#### Main specifications of **α7**RⅢ

General	Camera Type	Interchangeable-lens digital camera	Viewfinder (Cont.)	Field Coverage	100%
	Lens mount	E-mount 35mm full frame (35.9×24.0mm), Exmor R CMOS sensor		Magnification	Aapprox. 0.78 x (with 50mm lens at infinity, -1m <sup>-1</sup> ) -4.0 to +3.0m <sup>-1</sup>
mage sensor	Type Number of Pixels	Approx. 42.4 megapixels (effective), Approx. 43.6 (Total)		Dioptre Adjustment Eye Point	Approx. 23mm from the eyepiece lens, 18.5mm from the eyepiece frame at -1m <sup>-1</sup> (CIPA
	Image sensor Aspect Ratio	3:2		Finder Frame Rate Selection	standard)
Recording System	Anti-Dust System Recording Format	Charge protection coating on optical filter and image sensor shift mechanism  JPEG (DCF Ver. 2.0, Exif Ver. 2.31, MPF Baseline compliant), RAW (Sony ARW 2.3 format)		rilluel riallie nate Selection	NTSC mode: STD 60fps / HI 120fps PAL mode: STD 50fps / HI 100fps
still image)	Image Size (pixels) [3:2]	[35mm full frame] L: 7952 x 5304 (42M), M: 5168 x 3448 (18M), S: 3984 x 2656 (11M)		Display Content	Graphic Display, Display All Info., No Disp. Info., Digital Level Gauge, Histogram
	Image Size (pixels) [16:9]	[APS-C] L: 5168 x 3448 (18M), M: 3984 x 2656 (11M), S: 2592 x 1728 (4.5M) [35mm full frame] L: 7952 x 4472 (36M), M: 5168 x 2912 (15M), S: 3984 x 2240 (8.9M)	LCD Screen	Type Number of Dots	7.5cm (3.0-type) type TFT 1,440,000 dots
		[APS-C] L: 5168 x 2912 (15M), M: 3984 x 2240 (8.9M), S: 2592 x 1456 (3.8M)		Touch Panel	Yes
	Image Quality modes Picture Effect	RAW, RAW & JPEG (Extra fine, Fine, Standard), JPEG (Extra fine, Fine, Standard)  8 types: Posterization (Color), Posterization (B/W), Pop Color, Retro Photo, Partial Color (R/		Brightness Control Adjustable Angle	Manual (5 steps between -2 and +2), Sunny Weather mode
	Tictare Effect	G/B/Y), High Contrast Monochrome, Toy Camera(Normal/Cool/Warm/Green/Magenta),		Display Selecter (Finder/LCD)	Up by approx. 107 degrees, Down by approx. 41 degrees Yes (Auto/Manual)
	Creative Style	Soft High-key, Rich-tone Monochrome Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn		Real-time Image Adjustment	On/Off
		leaves, Black & White, Sepia, Style Box (1-6), (Contrast (-3 to +3 steps), Saturation (-3 to +3		Display (LCD) Quick Navi	Yes
	Picture Profile	steps), Sharpness (-3 to +3 steps)) Yes (Off / PP1-PP10) Parameters: Black level, Gamma (Movie, Still, Cine1-4, ITU709, ITU709		Focus Magnifier	Yes (35mm full frame: 6.2x, 12.4x APS-C: 4.0x, 8.0x)
		[800%], S-Log2, S-Log3, HLG, HLG1-3), Black Gamma, Knee, Color Mode, Saturation, Color Phase, Color Depth, Detail, Copy, Reset		Zebra Peaking MF	Yes (Selectable level + range or lower limit as custom setting) Yes (Level setting: High/Mid/Low/Off, Color: White/Red/Yellow)
	Dynamic Range Functions	Off, Dynamic Range Optimizer (Auto/Level (1-5)), Auto High Dynamic Range (Auto Exposure		Others	WhiteMagic™, Grid Line (Rule of 3rds Grid/Square Grid/Diag. + Square Grid/Off), Movie
		Difference, Exposure Difference Level (1-6 EV, 1.0 EV step))			Marker (Center/Aspect/Safety Zone/Guideframe)
	Color Space 14bit RAW	sRGB standard (with sYCC gamut) and Adobe RGB standard compatible with TRILUMINOS Color Yes	Other Features	Display Contents PlayMemories Camera Apps™	Graphic Display, Display All Info, No Disp. Info, Digital Level Gauge, Histgram, For viewfinder, Monitor O -
	Uncompressed RAW	Yes		Clear Image Zoom	Still images:Approx. 2x
Recording System movie)	Recording Format Video Compression	XAVC S, AVCHD format Ver. 2.0 compliant XAVC S: MPEG-4 AVC/H.264, AVCHD: MPEG-4 AVC/H.264		Digital Zoom	Movies:Approx. 1.5x (4K), Approx. 2x (HD)  Smart zoom (Still images) [35mm full frame] M: approx 1.5x, S: approx 2x [APS-C] M: approx 1.5x, S: approx 2x [APS-C] M: approx 2x [AP
,	Audio Recording Format	XAVC S: LPCM 2ch, AVCHD: Dolby Digital (AC-3) 2ch, Dolby Digital Stereo Creator		Digital 200111	1.3x, S: approx 2x
	Color Space	xvYCC standard (x.v.Color when connected via HDMI cable) compatible with TRILUMINOS			Digital zoom (Still images) [35mm full frame] L: approx 4x, M: approx 6.2x, S: approx 8x [APS-C] L: approx 4x, M: approx 5.2x, S: approx 8x
	Picture Effect	Color Posterization (Color), Posterization (B/W), Pop Color, Retro Photo, Partial Color (R/G/B/Y), High			Digital zoom (Movie) [35mm full frame] approx 4x [APS-C] approx 4x
		Contrast Monochrome, Toy Camera(Normal/Cool/Warm/Green/Magenta), Soft High-key		Face Detection	[Modes] Face Priority in AF (On/Off), Face Priority in Multi Metering (On/Off), Regist. Face
	Creative Style	Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn leaves, Black & White, Sepia, Style Box(1-6) (Contrast (-3 to +3 steps), Saturation (-3 to +3			Priority (On/Off)  [Face registration] Max. number of detectable: 8
	Distance Do. Cl	steps), Sharpness (-3 to +3 steps))		Others	Touch Focus (Available with LCD monitor or Viewfinder operation), ISO AUTO Min. SS, Brigh
	Picture Profile	Yes (Off / PP1-PP10) Parameters: Black level, Gamma (Movie, Still, Cine1-4, ITU709, ITU709 [800%], S-Log2, S-Log3, HLG, HLG1-3), Black Gamma, Knee, Color Mode, Saturation, Color			Monitoring, Copyright Info, Set File Name, FTP Transfer Func., Help guide, Area Setting, Sho Front Mode, Video Light Mode, Zoom Ring Rotate
	Inner Circ (D)	Phase, Color Depth, Detail, Copy, Reset		Eye-Fi ready	-
	Image Size (Pixels), NTSC	XAVC S 4K: 3840 x 2160 (30p, 100M), 3840 x 2160 (24p, 100M), 3840 x 2160 (30p, 60M), 3840 x 2160 (24p, 60M)	Shutter	Type Shutter Speed	Electronically-controlled, vertical-traverse, focal-plane type  [Still images] 1/8000 to 30 sec, Bulb, [Movies] 1/8000 to 1/4 (1/3 steps) up to 1/60 in AUT
		XAVC S HD: 1920 x 1080 (120p, 100M), 1920 x 1080 (120p, 60M), 1920 x 1080 (60p, 50M), 1920			mode (up to 1/30 in Auto slow shutter mode);
		x 1080 (30p, 50M), 1920 x 1080 (24p, 50M), 1920 x 1080 (60p, 25M), 1920 x 1080 (30p, 16M) AVCHD: 1920 x 1080 (60i, 24M, FX), 1920 x 1080 (60i, 17M, FH)		Flash Sync. Speed *2	1/250 sec.
	Image Size (pixels), PAL	XAVC S 4K: 3840 x 2160 (25p, 100M), 3840 x 2160 (25p, 60M)		Electronic Front Curtain Shutter Silent Shooting	Yes (ON/OFF) Yes (ON/OFF)
		XAVC S HD: 1920 x 1080 (100p, 100M), 1920 x 1080 (100p, 60M), 1920 x 1080 (50p, 50M), 1920	Image Stabilization	Type	Image Sensor-Shift mechanism with 5-axis compensation (Compensation depends on len
		x 1080 (25p, 50M), 1920 x 1080 (50p, 25M), 1920 x 1080 (25p, 16M) AVCHD: 1920 x 1080 (50i, 24M, FX), 1920 x 1080 (50i, 17M, FH)		Compensation Effect	specifications)  5.5 stops (based on CIPA standard. Pitch/yaw shake only. With Planar T* FE 50mm F1.4 Z
	Slow & Quick Motion (S&Q) /	NTSC mode: 1920x1080 (60p, 30p, 24p)		Compensation Effect	lens mounted. Long exposure NR off.)
	Image size	PAL mode: 1920x1080 (50p, 25p)	Flash Control	Control	Pre-flash TTL
	Slow & Quick Motion (S&Q) / Image frame rate	NTSC mode: 1fps, 2fps, 4fps, 8fps, 15fps, 30fps, 60fps, 120fps PAL mode: 1fps, 2fps, 3fps, 6fps, 12fps, 25fps, 50fps, 100fps		Flash Compensation Flash Bracketing	+/- 3.0 EV (switchable between 1/3 and 1/2 EV steps) 3/5/9 frames selectable. With 3 or 5 frames, in 1/3, 1/2, 2/3, 1.0, 2.0, 3.0 EV increments, wit
	Movie Functions	Audio Level Display, Audio Rec Level, PAL/NTSC Selector, Proxy Recording (1280 x 720,			9 frames, in 1/3, 1/2, 2/3, 1.0 EV increments.
		9Mbps), TC/UB (TC Preset/UB Preset/TC Format/TC Run/TC Make/UB Time Rec), Auto Ślow Shutter, REC Control, Clean HDMI Info.(ON/OFF selectable), Gamma Disp. Assist		Flash Modes	Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync., Red-eye reduction (on/off selectable Wireless'3, Hi-speed sync.'3
	HDMI Output	3840 x 2160 (25p), 1920 x 1080 (50p), 1920 x 1080 (50i), 1920 x 1080 (24p), 1920 x 1080 (60p),		External Flash Compatibility	Sony α System Flash compatible with Multi Interface Shoe, attach the shoe adaptor for flas
		1920 x 1080 (60i), 3840 x 2160 (30p), 3840 x 2160 (24p), YCbCr 4:2:2 8bit / RGB 8bit		FF1111-	compatible with Auto-lock accessory shoe Yes
