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Press Release

Sony's α 7S Full-Frame Interchangeable Lens Digital Camera Realises a New World of Imaging Expression

*Features impressive dynamic range with an awe-inspiring wide sensitivity of ISO50-409,600
and 4K video shoot*



α 7S

Hong Kong, May 7, 2014 – Sony today introduced the new [alpha 7S](#) as a new member of the acclaimed α 7 and α 7R family of the world's smallest full-frame interchangeable lens cameras¹. The α 7S puts extraordinary sensitivity, low noise and spectacular 4K video quality into the hands of professional photographers and videographers.

The innovative α 7S camera features a newly developed, 12.2 effective megapixel 35mm full-frame Exmor™ CMOS sensor paired with a powerful BIONZ X™ image processor, allowing it to shoot at a sensitivity range of ISO 50 – 409,600² with unprecedented dynamic range and low noise.

The new model is also the world's first camera to utilise the entire width of a full-frame image sensor in 4K video acquisition, and does this without cropping or line skipping as it can read and process data from every one of the sensor's pixels. This allows 4K video shooters to utilise all of the artistic and creative benefits provided by the unique sensor.

¹ Amongst interchangeable-lens digital cameras equipped with a 35mm full-frame image sensor, according to Sony research as of April 2014.

² Standard ISO range: Still 100 – 102,400, Movie 200 – 102,400; Expandable ISO range: Still 50 – 409,600, Movie 200 – 409,600.

Wide ISO Sensitivity (ISO 50 – 409,600)² and Impressive Dynamic Range

Sony, the world's largest manufacturer of image sensors³, has developed a unique 12.2 MP sensor with extraordinary sensitivity that allows the **α7S** camera to collect dramatically more light than traditional cameras and to produce beautifully detailed, low-noise images in even the darkest environments.

The camera also features a newly developed on-sensor technology that allows it to optimise the dynamic range throughout the entirety of the ISO 50 – 409,600² sensitivity range. This on-sensor technology also broadens the range of tonal gradation in bright environments while also minimising noise in dark scenes, allowing the camera to deliver impressive results in these extreme conditions where other cameras (and image sensors) typically struggle.

World's First Full-Frame Camera with Full Pixel Read-out⁴ (without pixel binning) during Movie Shooting

With the new **α7S** camera, the high-speed read out of the 35mm full-frame image sensor combined with the high-speed processing of the BIONZ X™ processor enables significant improvements in video quality.

These powerful components allow the camera to process data from all of the sensor's pixels and output stunning HD and 4K (QFHD 3,840 x 2,160 pixels) video⁴ while utilising the full-width of the sensor. In addition to the benefits for low-light shooting, the read out of all pixels frees the video from aliasing, moiré and false colour artefacts (as opposed to pixel binning) to achieve the highest quality video.

Additional Pro-quality Video Functions

In video mode, the **α7S** can output 4K video⁵ at QFHD (3,840 x 2,160)⁶ to an optional external 4K compatible recorder, and can record full HD (1,920 x 1,080) at frame rates of 50p, 50i, 25p, 60p, 60i, 30p and 24p directly to a compatible memory card. Video modes can be changed from full-frame to APS-C (super 35mm equivalent) if desired, and in this crop mode, the camera can support high frame rate 100/120fps shooting at standard HD resolution (1,280 x 720p), creating a 5x slow-motion effect.

The **α7S** camera is also equipped with S-Log2 gamma. Common to Sony's range of professional video cameras, S-Log2 expands the dynamic range by up to 1,300% to minimise clipped highlights and loss of detail in shadows. Additionally, for the first time ever in a Sony **α** camera, the **α7S** adopts the workflow-friendly XAVC S recording format in addition to AVCHD and MP4 codecs. XAVC S format allows for full HD recording at a data rate of 50 Mbps with lower compression for improved video quality.

³ No.1 image sensor manufacturer for digital camera and video recorders. Based on Sony research - April 2012 to March 2013 (50% market share).

⁴ When used in 4K (24p/30p), HD (24p/30p) movie setting.

⁵ Video baseband output.

⁶ In video mode, Full HD video (24p/30p) output also can be upscaled to 4K (24p/30p).

Other specialist video functions on the new camera include a picture profile that can adjust settings like gamma, black, level and colour adjustment, and can be saved for use in a multi-camera shoot. It also has full HD and 4K baseband HDMI® output, time code/user bit for easier editing, synchronous recording feature with compatible devices, various marker and zebra displays on both the LCD screen and viewfinder and can dual record XAVC S as well as MP4 (1,280 x 720 at 25/30p).

