



## Magnify the world with the NIKKOR Z MC 50mm f/2.8

*Express your creative storytelling with new perspectives and incredible detail*



**Sydney, Australia – 2 June 2021** – Nikon Australia is pleased to announce the NIKKOR Z MC 50mm f/2.8, the latest addition to the ever-expanding NIKKOR Z lens lineup. Compact and lightweight, the lens is perfect for both hobbyists and amateurs as they get to freely express their creativity, capturing a wide range of scenes and the finest details up-close.

See the world beyond the naked eye and capture extraordinary life-size subjects with the 50mm micro lens, capable of close-up shooting and capturing a myriad of shooting scenarios, all while magnifying the finest details. Whether it is the mechanism of a watch or a compelling composition of a portrait, users will be able to capture the intricacies while obtaining beautiful bokeh. The sleek next-generation Z lens design makes it convenient for travelling and offers the flexibility to attach filters and accessories directly onto the lens.

"With the freedom to explore a multitude of creative expressions in superior resolution, the NIKKOR Z MC 50mm f/2.8 is designed with the adoption of the revolutionary Z mount, large-diameter and short flange focal distance that maximises the abundance of light for users to be able to achieve the ultimate image quality for stills and videos," said John Young, General Manager, Marketing, Nikon Australia.

"The Z mount system also offers greater flexibility, ensuring that the lens is built as compact and light as possible, making it the perfect companion wherever you go when it comes to capturing the finest moments in your daily life."

## NIKKOR Z MC 50mm f/2.8 PRIMARY FEATURES



### Capturing the micro details



*Image by Aaron Molenkamp*

Life-size your subject and draw out its micro details with the lens' unique capability to reproduce shots with its true magnification ratio of 1:1. With the lens' short minimum focusing distance of a range of 5cm [1] to 16cm, users will be able to get extremely close to the action while achieving their shot in tack focus with natural smooth bokeh in the background. Let your photo speak a thousand words with its stunning three-dimension expression that will make your subject pop.

With superior image quality offered by the lens structure of the NIKKOR Z MC 50mm f/2.8, users will be able to experience edge-to-edge sharpness that delivers clear rendering in every shot. Additionally, achieve suppressed chromatic aberration to effectively minimise colour bleeding and fringing at any shooting distance, making your photo the talk of the town. Take it anywhere and everywhere - indoors or outdoors from dawn to dusk. Capture sharp, clear and detailed shots and videos with minimal ghosting and flaring when under the sun or with a light source in the frame. Even when challenged with low-light scenes, the maximum aperture of f/2.8 [2] allows for the adjustment of lower ISO and faster shutter speed, minimising image noise and blur from camera shakes.

With the versatile 50mm focal length, capture sharp, detailed imagery in a multitude of scenes - up close or at a distance, from the water droplets on a leaf after a dewy morning to the vastness of breath-taking landscapes to express your artistic vision through visual storytelling.

### **Switch it up with ease**



*Image by Lucy Champion*

The NIKKOR Z MC 50mm f/2.8 weighs approximately 260g and is 66mm in length, making it easy to carry around for long periods of time and allows for users to take control of every shooting opportunity. Enjoy greater flexibility in attaching a range of filters directly onto the lens, such as the 46mm filter to reduce reflection, and accessories such as the SB-R200 Wireless Speedlight and ES-2 Film Digitizer by using an SY-1-62 adapter ring to further illuminate small subjects, especially during close-ups.

Enhance your macro photography experience with the new NIKKOR Z MC 50mm f/2.8 for smooth operability while shooting. Acquire faster focus on your subject with the focus limit switch located on the side of the lens, minimising focusing time as you flick the focus limit switch to the close-up position. Get information on the image reproduction ratio easily and promptly with the new focus distance indicator, which is colour-coded for better visibility and provides details on the distance from the lens to the subject when extended.

Designed for extremely quiet operation, made possible with adopting the stepping motor (STM), enjoy photographing close-ups of animals and insects without startling them, getting the perfect macro shot with minimal operational sounds.

### **Beyond the lens**



Take it out and about on your adventures with ease of mind under everyday conditions, where the dust- and drip-resistant [3] performance of NIKKOR Z MC 50mm f/2.8 prevents dust and water droplets from entering the lens, or even pollen from sticking onto the lens, as you get up close during macro photography. In addition, the application of fluorine coat on the front element provides anti-fouling performance and makes it easier to clean the lens.

*[1] Distance from the front surface of the lens to the focus position.*

*[2] At a shooting distance of infinity ( $\infty$ ). The effective maximum aperture is f/5.6 at a shooting distance of 0.16m.*

*[3] Complete dust- and drip-resistance is not guaranteed in all circumstances.*

#### **Availability**

The new NIKKOR Z MC 50mm f/2.8 will be available from late June. For information about the lens and other Nikon products, please visit [www.nikon.com.au](http://www.nikon.com.au)

#### **About the NIKKOR brand**

NIKKOR is Nikon's brand of photographic lenses. The NIKKOR name arose from adding "r", a common practice in the naming of photographic lenses at the time the name was established, to "Nikko", the Romanized abbreviation for Nippon Kogaku K.K., the original name used when the company was established. In November 2018, Nikon announced its milestone achievement of 110 million in total production of NIKKOR lenses for Nikon interchangeable lens cameras.

#### **About My NIKKOR**

Every photographer has a story to tell. Enter a world shaped by the creative vision and expression of Nikon photographers. Visit MY NIKKOR ([mynikkor.com](http://mynikkor.com)) to be inspired by their passion and adventures and let NIKKOR connect you with the culture of photography.

#### **About Nikon**

Nikon is the world leader in digital imaging, precision optics and photo imaging technology and is globally recognised for setting new standards in product design and performance for its award-winning consumer and professional photographic equipment. Nikon Australia distributes consumer and professional digital SLR cameras, NIKKOR optics, Speedlights and system accessories; Nikon COOLPIX compact digital cameras; Nikon sports optics, and the latest mirrorless cameras in over 50 countries. For more information, visit [www.nikon.com.au](http://www.nikon.com.au). Connect with Nikon and other photographers on [Facebook](#) and [Instagram](#) and get the latest news and information from Twitter by following [@Nikon\\_Australia](#).



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