Recording System	Location Information Link From Smartphone	res		FE Level Lock Wireless Control	Yes (Light signal: Available with Fill-flash, Slow Sync., Hi-speed sync. /Radio signal: Availabl
	Media	Memory Stick PRO Duo, Memory Stick PRO-HG Duo, Memory Stick Micro (M2), SD memory	- ·		with Fill-flash, Rear Sync., Slow Sync., Hi-speed sync.)
		card, SDHC memory card (UHS-I/II compliant), SDXC memory card (UHS-I/II compliant), microSD memory card, microSDHC memory card, microSDXC memory card	Drive	Drive Modes	Single Shooting, Continuous shooting (Hi+/Hi/Mid/Lo selectable), Self-timer, Self-timer (Cont.), Bracket: Single, Bracket: Cont., White Balance bracket, DRO bracket
	Memory Card Slot	SLOT1: Slot for SD (UHS-I/II compliant) memory card		Continuous Drive Speed	Continuous shooting: Hi+: max. 10 fps, Hi: max. 8 fps, Mid: max. 6fps, Lo: max. 3 fps
	Recording mode on 2 memory	SLOT2: Multi slot for Memory Stick Duo/SD (UHS-I compliant) memory card Simult. Rec (Still), Simult. Rec (Movie), Simult. Rec (Still/Movie), Sort (JPEG/RAW), Sort (Still/		(approx. max.) *4 No. of Recordable Frames	JPEG Extra fine L: 76 frames, JPEG Fine L: 76 frames, JPEG Standard L: 76 frames, RAW: 76
	cards	Movie), Auto Switch Media (On/Off), Copy		(approx.) *4	frames, RAW&JPG: 76 frames, RAW (Uncompressed): 28 frames, RAW (Uncompressed)&JPG 28 frames
Voise reduction	Noise Reduction	Long exposure NR: On/Off, available at shutter speeds longer than 1 sec.  High ISO NR: Normal/Low/Off		Self-Timer	10 sec. delay/5 sec. delay/2 sec. delay/Continuous self-timer (3 frames after 10 sec. delay/
	Multi Frame NR	-			frames after 10 sec. delay/3 frames after 5 sec. delay/5 frames after 5 sec. delay/3 frame after 2 sec. delay/5 frames after 2 sec. delay/5 frames after 2 sec. delay/6 frames after 2 sec. delay/6 frames after 5 sec. delay/7 frames after 5 sec. delay/7 frames after 5 sec. delay/8 fr
White Balance	Modes	Auto / Daylight / Shade / Cloudy / Incandescent / Fluorescent <; Warm White / Cool White / Day White / Daylight> / Flash / Underwater/ Color Temperature < 2500 to 9900K> & color		Pixel Shift Multi Shooting	Yes <sup>15</sup>
		filter <g7 a7="" b7(29-step)="" m7(57-step),="" to=""> / Custom</g7>	Playback	Photo Capture	Yes
	AWB Micro Adjustment	Yes <g7 m7,57-step="" to=""><a7 b7,29-step="" to=""></a7></g7>		Modes	Single (with or without shooting information Y RGB histogram & highlight/shadow warning), 9/25-frame index view, Enlarged display mode (L: 19.9x, M: 12.9x, S: 10.0x), Aut
	Priority Set in AWB Bracketing	Yes 3 frames, H/L selectable			Review (10/5/2 sec,Off), Image orientation (Auto/Manual/Off selectable), Slideshow, Folde selection (Date/ Still/ AVCHD/XAVC S HD/XAVC S 4K), Forward/Rewind (movie), Delete,
ocus	Focus Type <sup>1</sup>	Fast Hybrid AF (phase-detection AF/contrast-detection AF)			Protect, Rating, Disp Cont Shoot Grp
	Focus Sensor	Exmor R CMOS sensor	Interface	PC Interface	Mass-storage, MTP, PC remote
	Focus Point	35mm full frame: 399 points (phase-detection AF), APS-C mode with FE lens: 323 points (phase-detection AF), with APS-C lens: 255 points (phase-detection AF) / 425 points		Multi / Micro USB Terminal '6 USB Type-C™ Terminal	Yes Yes (SuperSpeed USB (USB 3.1 Gen 1) compatible)
		(contrast-detection AF)		NFC™	Yes (NFC forum Type 3 Tag compatible), One-touch remote, One-touch sharing
	Focus Sensitivity Range Focus Mode	EV-3 to EV20 (ISO100 equivalent with F2.0 lens attached)  AF-A (Automatic AF), AF-S (Single-shot AF), AF-C (Continuous AF), DMF (Direct Manual Focus),		Wireless LAN (Built-In)	Wi-Fi Compatible, IEEE 802.11b/g/n (2.4GHz band), View on Smartphone, Send to Compute View on TV '7
		Manual Focus		Bluetooth	Yes (Bluetooth Standard Ver. 4.1 (2.4GHz band))
	Focus Area	Wide (399 points (phase-detection AF), 425 points(contrast-detection AF)) / Zone / Center / Flexible Spot (S/M/L) / Expanded Flexible Spot / Lock-on AF ( Wide / Zone / Center /		HD Output	HDMI micro connector (Type-D), BRAVIA Sync(Control for HDMI), PhotoTV HD, 4K movie
		Flexible Spot (S/M/L)/Expanded Flexible Spot)		Multi Interface Shoe '8	output/4K still image PB Yes
	Other Features	Eye-start AF (only with separately sold LA-EA2 or LA-EA4 attached), Lock-on AF, Eye AF, AF micro adjustment (only with separately sold LA-EA2 or LA-EA4 attached), Predictive control,		Mic Terminal	Yes (3.5 mm Stereo minijack)
		Focus lock, AF Track Sensitivity, Swt.V/H AF Area, AF Area Registration		Sync Terminal	Yes Yes (3.5 mm Stereo minijack)
	AF Illuminator	Yes (with Built-in LED type)		Headphone Terminal Vertical Grip Connector	Yes (3.5 mm Stereo minijack) Yes
	AF Illuminator Range Focus Type With LA-EA3	Approx. 0.3m - approx. 3.0m (with FE 28-70mm F3.5-5.6 OSS attached) Selectable (phase-detection, contrast-detection)		PC Remote	Yes
	(Sold separately)	· · · · · · · · · · · · · · · · · · ·	Audia	LAN Terminal	Built-in stereo microphone or XLR-K2M/XLR-K1M/ECM-XYST1M (sold separately)
Exposure	Metering Type Metering Sensor	1200-zone evaluative metering Exmor R CMOS sensor	Audio	Microphone Speaker	Built-in stereo microphone or XLR-K2M/XLR-K1M/ECM-XYST1M (sold separately)  Built-in, monaural
	Metering Sensitivity	EV-3 to EV20 (at ISO100 equivalent with F2.0 lens attached)	Print	Compatible Standards	Exif Print, Print Image Matching III, DPOF setting
	Metering Mode	Multi-segment, Center-weighted, Spot, Spot Standard/Large, Entire Screen Avg., Highlight	Custom function	Туре	Custom key settings, Programmable Setting (Body 3 sets /memory card 4 sets), My Menu Reg Cust Shoot Set
	Exposure Compensation	+/- 5.0EV(1/3 EV, 1/2 EV steps selectable) (with exposure compensation dial : +/- 3EV (1/3 EV steps))	Lens Compensation	Setting	Peripheral Shading, Chromatic Aberration, Distortion
	Exposure Bracketing	Bracket: Cont., Bracket: Single, 3/5/9 frames selectable. With 3 or 5 frames, in 1/3, 1/2, 2/3,	Power	Supplied Battery	One rechargeable battery pack NP-FZ100
	AE Lock	1.0, 2.0, or 3.0 EV increments, with 9 frames, in 1/3, 1/2, 2/3, or 1.0 EV increments.  Locked when shutter button is pressed halfway. Available with AE lock button. (On/Off/Auto)		Battery Life (Still Images) *9  Battery Life (Movie, actual recording) *10 *11	Approx. 530 shots (Viewfinder) / approx. 650 shots (LCD monitor) (CIPA standard)  Approx. 100 min (Viewfinder) / Approx. 115 min (LCD monitor) (CIPA standard)
	Exposure Modes	AUTO (iAuto), Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual			Approx. 180 min (Viewfinder) / Approx. 190 min (LCD monitor) (CIPA standard)
		(M), Movie (Programmed AE (P) / Aperture priority (A) / Shutter-speed priority (S) / Manual (M) ), Slow & Quick Motion (Programmed AE (P) / Aperture priority (A) / Shutter-speed		Internal Battery Charge	Yes (Available via Multi/Micro USB Terminal or USB Type-C™ Terminal)
		priority (S) / Manual (M) )		Power Consumption With Viewfinder	Still images: approx. 3.7W (with FE 28-70mm F3.5-5.6 OSS lens attached), Movies: approx. 5.5W (with FE 28-70mm F3.5-5.6 OSS lens attached)
	ISO sensitivity (Recommended Exposure	Still images: ISO 100-32000 (ISO numbers up from ISO 50 to ISO 102400 can be set as expanded ISO range.),		Power Consumption With LCD	Still images: approx. 3.0W(with FF 28-70mm F3.5-5.6 OSS lens attached).
	Index)	AUTO (ISO 100-12800, selectable lower limit and upper limit)		Screen USB Power Supply	Movies: approx. 5.2W (with FE 28-70mm F3.5-5.6 OSS lens attached)  Yes (Available via Multi/Micro USB Terminal or USB Type-C™ Terminal)
	Anal Glaba Cl	Movies: ISO 100-32000 equivalent, AUTO (ISO 100-12800, selectable lower limit and upper limit)	Others	Operating Temperature	32 - 104 degrees F / 0 - 40 degrees C
/iewfinder	Anti-flicker Shoot. Viewfinder Type	Yes  1.3 cm (0.5-type) electronic viewfinder (color), Quad-VGA OLED Tru-Finder	Size & Weight	Dimensions (W x H x D)	Approx. 126.9mm x 95.6mm x 73.7mm, Approx. 126.9mm x 95.6mm x 62.7mm (from grip t
	Number of Dots	3,686,400 dots		Weight	monitor) /Approx. 5 x 3 7/8 x 3 inches, Approx. 5 x 3 7/8 x 2 1/2 inches (from grip to monito Approx. 657 g / approx. 1lb 7.2 oz (with battery and memory card included)
	Mailinei oi pots				