The camera also has a multi-terminal interface shoe that is compatible with Sony's XLR Adaptor Microphone Kits (XLR-K1M plus a new model under development), allowing the use of professional microphone systems.

Low-light Shooting Advantages

The high ISO sensitivity range of the α 7S camera is extremely effective for still image shooting, especially in low-light conditions, where the camera can shoot at high shutter speeds while keeping noise as low as possible. This is particularly useful for shooting indoor, dimly lit sporting events or other situations where most cameras typically struggle.

The camera is also equipped with the same high-precision Fast Intelligent AF system as the α 7R camera, with drastically improved low-light AF sensitivity that can go as low as -4EV.

Expanding α Mount System and New Power Zoom Lens for Movie Shooting

Directly compatible with the growing family of E-mount lenses, the α 7S camera can also be used with A-mount and others lens systems with optional adapters. Sony's complete α lens system now includes 54 total lenses for both A and E mounts, including several premium offerings from Carl Zeiss and G Series Lenses.

As a whole, Sony's E-mount lens system is particularly well-suited for video shooting, with a variety of models containing "movie-friendly" features like smooth focusing, powered zoom control, and silent iris/aperture control. Building on this, Sony has announced development of a brand new, full-frame power zoom 28-135mm F4 lens E-mount lens that is an ideal match for the powerful movie capabilities of the α 7S.

The pricing and availability of the α 7S full-frame interchangeable lens camera from Sony will be announced at a future date.

Sony Premium Services

Customers who purchase the latest α full-frame interchangeable lens camera α 7S are eligible to purchase optional Sony Premium Services which bring a host of benefits. These include the extension of the product warranty and a 20% discount on Sony Studio services. Additionally customers will get a 50% discount on value-added services which include: console and lens cleaning, system and firmware updates for the cameras, image retrieval service, camera rental service and delivery service. Premium Services provided: An extension of the local warranty one-year plan at HK\$590 and an extension of local warranty 2-year plan at HK\$1,060.

For details of Premium Services, please visit <http://www.sony.com.hk/premiumservices/>.

For customer enquiries, please contact Sony hotline service at (852) 2345-2966.

About Hong Kong Marketing Company

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Product specifications of Sony α 7S full-frame interchangeable lens digital camera:

Model	α7S
General	
Camera type	Interchangeable-lens digital camera
Lens compatibility	Sony E-mount lenses
Image sensor	
Type	35mm full-frame (35.6 x 23.8mm), <i>Exmor™</i> CMOS sensor
Number of pixels (effective)	Approx. 12.2 megapixels
Number of pixels (total)	Approx. 12.4 megapixels
Image sensor aspect ratio	3:2
Anti-dust system	Charge protection coating on optical filter and ultrasonic vibration mechanism Anti-Dust operation (auto): Power off
Recording system (still image)	
Recording format	JPEG (DCF Ver. 2.0, Exif Ver. 2.3, MPF Baseline compliant), RAW (Sony ARW 2.3 format)
Image size (pixels)	3:2 aspect ratio 35mm full-frame L: 4240 x 2832 (12M), M: 2768 x 1848 (5.1M), S: 2128 x 1416 (3.0M) APS-C L: 2768 x 1848 (5.1M), M: 2128 x 1416 (3.0M), S: 1376 x 920 (1.3M)
	16:9 aspect ratio 35mm full-frame L: 4240 x 2384 (10M), M: 2768 x 1560 (4.3M), S: 2128 x 1200 (2.6M) APS-C L: 2768 x 1560 (4.3M), M: 2128 x 1200 (2.6M), S: 1376 x 776 (1.1M)
	Sweep Panorama Wide: horizontal 12416 x 1856 (23M), vertical 5536 x 2160 (12M), Standard: horizontal 8192 x 1856 (15M), vertical 3872 x 2160 (8.4M)
Image quality modes	RAW, RAW & JPEG, JPEG Extra fine , JPEG Fine, JPEG Standard
RAW output	14 bit
Picture Effect	13 types: Posterization (Colour, B&W), Pop Colour, Retro Photo, Partial Colour (R/G/B/Y), High Contrast Monochrome, Toy Camera(Normal/Cool/Warm/Green/Magenta), Soft High-key , Soft Focus(High/Mid/Low), HDR Painting(High/Mid/Low), Rich-tone Monochrome, Miniature(Auto/Top/Middle(H)/Bottom/Right/Middle(V)/Left), Watercolour, Illustration(High/Mid/ Low)
Creative Style	Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn Leaves, Black & White, Sepia (Contrast -3 to +3 steps, Saturation -3 to +3 steps, Sharpness -3 to +3 steps) (Style Box 1-6 also provided)
Dynamic range functions	Off, Dynamic Range Optimizer (Auto/Level 1-5), Auto High Dynamic Range: Auto Exposure Difference, Exposure Difference Level (1-6 EV, 1 EV step)

