produces beautiful, ball bokeh, while carefully controlled spherical aberration ensures an ideal balance of resolution and background blur – creating the

signature creamy bokeh of the G Master line.

The unique “Nano AR Coating II” applies a uniform thin film to the entire lens surface, resulting in clear image quality that suppresses flare and ghosting even in backlit conditions.

An integrated optical image stabilization system, designed for macro photography, accurately compensates for shift shake (up/down/left/right), angular shake, and front/back shake, ensuring steady handheld shots.

[\[1\]](#) Compatible with the 1.4X Teleconverter SEL14TC and 2X Teleconverter SEL20TC.

[\[2\]](#) When the 2X Teleconverter “SEL20TC” is attached.

[\[3\]](#) Sony measurement conditions. Compared to the FE 90mm F2.8 MACRO G OSS SEL90M28G lens for the -mount digital single-lens camera.