\*1 Phase-detection AF may not work with certain lenses or may require software update. See Sony support page for details. \*2 With compatible Sony external flash. \*3 With compatible external flash. \*4 Varies according to shooting conditions or memory card used. \*5 Images shot in Pixel Shit Multi Shooting mode can be processed using a dedicated imaging software by Sony. Maximum flash-sync speed is limited to 1/13 second. \*6 Supports Micro USB compatible device. \*7 (Configuration method/Access method) WPS or manually /infrastructure mode. When connecting to smartphones, the camera can always work as a base without a wireless access point. (Security: WEP/WPR-FSK/WPR-FSK) \*9 Sony accessories for the Accessory Shoe can be accessory shoe can be accessory shoe can be accessored in the solid part of the continuous movie recording is possible for approximately 59 minutes (limited by product specifications). \*11 Indication recording time, without a variety of the camera continue movie recording by possible for approximately 59 minutes (limited by pressing the WNH button again. No other operation such as zoom is performed.

#### Trademarks & Remark

\*\*Cx\*, "Exmor R\*, "BIONZ X\*, "BRAVIA\*, "SteadyShot\*, "InfoLithium\*, "Translucent Mirror Technology\*, "Tru-Finder\*, "Memory Stick PRO Duo\*, "Memory Stick PRO Duo\*, "PlayMemories Home\*, "PlayMemories Mobile\*, "PlayMemories Gamera Apps\*, "x.x.cloir\*, "TRILLMINOS Color, "TRILLMINOS Display\* and "XAVC S\* are trademarks or for constant of page to a trademark of Sony Corporation. \* "Xperia" is a trademark or formy (Copporation. \* "Xperia" is a trademark of Sony Mobile\*, "PlayMemories Home\*, "PlayMemories Home\*, "PlayMemories Mobile\*, "PlayMemories Mobi

#### Specifications and features are subject to change without notice

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SONY

Interchangeable-lens digital camera



The Power of Imaging



# Reality realized. New worlds.

The art of bringing the world to life in photographic form hinges on a sublime blend of technical dynamic range, and speed, the lpha7R III provides the technical capability you need to let your imagination soar and fulfill your vision with breathtaking reality. All of this comes in a compact, mobile package that is easy and intuitive to use while seamlessly supporting professional workflows. The  $\alpha$ 7R III offers the potential you need to realize concepts and explore worlds that have previously been beyond reach.









Quad-VGA OLED Tru-Finder















Pixel Shift 5-axis Multi INSIDE Shooting turer for digital cameras and Sony research - April 2016 (over 50% market share).



Phase Detection













## **Spectacular Rendering**

#### 42.4\* effective megapixel full-frame Exmor R™ CMOS sensor

Back illumination for high sensitivity, gapless on-chip lenses, antireflective seal glass coating, no optical low-pass filter, and other advanced features contribute to un-

\* Approximately.

precedented imaging performance. High resolution, high sensitivity with low noise, and wide dynamic range add up to vastly expanded shooting potential.



ExmorR

#### Faster, more detailed image processing NEW

The latest high-speed front-end LSI and updated BIONZ X™ imageprocessing engine provide a dramatic increase in system speed, plus an impressive 15-stop dynamic range\* at low-sensitivity settings. Advances have also been made in Sony's Detail Reproduction Technology and Areaspecific Noise Reduction features,

reducing noise by as much as a full stop\*\* in the mid sensitivity range. A sublime blend of high resolution and low noise is ensured over a wide sensitivity range, for outstanding image quality and color accuracy that are ideal for portraits and landscape photography.

\* Sony test conditions for stills \*\* Compared to the \(\alpha\)7R II.