Colour space	sRGB standard(with sYCC gamut), Adobe RGB standard compatible with TRILUMINOS™ Colour
Recording system (movie)	
Recording format	AVCHD ver 2.0 (Progressive) /MP4 / XAVCS
Video compression	AVCHD: MPEG-4 AVC (H.264) MP4: MPEG-4 AVC (H.264) XAVC S:MPEG-4 AVC/H.264
Audio recording format	AVCHD: Dolby Digital (AC-3) , 2ch, Dolby Digital Stereo Creator / MP4: MPEG-4 AAC-LC, 2ch XAVC S:LPCM 2ch
Image size (pixels)	<p>XAVC S:</p> <p>1280 x 720(120p, 50M) Approx.50Mbps(Average bit-rate) 1280 x 720(100p, 50M) Approx.50Mbps(Average bit-rate) 1920 x 1080(60p, 50M) Approx.50Mbps(Average bit-rate) 1920 x 1080(50p, 50M) Approx.50Mbps(Average bit-rate) 1920 x 1080(30p, 50M) Approx.50Mbps(Average bit-rate) 1920 x 1080(25p, 50M) Approx.50Mbps(Average bit-rate) 1920 x 1080(24p, 50M) Approx.50Mbps(Average bit-rate)</p> <p>AVCHD:</p> <p>1920 x 1080(60p, 28M, PS) Approx.28Mbps(Average bit-rate) 1920 x 1080(50p, 28M, PS) Approx.28Mbps(Average bit-rate) 1920 x 1080(60i, 24M, FX) Approx.24Mbps(Average bit-rate) 1920 x 1080(50i, 24M, FX) Approx.24Mbps(Average bit-rate) 1920 x 1080(60i, 17M, FH) Approx.17Mbps(Average bit-rate) 1920 x 1080(50i, 17M, FH) Approx.17Mbps(Average bit-rate) 1920 x 1080(24p, 24M, FX) Approx.24Mbps(Average bit-rate) 1920 x 1080(25p, 24M, FX) Approx.24Mbps(Average bit-rate) 1920 x 1080(24p, 17M, FH) Approx.17Mbps(Average bit-rate) 1920 x 1080(25p, 17M, FH) Approx.17Mbps(Average bit-rate)</p> <p>AVC MP4</p> <p>1440 x 1080(30fps) Approx.12Mbps(Average bit-rate) 1440 x 1080(25fps) Approx.12Mbps(Average bit-rate)</p> <p>VGA</p> <p>640 x 480, (30fps) Approx.3Mbps(Average bit-rate) 640 x 480, (25fps) Approx.3Mbps(Average bit-rate)</p>
Picture Effect	Posterization (Colour, B&W), Pop Colour, Retro Photo, Partial Colour (R/G/B/Y), High Contrast Monochrome, Toy Camera(Normal/Cool/Warm/Green/Magenta), Soft High-key (Contrast (-3 to +3 steps), Saturation (-3 to +3 steps), Sharpness (-3 to +3 steps))
Picture Profile	Yes (Off / PP1-PP7) Parameters: Black level, Gamma (Movie, Still, Cine1-4, ITU709, ITU709 [800%], S-Log2), Black Gamma, Knee, Colour Mode, Colour Level, Colour Phase, Colour Depth, Detail, Copy, Reset
Movie functions	Audio Level Display, Audio Rec Level, PAL/NTSC Selector/ Dual Video REC/ Auto Slow Shutter/ REC Control/ HDMI info. Display (On/Off selectable) HDMI output: 3840 × 2160(25p) / 1920 × 1080(50p) / 1920 × 1080(50i) / 3840 × 2160(30p/24p) / 1920 × 1080(60p/24p) / 1920 × 1080(60i), YCbCr 4:2:2 8bit/ RGB 8bit