#### Standard 100 ~ 32000 ISO expandable up to 102400\* NEW

The standard ISO range has been extended to ISO 100 ~ 32000, expand-

able\* to ISO 50 at the low end and ISO with high quality and low noise.



F2.8 GM (SEL2470GM)

102400 at the high end for wide coverage that can capture low-light scenes

for still images only.

## Expanded ISO available



**BIONZ** X

#### 16-bit processing and 14-bit RAW output NEW

The digital output from the image sensor's AD converter is processed in 16-bit form by the front-end LSI and BIONZ X processor before being output as compressed or uncompressed 14-bit RAW files. The result is smoother, more natural gradations that contribute to higher overall image quality. The enhanced image processing system makes 14-bit RAW output available even when shooting in silent or continuous mode.\*

\* Limited to 12 bits during compressed RAW continuous shooting, BULB exposure, or when Long Exposure NR

## Versatile viewing

3.69 million dot Quad-VGA OLED Tru-Finder™





This high-resolution Quad-VGA OLED Tru-Finder has approximately 3.69 million dots for fine detail and high contrast for accurate black reproduction. High luminance brings viewfinder brightness closer to that of the actual scene. The high quality of the viewfinder image and features like focus magnification make it easier to achieve perfect focus with just about any subject in any situation.

#### High quality mode NEW

"Standard" and "High" quality settings are available for the viewfinder and monitor. "High" takes advantage of the large amount of data read from the 42.4 effective megapixel sensor to provide extra fine viewfinder and monitor displays for a more natural view.



Conventional XGA Finder

#### AF in Focus Magnifier NEW

By magnifying the selected focus area while using autofocus to shoot stills this function makes it easier to achieve perfect focus, especially for macro photography and other critical applications.



Quad-VGA Finder (High quality mode)

### Improved peaking NEW

The evolved BIONZ X processing engine improves the accuracy of "peaking" display that highlights in-focus areas when focusing manually, making it easier to achieve precise focus.

## Compact, lightweight, and durable

#### Lightweight, durable magnesium body

To ensure maximum reliability in harsh conditions, body durability has been enhanced by the use of a

#### Increased mount and grip rigidity NEW

Increased lens mount rigidity maximizes durability when using heavy optics, and the grip has been redesigned and unified with the front cover using magnesium alloy for higher overall rigidity.

lightweight, high-rigidity magnesium alloy for the top cover, front cover, internal frame, and rear cover.

#### Durable low-vibration shutter NEW



A new shutter unit features a fastresponse coreless motor and brake system that effectively subdues mechanical vibration. The shutter has been tested for durability in excess of 500,000 shutter cycles.\*

\* Sony internal tests with electronic front curtain shutter.



#### **Dust and moisture resistant\***

Sealing is provided at critical locations to minimize dust and moisture ingress, ensuring reliable operation in challenging environments.

\* Not guaranteed to be 100% dust and moisture proof.



## **High-speed continuous shooting**

Up to 10 fps\* continuous shooting with AF/AE tracking NEW

Continuous shooting at up to 10 fps\* with accurate AF/AE tracking makes it possible to capture moving subjects in their most photogenic moments while taking full advantage of the

camera's 42.4 megapixel resolution and 14-bit output. The image files produced contain ample data for flexible trimming and retouching without losing image quality. It is

also possible to shoot continuously at up to 8 fps\* in live view mode, with minimal viewfinder/monitor display lag.



10 fps continuos shooting captures the decisive moment

## Silent continuous shooting\*\* NEW

42.4 megapixel resolution provides plenty of margin

for cropping.

Silent, vibration-free shooting at up to 10 fps\*\* with AF/AE tracking and no cropping is also available when shooting in silent mode. Silent shooting

is critical for wildlife photography where even the slightest shutter noise can mean missing the mo-



- \* Up to 10 fps in continuous "Hi+" mode, and up to 8 fps in continuous "Hi" mode. Maximum fps will depend on camera settings
- \*\* Some distortion may occur with fast-moving subjects or if the camera is moved sideways rapidly while shooting

## **Unprecedented AF performance**

Updated algorithms enhance AF response NEW

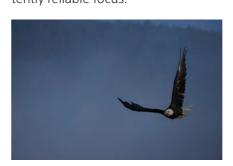


Evolved image processing plus AF algorithms from the lpha9 refined and optimized for the lpha7R III provide significant improvements in AF speed, precision, and tracking performance. Even the wildest motion can be tracked reliably.



#### Wide: 399 phase-detection + 425 contrast AF points NEW

399 focal plane phase-detection AF points cover approximately 68% of the image area in the horizontal and vertical directions, complementing 425 contrast AF points for consistently reliable focus.



#### Focal plane phase-detection AF with A-mount lenses\* NEW

Focal plane phase-detection AF also functions with A-mount lenses\* mounted via the LA-EA3 adaptor, providing wide-area coverage, fast response, and high tracking performance. Eye AF is now supported with A-mount lenses\*.

dark scenes.

first frame during continuous shooting in any mode other than "Continuous: Lo" (Hi+, Hi, Mid).



#### Fast: Up to 2x\* AF speed NEW

Enhanced Fast Hybrid AF System performance achieves low-light AF response that is up to twice as fast\* as the  $\alpha$ 7R II. Focus is fast and reliable even in dim lighting.

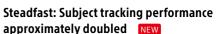
\* Compared to the  $\alpha$ 7R II. Sony test conditions.



#### Reliable AF down to EV-3 brightness NEW

Advanced AF algorithms contribute to high AF precision down to light levels as low as EV-3 (ISO 100 equivalent, F2.0 lens) in the AF-S mode. AF is more precise and reliable in





Tracking performance during continuous shooting has been improved by approximately 2x.\* Complex, unpredictable motion is reliably tracked with greater precision than ever before.





## Efficient focus control

#### AF-ON button NEW

Press the AF-ON button to activate autofocus when shooting stills or movies. This makes it possible to release the shutter instantly to capture fleeting moments without having to go through the normal half-press focus sequence.

#### Multi-selector NEW

The multi-selector provides a fast, efficient way to shift focus points. Simply press the up, down, left, or right button when using the Zone, Flexible Spot, or Expand Flexible Spot focus area mode.

#### 3.0 type 1.44 million dot tilting LCD monitor NEW

This 3.0 type LCD monitor with 1.44 million dots features high resolution for detailed viewing. WhiteMagic™ technology is included to ensure that LCD viewing is bright and clear even in outdoor conditions. The monitor tilts upwards by a maximum of 107°, and downwards by a maximum of 41° for flexible hold and framing.



#### Touch focus **NEW**

Simply touch the monitor screen to specify the desired focus point for stills or movies. Even subjects near the frame edges can be instantly selected without having to reframe or manually shift the focus point. Double-tap any point for a magnified view of that area when focusing manually.

#### Touchpad focus point control NEW

The monitor touchpad function allows the focus frame to be dragged to any desired point with a fingertip while viewing through the viewfinder. Relative and absolute modes are available, and nine area patterns provide easy operation when viewing with either eye, and when positioning with either hand.

## More continuous shooting support

#### Up to 76\* images per burst

A larger buffer memory, increased overall system speed, UHS-II support, and other refinements allow up to 76\* JPEG or compressed RAW images, or up to 28\* uncompressed RAW images to be captured in one

\* "Hi+" continuous mode with UHS-II compatible SDXC memory card. Sony test conditions

#### Improved operability while writing to memory card NEW

continuous burst.

The Fn menu can be accessed and edited immediately after continuous shooting while data writing is in progress\*, as can the menus and parameters. It is also possible to immediately access the playback display, with the number of still images remaining to be written shown during playback.

\* Not all menu parameters can be edited while data is being written to the memory card.

#### Dual media slots, UHS-II support NEW

Separate media slots for SD card (UHS-II compatible) and SD/MS card allow data to be simultaneously or sequentially recorded to two cards (Auto Switch Media), or separate cards can be assigned to save RAW and JPEG files, or stills and movies. Data can also be copied between media cards.

#### **Rating and protect functions** facilitate on-location sorting NEW

Ratings of from 1 to 5 stars can be applied to still images right from the camera controls. The rating and protect functions can be set via assigned custom buttons while viewing the review playback display on location or while traveling to save



#### Display continuous shooting group NEW

Images shot in continuous mode can be reviewed as groups, and the play index display has been significantly improved. Continuous groups can be deleted or protected in one quick operation to save time on location.

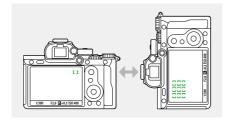


## **Customizable Functions for Smooth Focus Operation**

#### Switch Vertical and Horizontal AF Area NEW

It is possible to use separate or identical focus areas and points for horizontal and vertical camera orientations, reducing the need to

readjust focus when shooting subjects that requires frequent camera orientation changes.



AF tracking sensitivity NEW

The sensitivity with which autofocus will follow subjects that move outside the focus area can be adjusted in 5 steps when shooting stills. Higher sensitivity is best for subjects at varying distances, while lower sensitivities can keep focus on a subject that is briefly obscured by other objects.

#### AF Area Registration NEW

Frequently used focus point settings can be memorized and instantly recalled via custom button assignments. Focus area mode settings can also be memorized and recalled as required for fast, convenient operation.

## Recall Custom Setting During Hold NEW

Memorized settings (exposure, focus settings, drive mode, etc.) can be assigned to custom buttons for temporary recall while the button is held, providing a convenient way to quickly make temporary setting changes.

## Professional stamina

#### Battery capacity increased by approximately 2.2 times NEW

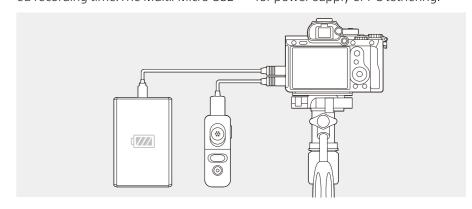
A new NP-FZ100 battery provides approximately 2.2 times the capacity of the NP-FW50. The optional VG-C3EM Vertical Grip holds two batteries, or an optional Multi Battery Adaptor (NPA-MQZ1K) can hold up to four Z batteries for even further extended recording time.



#### USB power NEW

USB Type-C™ and Multi/Micro USB connectors allow external mobile batteries to power the camera for extended recording time. The Multi/Micro USB

connector can be used with a remote control unit or other accessory while the USB Type-C™ connector is used for power supply or PC tethering.



# **New portraiture potential** Innovations in Eye AF technology make the delicate task of photographing people smoother and easier, while 5-axis image stabilization boosts mobility and flexibility for significantly enhanced portraiture potential.

## Automatic, instant eye focus

Doubled Eye AF performance\* NEW



Eye AF automatically detects and focuses on the subject's eye. Notable improvements in detection precision and speed in the  $\alpha$ 7R III result in approximately doubled\* tracking performance when shooting moving

shooting in any mode other than "Continuous: Lo" (Hi+, Hi, Mid),

portrait subjects. Eye focus is fast and accurate even if the subject is distant, looking away from the camera, backlit, or in other situations that would challenge previous systems. Eye AF is also supported

adaptor.\*\*



for A-mount lenses mounted via an

\* Compared to the lpha7R II, approx. \*\* With SSM or SAM lenses only. With the LA-EA3 mount adapter. Eye AF not supported for movie recording. AF-C can only be used when the "Phase detection" AF system is selected, but focus is fixed at the first frame during continuous

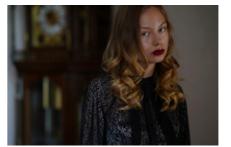


FE 70-200mm F2.8 GM OSS (SEL70200GM), 1/1000 sec., F5.6, ISO 800











## In-body image stabilization enhances shooting freedom

5-axis optical in-body image stabilization for a 5.5-step\* exposure advantage NEW



A new precision stabilization unit and gyro sensors work with optimized image stabilization algorithms to achieve a 5.5-step\* shutter speed advantage. Camera shake is effectively compensated for in 5 axes, and stabilization is effective for movies as well as stills. The viewfinder image is stabilized too, making it easier to frame and focus. Effective stabilization is achieved with a wide range of lenses, including non-stabilized E-mount lenses, and A-mount lenses mounted via an adaptor.

\* CIPA standards. Pitch/yaw shake only. Planar T\* FE 50mm F1.4 ZA lens. Long exposure NR off.

#### Pitch and yaw compensation





yaw shake at long focal lengths.

#### Horizontal and vertical shift compensation





Roll compensation



Compensation for roll shake on the Z-axis during long exposures. Most in-lens systems for interchangeablelens cameras cannot compensate for roll shake.





## Speed and flexibility for tethered shooting

USB 3.1 Gen 1 compatible USB Type-C<sup>™</sup> connector for fast transfer NEW

A USB Type-C™ connector that supports fast USB 3.1 Gen 1 data transfer makes high-speed PC Remote data transfer available for smooth

handling of large RAW image files. Quickly review images on a PC, and continue shooting without having to wait for slow file transfers.



#### Image storage selection for PC remote NEW



When the camera is tethered to a computer, still images can be stored in the camera as well as on the computer so they can be reviewed without volume and allow transferred imhaving to leave the camera position.

And when shooting RAW & JPEG it is possible to transfer only the JPEG files to the computer to reduce data ages to be reviewed immediately.



## Powerful software support

#### New Sony imaging software suite\* NEW



A new suite of imaging apps from Sony provides top-quality RAW development, convenient PC tethering, and efficient viewing/management. Live viewing on the computer screen with semi-transparent reference overlay capability is available

during tethered shooting. Focus points can also be set from the computer. The new Pixel Shift Multi Shooting feature can also be used while tethered, and the pixel-shifted images can be immediately composited and viewed.



\* Refer to the download page for details: http://www.sony.net/disoft/d/

#### Capture One (for Sony)\*

Capture One Express (for Sony) is free software for precise, highquality finishing of RAW data.

Capture One Pro (for Sony) can be purchased for local adjustment and PC Remote compatibility.

<sup>\*</sup> Please contact Phase One regarding all inquiries as to usage and support including functional compatibility of Capture One Express (for Sony) and Capture One Pro (for Sony).



## **Professional lighting capability**

#### Improved flash compatibility NEW



A standard sync terminal is provided for convenient synchronization with studio flash units and other external lighting equipment. Release time lag has been minimized for smooth, responsive flash photography. Con-

tinuous flash shooting at up to 10 fps\* offers advanced capture capability. Slow sync and rear curtain sync\*\* can be selected when shooting with wireless off-camera flash for even further enhanced versatility.



<sup>\*\*</sup> Rear curtain sync is not available with optical wireless flash units.



FE 85mm F1.4 GM (SEL85F14GM), 1/250 sec., F8, ISO 100, Profoto Pro-10 flash units

<sup>\*</sup> Maximum continuous shooting speed will depend on the flash and shooting settings used.



## Lifelike detail, texture, color, and atmosphere

Pixel Shift Multi Shooting: Superior resolution from 42.4 megapixel RGB information NEW

This new feature takes advantage of the advanced in-body image stabilization system control capability available in the  $\alpha$ 7R III, precisely shifting the sensor in 1-pixel increments to capture four pixel-shifted images containing a total of approximately 169.6 million pixels\* that are later composited using a computer to achieve overwhelming subjective resolution in a single image. Still images are captured with true-tolife details, texture, and color, with minimal moiré and color artifacts.

Even the atmosphere of the subject and surroundings are reproduced with breathtaking fidelity, making Pixel Shift Multi Shooting an ideal technology for archival images of art, architecture, and more.

 $^{\star}$  Image size after compositing is approx. 42.4 million (7952 x 5304) pixels.

Notes A dedicated software application is required for compositing. Image compositing may not be successful if camera or subject movement causes blur. The use of a tripod is recommended, as is the use of PC tethered control or a remote commander (when PC tethered control is not being used) where possible. Uncompressed RAW and silent mode are automatically selected for Pixel Shift Multi shooting. Some restrictions apply to flash and other devices. Refer to the Sony support site for

http://www.sony.net/psms/





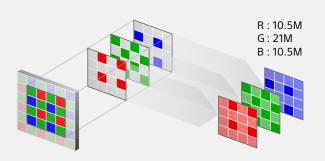


Pixel Shift Multi Shooting after compositing

#### The Pixel Shift Multi Shooting principle

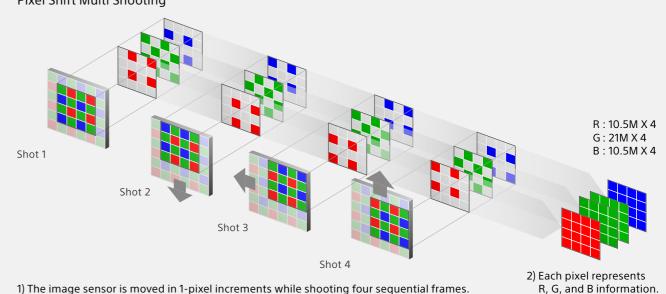
In a "normal" digital capture each pixel represents just one color: red, green, or blue. The surrounding pixels are used to supply the necessary extra information required to interpolate and reproduce the remaining two primary colors. Pixel Shift Multi Shooting, however, composites four pixel-shifted images so that each of the sensor's 42.4 million effective pixels can represent red, green, and blue values simultaneously. Extra interpolation becomes unnecessary so the data from the sensor can be directly synthesized to recreate the final colors. The result is unprecedented reproduction accuracy and detail for true-to-life textures. Images shot using this feature can be processed using the dedicated PC software from Sony running on a personal computer.

#### Normal single shot



1) RGB color information 2) Demosaicing provides the acquired at a 1:2:1 ratio. remaining color information.

#### Pixel Shift Multi Shooting



Tripod provided by Manfrotto

# Breathtaking movie reality 5K (15-megapixel) oversampling results in 4K movies with an overwhelming sense of depth and detail, while a new HLG picture profile supports high-quality HDR content creation. High resolution and wide dynamic range come together with stunning realism.

## High-resolution, wide-dynamic-range 4K

4K movies\*\* from 5K (15-megapixel) data NEW





Full pixel readout in the Super 35 mode, without the need for pixel binning, makes it possible to condense 5K (15-megapixel) data into highresolution, extraordinarily beautiful 4K movies with minimal moiré and jaggies. Advanced image processing also allows full-frame 4K movie recording with dramatically improved image quality at mid to high sensitivities. Super 35mm or full-frame recording can be selected as required.

#### 1.8 times Information





- \* Connect to an HDR (HLG) compatible Sony TV via a USB cable when displaying HDR (HLG) movies.
- \*\* A Class 10 or higher SDHC/SDXC card is required for XAVC S format movie recording. UHS speed class 3 or higher is required for 100 Mbps recording

## Wide dynamic range

extra flexibility to achieve a "look"

that best serves your artistic vision

during post-production color grad-

Broad support for HDR content creation NEW

Sony's S-Log gamma curve provides

ing, while a newly added HLG (Hybrid Log-Gamma)\* picture profile supports instant HDR production without the need for color grading. Extra care has been taken to ensure that a wide range of HDR content creation requirements are fully supported.



High flexibility to fine-tune images as desired (Colour grading required)





Instant and High Dynamic Range (Colour grading not required)



#### HLG (Hybrid Log-Gamma) support for instant HDR workflow

Movies recorded using the HLG profile will appear true-to-life with no blocked shadows or blown highlights when played back on an HDR

color space is supported, providing a wider color gamut.

(HLG) compatible TV, without the

need for color grading. The BT.2020



HDR (HLG)

#### S-Log3 for wide 14-stop dynamic range NEW

In addition to S-Log2, S-Log3 is available for better gradation from shadows to mid-tones (18% gray) and a wide dynamic range of up to 14 stops for movies. A new color S-Gamut3 color space that is a refined version of S-Gamut is also provided.



S-Gamut3.Cine/S-Log3

Color Grading

# Comprehensive moviemaking control

### Improved Fast Hybrid AF for movies NEW

Fast Hybrid AF performance during movie recording has been refined, providing a wide AF area that is similar to that provided for still images. AF now accurately locks onto



#### **Auto Power Off Temperature\***

This function sets the temperature at which the camera will automatically shut off. "High" allows longer movie recording times when the camera is mounted on a tripod.

 $^{\star}\,\mathsf{Set}\,\mathsf{to}\,\mathsf{``Standard''}\,\mathsf{for}\,\mathsf{handheld}\,\mathsf{shooting}.\,\mathsf{Use}\,\mathsf{a}\,\mathsf{tripod}\,\mathsf{or}\,\mathsf{other}\,\mathsf{support}\,\mathsf{when}\,\mathsf{``High''}\,\mathsf{is}\,\mathsf{selected}.\,\mathsf{Shooting}\,\mathsf{time}\,\mathsf{may}\,\mathsf{other}\,\mathsf$ vary according to environmental conditions and camera temperature when set to "High.

## Slow and quick motion NEW

Frame rates from 1 fps to 120 fps can be selected in eight steps for up to 60x guick motion and 5x slow motion while recording with full-HD

quality. \* Sound not recorded. Class 10 or higher SDHC/SDXC card required.

#### S&Q Record Setting

NTSC 24p 30p 60p

#### PAL 25p 50p S&O Frame Rate

NTSC 1fps 2fps 4fps 8fps 15fps 30fps 60fps 120fps PAL 1fps 2fps 3fps 6fps 12fps 25fps 50fps 100fps

## **Photo Capture**

High-quality stills can be extracted from movies and stored separately: 8 megapixel stills from 4K movies, and 2 megapixel stills from full-HD

movies.

#### **Enhanced Zebra function NEW**

This function simplifies exposure monitoring, especially when shooting with Log gamma. A new minimum brightness level setting helps to avoid blown out highlights.

#### Proxy recording **NEW**

4K movies and lower-resolution proxy movies can be recorded simultaneously. The smaller proxy files are ideal for quick previewing or pre-editing that can reduce the time required for final 4K editing.

#### Other movie features

Picture profiles, Clean HDMI, Time Code/User Bit, REC control, Gamma Display Assist, and other details provide comprehensive support for advanced video workflows.

Tripod provided by Manfrotto



## **Customizable functions**

A new My Menu feature allows up to 30

items to be registered for instant recall.

menus have also been reorganized for

smoother search and operation.

Registered items can be arranged in

My Menu & new menu interface NEW



The Fn button can be used to quickly display and select from up to 12 freely assignable functions while any convenient order, and unused items can be erased as required. The primary

Priority Set in AF-C Balanced Emphas Swt. V/H AF Area AF Area Regist. Px. Shift Multi Shoot.

#### Customizable front/rear dials and release button NEW

The control direction of the front and rear dials can be set via the menus. It is also possible to assign the large, accessible shutter button to start and stop movie recording, rather than using the MOVIE button.

#### Fast parameter editing via Fn menu

shooting. Assign functions you use frequently for fast, efficient selection and operation.



#### Custom button assignments NEW

Custom button assignments allow the camera interface to be customized for individual shooting preferences. Eleven buttons can be reassigned to select functions you choose, and separate functions can be assigned for the still, movie, and playback modes.



#### Instant mode dial recall of memorized camera setups NEW

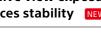


Camera setups, including modes and camera settings, can be registered in memory for instant recall via the mode dial: up to three in the camera, and four on a memory card. Memory card setups can also be loaded into a separate \(\alpha\)7R III body.



## Flexible Auto Exposure and Auto White Balance

#### 1200-segment live view exposure analysis enhances stability **NEW**



The live view image is divided into 1,200 segments for detailed analysis of subject color and lighting. The use of focus information to ensure consistent AE control is another innovation that can reduce variations in image brightness in varying situations.

#### Additional modes expand metering versatility NEW

A new Highlight mode detects the brightest area in the frame to avoid blown highlights, and an Entire Screen Average mode can provide stable auto exposure through composition changes.

#### Versatile spot metering NEW



When the Focus Area parameter is set to Flexible Spot or Expand Flexible Spot the metering spot location can be linked to the focus area so that the optimum metering point is maintained automatically. Two spot sizes are available to match a wide range of subjects.

#### Anti-flicker shooting NEW



Flickering

light source

Flicker from fluorescent lights and other artificial lighting can ruin still images if it and the shutter timing are out of sync. The lpha7R III automatically detects flicker and adjusts shutter timing to eliminate its effects.

\* Only 100 Hz and 120 Hz flicker is detected. Continuous shooting speed may decrease. Anti-flicker shooting is not available during silent shooting, BULB exposure, or movie recording.

#### Priority Set in AWB NEW



When incandescent lamps or similar are the primary light source and white balance is set to Auto, the color tone priority can be set to Standard,

Ambience, or White. Ambience priority produces a warm tone, while white priority is designed to provide accurate white reproduction.

phone or tablet functions as a view-

sharing transfers photos/videos to the

device. Install the PlayMemories Mo-

bile app on an NFC-enabled Android

device via Wi-Fi, then touch the device

to the camera to connect. The camera

now features QR code compatibility

finder/remote control. One-touch

1/100sec.(100Hz), 1/120sec.(120Hz)

#### Exposure standard adjustment NEW

The standard exposure value can be adjusted from -1 to +1 stop in 1/6 stop increments. This setting can be made separately for each metering mode.

#### ISO AUTO Min. shutter speed

This function sets the shutter speed above which ISO sensitivity will begin to change when the camera mode is set to "P" or "A" and "ISO AUTO" is selected. It can be used to minimize subject blur when shooting moving subjects.

## Data management and sharing

#### Location Information Link via Bluetooth NEW



With one-touch remote, a smart-

After the camera has been paired to the PlayMemories Mobile™ app installed on a compatible mobile phone or tablet device, it can acquire location data from the mobile device and record that data with still images or movies. The PlayMemories Home™ application can then be used on a personal computer to organize images imported into the computer on a map.

- \* Bluetooth connectivity available with the following terminal devices (at the date of release):
- Android (Android 5.0 or later, Bluetooth 4.0 or later) - iPhone/iPad (iPhone 4S or later, 3rd generation iPad
- Please refer to http://www.sonv.net/pmm/btg/ for more information
- \* Use the latest version of PlayMemories Mobile.

#### Wi-Fi / NFC<sup>™</sup> / QR code NEW



This function allows convenient Wi-Fi transfer of still image files selected via the menu display to a specified remote FTP server. FTPS (File Transfer Protocol over SSL/TLS) is supported, allowing SSL or TLS encrypted data transfer for maximum security.

\* PlayMemories Mobile must be installed on the smartphone or tablet device

#### File Names and Copyright NEW



The first three characters of still image file names can now be edited for easier identification, and copyright information can be automatically em-

bedded in still image files. Recording the photographer's name and author's name along with images provides basic copyright protection.

# **Essential apps**

#### PlayMemories Home™

PlayMemories

It's easy to install this image management software onto a Windows or Mac computer, then use it for

easy viewing, editing and printing. You can also upload and share content via network services.



#### PlayMemories Mobile™

PlayMemories Mobile

The PlayMemories Mobile app can be installed on a compatible smartphone or tablet to provide remote camera control and easy image transfer. The new PlayMemories

Mobile version provides updated remote camera control, with the same operability as available on the camera itself.





## Number of recordable frames for single media

(Image size L 42M, aspect ratio 3:2)

	,			
	8GB	32GB	64GB	256GB
Standard	770	3,100	6,200	24,500
Fine	520	2,100	4,200	16,500
Extra fine	270	1,050	2,150	8,700
RAW & JPEG (Compressed RAW)	130	520	1,050	4,200
RAW (Compressed RAW)	170	700	1,400	5,600
RAW & JPEG (Uncompressed RAW)	75	300	600	2,400
RAW (Uncompressed RAW)	88	355	710	2,850

- Recommended memory cards for movie recording in AVCHD/MP4 formats: Memory Stick PRO Duo (Mark2), Memory Stick PRO-HG Duo, SD memory card/SDHC memory card/SDXC memory card(Class 4 or more)
- Recommended memory card for movie recording in XAVC S format: SDHC/ SDXC memory card of Class 10 or higher
- The numbers in the table show approximate maximum recordable time obtained by totaling all movie files.
- AVCHD movies are automatically divided into separate files up to a maximum of 2GB each.

### Movie recording time for single media

(Hours:Minute	s:Seconds)	0.00	2260	6460	25660
		8GB	32GB	64GB	256GB
XAVC S 4K	30p 100M/ 25p 100M	0:08:00	0:35:00	1:15:00	5:15:00
	30p 60M/ 25p 60M	0:10:00	1:00:00	2:05:00	8:35:00
	24p 100M	0:08:00	0:35:00	1:15:00	5:15:00
	24p 60M	0:10:00	1:00:00	2:05:00	8:35:00
XAVC S HD	120p 100M/ 100p 100M	0:08:00	0:35:00	1:15:00	5:15:00
	120p 60M/ 100p 60M	0:10:00	1:00:00	2:05:00	8:35:00
	60p 50M/ 50p 50M	0:15:00	1:15:00	2:30:00	10:25:00
	60p 25M/ 50p 25M	0:30:00	2:25:00	5:00:00	20:15:00
	30p 50M/ 25p 50M	0:15:00	1:15:00	2:30:00	10:25:00
	30p 16M/ 25p 16M	0:50:00	3:50:00	7:45:00	31:25:00
	24p 50M	0:15:00	1:15:00	2:30:00	10:25:00
AVCHD	60i 24M (FX)/ 50i 24M (FX)	0:40:00	2:55:00	6:00:00	24:15:00
	60i 17M (FH)/ 50i 17M (FH)	0:55:00	4:05:00	8:15:00	33:15:00

#### Controls

- 1 Hook for shoulder strap
- 2 Microphone jack
- 3 Flash sync terminal 4 Headphones jack
- 5 HDMI micro jack jack 6 USB Type-C™ terminal
- 7 Charge lamp 8 Multi/Micro USB terminal
- 9 Mode dial
- 10 Mode dial lock release button
- 11 Microphone
- 12 Image sensor position mark 13 Speaker
- 14 Multi Interface Shoe

- 15 Front dial
- 16 Power switch 17 Shutter button
- 18 C1 (Custom 1) button
- 19 C2 (Custom 2) button
- 20 Exposure compensation dial 21 AF illuminator/Self-timer lamp
- 22 Remote sensor 23 Lens release button
- 24 Mount index
- 25 Mount 26 Image sensor
- 27 Lens contacts









- 28 Battery insertion slot
- 29 Tripod socket hole
- 30 Eye sensor
- 31 Viewfinder
- 32 Eyepiece cup 33 C3 button (Custom button 3)
- 34 MENU button
- 36 Playback button
- 37 MOVIE button 38 Reardial
- 39 For shooting: AEL button For viewing: Image index button
- 40 For shooting: AF-ON button For viewing: Enlarge button
- 41 Multi-selector 42 For shooting: Fn (Function) button
- For viewing: Send to Smartphone button 43 Control wheel
- 44 Access lamp 45 For shooting: C4 button (Custom button 4)
- For viewing: Delete button
- 46 Diopter-adjustment dial 47 Media slot cover switch
- 48 Hook for shoulder strap
- 49 N mark



# $\alpha$ 7R II / $\alpha$ 7R III comparison

		<b>α</b> 7 <sub>RI</sub>	<b>α7</b> RⅢ Impr	ovement	
Image quality	Standard ISO	up to ISO 25600	up to ISO 32000	+ 1/3 stop	
	Low noise		Up to 1 stop improvement for mid sensitivity.		
	Gradation		Up to 15 stops low-sensitivity dynamic range. 14-bit RAW* support for continuous and silent shooting.		
	Sharpness, color		Large improvement.		
	Pixel Shift Multi Shooting		New		
Speed	Continuous shooting	5 fps (approx.)	10 fps (approx.)	Speed doubled (approx.)	
	Continuous shooting (Silent)	Single only	10 fps (approx.)	Continuous supported	
	No. of recordable frames	23 compressed RAW images	76 compressed RAW images	3.3x improvement	
	Basic AF performance		Up to 2x** faster in low light, approx. 2x** faster tracking		
	Lower AF detection brightness limit	EV-2	EV-3	1 stop increase.	
	Eye AF		Large improvement in detection precision, speed Approx. 2x** faster tracking. A-mount lens suppo		
Operability &	5-axis image stabilization	4.5 steps	5.5 steps	+1 stop	
Reliability	EVF	XGA OLED Tru-Finder	Quad-VGA OLED Tru-Finder	1.5x resolution, 2x luminance (approx.). 120 fps*** finder frame rate support, 30% faster startup. High quality mode.	
	Battery	NP-FW50	NP-FZ100	2.2x capacity	
	Media	Single slot (UHS-I)	Dual slot (UHS-II support)	Higher write speed, simultaneous write, sequential write (Auto Switch Media).	
	USB connector for PC tethering	USB 2.0 (Multi/ Micro USB)	USB 3.1 Gen 1 (USB Type-C™)	Faster transfer speed	
	Controls		AF-on, Multi Selector, Touch Panel.		
	Movies		Improved quality in full-frame 4K high-sensitivity movies, improved movie AF, Hybrid Log-Gamma, S-Log3, Slow&Quick motion, Photo Capture, Proxy Recording.		
	Others		Sync terminal, Anti-flicker shooting, improved peaking, Focus magnification with AF support, My Menu, Rating, Display continuous shooting group, FTP over Wi-Fi, and more.		

<sup>\*</sup> Limited to 12 bits during compressed RAW continuous shooting, BULB exposure, or when Long Exposure NR is ON.

# Fast, expressive $\alpha$ lenses

## ${}_{\text{E-mount}} \textbf{ G} \textbf{ Master}^{^{\text{\tiny{TM}}}}$





**G** MASTER

FE 16-35mm F2.8 GM



FE 100mm F2.8 STF OSS GM (SEL100F28GM)



FE 70-200mm F2.8 GM OSS (SEL70200GM)



MASTER
FE 24-70mm F2.8 GM
(SEL2470GM)



**FE 100-400mm F4.5-5.6 GM OSS** (SEL100400GM)



1.4x Teleconverter Lens (SEL14TC) for SEL70200GM and SEL100400GM



2x Teleconverter Lens (SEL20TC) for SEL70200GM and SEL100400GM

## <sub>E-mount</sub> **G** Lens<sup>™</sup>











FE PZ 28-135mm F4 G OSS (SELP28135G)



FE 70-200mm F4 G OSS (SEL70200G)



FE 70-300 F4.5-5.6 G OSS



FE 90mm F2.8 Macro G OSS (SFI 90M28G)

## $_{\text{E-mount}} \, ZEISS^{\circledast}$

















Sonnar T\* FE 35mm F2.8 ZA







Sonnar T\* FE 55mm F1.8 ZA (SEL55F18Z)

## **A-mount Explore higher perspectives**

See the world from more creative perspectives with the full range of premium Sony A-mount lenses. Fisheye, wide-angle, super telephoto, macro, and legendary ZEISS® lenses offer the ultimate in imaging expression. An optional LA-EA3 or LA-EA4 Mount Adaptor is required to mount A-mount lenses on the  $\alpha$ 7R III.





Enter the exciting world of Sony  $\alpha$  products through  $\alpha$  Library, the new photography-themed application for tablets.

"sony α library" Q App Store App Store Cooled claim

"sony α library" Q App Store App

<sup>\*\*</sup> Sony test conditions.

<sup>\*\*\*</sup> in NTSC mode. 100fps in PAL mode.

# Options for expanded photographic capability



## VG-C3EM (1) InfOLITHIUM (2)

- vertical orientation
- Houses two NP-FZ100 batteries for longer operation, and supports USB charging via the camera





The VG-C3EM Vertical Grip makes shooting in vertical orientation just as efficient and comfortable as horizontal orientation with a full complement of essential controls, including a duplicate Multi-Selector. The grip shape is identical to the grip on the camera body, so no hold adjustment is required. The VG-C3EM features a magnesium alloy exterior for high rigidity and durability, and the design is dust and moisture resistant\*2 for maximum reliability.

The VG-C3EM not only provides space for two NP-FZ100 rechargeable battery packs, significantly extending operating time, but it also allows the batteries to be charged via the camera USB connector so the batteries don't have to be removed from the grip.

- \*1 Simultaneous use with LE-EA2 or LA-EA4 mount adaptor not supported due to narrow clearance between mount adapter and vertical grip.
- \*2 Not guaranteed to be 100% dust and moisture proof.



- InfoLITHIUM® support enables remaining battery charge display on the camera LCD

· Hard (hardness rating

glass provides reliable

touch-sensitive and

staining and finger

9H), shatterproof

• Compatible with

tilting LCDs

• Twice the capacity

long life

(i) InfoLITHIUM 2

of the NP-FW50 for





Screen Protect Glass Sheet PCK-LG1



#### NPA-MQZ1K (1) InfOLITHIUM (2)

• Allows sequential use of up to four NP-FZ100 batteries · Also functions as a four-battery rapid charger\*





This Multi Battery Adaptor Kit houses up to four NP-FZ100 rechargeable battery packs and connects to the camera via a plug-in plate, providing dramatically extended operating time for sessions that can't be interrupted by battery changes. The NPA-MQZ1K also supports power supply from NP-FW50<sup>12</sup>. It includes two USB ports so that power can be delivered to the camera and a USB device simultaneously. LED indicators show the remaining power for each battery. Three tripod mount sockets on the upper surface and three on the lower surface provide flexible mounting options.

In addition to supplying power, the NPA-MQZ1K also functions as rapid charger, Four NP-FZ100 batteries can be charged to 90% level in approximately 480 minutes.

\*1 With the supplied AC adaptor. NP-FW50 charging not supported. \*2 NP-FW50 compatible cameras: **27**/71 II/7R/7R II/7S/7S II/6500/6300/6000/5100/5000/3500/3000/DSC-RX10/RX10 II/RX10 III/



- charge status
- . LED indicator shows Slim, 33-millimeter

Fully charges one

approx. 150 min.

NP-FZ100 battery in

portable design





BC-QZ1

FDA-EP18







## HVL-F45RM mi Multi

- Compact and lightweight clip-on flash with high GN45<sup>r1</sup>
- Functions as a wireless radio commander or receiver in multi-flash setups





The HVL-F45RM is compact and convenient for use in the field or studio, delivering up to Guide Number 45<sup>\*1</sup> power with less than a 2.5-second<sup>2</sup> recycle time. It can be used as a wireless radio commander or receiver, and when used as a commander can control up to 15 compatible off-camera flash units or receivers in up to 5 groups'3. Radio wireless works at distances up to 30 meters<sup>\*4</sup>, providing reliable operation without pairing errors.

The HVL-F45RM also provides high-visibility tabbed menus and a Quick Navi interface for easy, intuitive operation. Customizable kevs give you direct access to the functions you use the most. The flash bounce head rotates and tilts for flexible lighting in a wide range of situations, and the overall design is dust and moisture resistant"5 for high reliability.

- \*1 105mm at ISO 100 in meters.
- \*2 1/1 manual flash emission, alkaline batteries
- \*3 Up to 5 groups in GROUP mode, and up to 3 groups in TTL or MANUAL mode
- \*5 Not guaranteed to be 100% dust and moisture proof



· Provides an ideal resting spot for a finger, improving hold comfort and stability

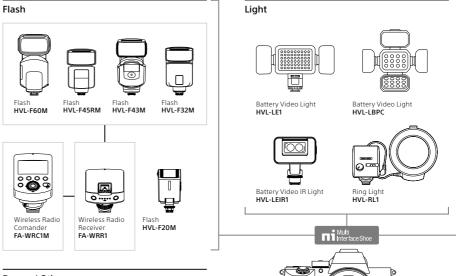
#### Grip Extension **GP-X1EM**



- · Ultra-fast write speed up to 299MB/s, read speed up to 300MB/s Ideal for high-speed continuous shooting
- and 4K video recording Supplied Sony File Rescue software recovers accidentally deleted photos and video

SF-G Series (32/64/128 GB)

#### System chart





NP-FZ100

Semi Hard Sheet PCK-LG1

Body Cap ALC-B1EM

VCT-55LH



BC-QZ1



FDA-EP18







55MPAM/ 62MPAM/







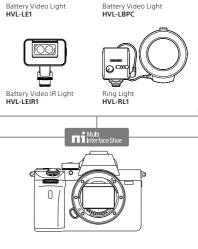




















Strap STP-SB2AM

Sony | Photo Galley:



Strap/Grip Belt



MULTI





Microphone / Monitor

Electret Condens

ECM-MS2

CLM-FHD5

XLR-K1M

ECM-680S

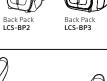
SMAD-P3

Clip-on LCD Monitor

CLM-V55













Sony | Camera Channel:



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