Media	
Media	Memory Stick PRO Duo, Memory Stick PRO-HG Duo, Memory Stick XC-HG Duo, SD memory card, SDHC memory card(UHS-I compliant), SDXC memory card(UHS-I compliant)
Noise reduction	
Noise reduction	Long exposure NR: On/Off, available at shutter speeds longer than 1 sec., High ISO NR: Normal/Low/ Off selectable
Multi Frame NR	Auto/ISO 100 to 409600
White balance	
Modes	Auto WB, Daylight, Shade, Cloudy, Incandescent, Fluorescent, (Warm White / Cool White / Day White / Daylight) /, Flash, C. Temp 2500 to 9900K, C. Filter (G7 to M7 15-step, A7 to B7 15-step), Custom, Custom set, Underwater, AWB micro adjustment(G7 to M7 15 step, A7 to B7 15 step), Bracketing: 3 frames, H/L selectable
Focus system	
Type	Contrast-detection AF Focus sensor: "Exmor" CMOS sensor
Focus point	25 points
Sensitivity range	EV-4 to EV20 (ISO100 equivalent with F2.0 lens attached)
AF modes	Single-shot AF (AF-S), Continuous AF (AF-C), Direct Manual Focus (DMF), Manual Focus
Focus area	Multi Point (25 points)(Contrast-detection AF) / Zone/ Center-weighted / Flexible Spot (S/M/L)
Other features	Eye-start AF (only with LA-EA2 or LA-EA4 attached(Sold separately))/ Lock-on AF/ Eye Focus/ Focus lock AF illuminator: Yes(with Built-in LED type) Approx. 0.3m - approx. 3.0m (with FE 28-70mm F3.5-5.6 OSS attached) AF micro adjustment: Yes, (Sold separately) with LA-EA2 or LA-EA4
Exposure control	
Metering type	1200-zone evaluative metering
Metering sensor	Exmor™ CMOS sensor
Metering sensitivity	EV-3 to EV20 (at ISO100 equivalent with F2.0 lens attached)
Metering modes	Multi-segment, Center-weighted, Spot
Exposure modes	AUTO (iAUTO, Superior Auto), Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), Scene Selection, Sweep Panorama, Movie (Programmed AE (P) / Aperture priority (A) / Shutter-speed priority (S) / Manual (M))
Scene Selection	Portrait, Landscape, Macro, Sports Action, Sunset, Night Portrait, Night Scene, Hand-held Twilight, Anti Motion Blur
Exposure compensation	+/-5.0 EV (in 1/3 EV or 1/2 EV steps), with exposure compensation dial: +/-3.0 EV (in 1/3 EV steps)
AE Bracketing	Bracket: Cont./Bracket: Single, With 1/3 EV, 1/2 EV, 2/3 EV, 1.0 EV, 2.0 EV, 3.0 EV increments
AE lock	Available with AE lock button. Locked when shutter button is presses halfway. Can be disabled from the Menu
ISO sensitivity (Recommended Exposure Index)	Still images: ISO 100-409600 equivalent (1/3 EV step), (ISO numbers up from ISO 50 can be set as expanded ISO range.), Movies: ISO 200-409600 equivalent (1/3 EV step)
Viewfinder	

Type	1.3cm (0.5 type) electronic viewfinder (colour)
Number of dots (total)	2,359,296 dots
Brightness control	Auto/Manual (5 steps between -2 and +2)
Colour temperature control	Manual (5 steps)
Field coverage	100%
Magnification	Approx. 0.71x (with 50mm lens at infinity, -1m ⁻¹ diopter) Diopter adjustment: -4.0 to +3.0m ⁻¹ diopter
Eye point	Approx. 27mm from the eyepiece lens, 22mm from the eyepiece frame at -1m ⁻¹ diopter (CIPA standard)
Display contents	Graphic Display, Display All Info, No Disp. Info, Digital Level Gauge, Histogram
LCD screen	
Type	7.5cm (3.0 type) TFT drive
Total number of dots	921,600 dots
Brightness control	Manual (5 steps between -2 and +2), Sunny Weather mode
Adjustable angle	Up approx. 90 degrees, down approx. 45 degrees
Display	Graphic Display / Display All Info. / No Disp. Info. / Histogram / Digital Level Gauge / For viewfinder
Real-time image-adjustment display	On/Off
Quick Navi	Yes
Focus magnifier	35mm full frame: 4.2x, 8.3x APS-C: 2.7x, 5.4x
Zebra	Yes
Peaking MF	Yes (Level setting: High/Mid/Low/Off, Colour: White/Red/Yellow)
Marker Display	Yes (Center/Aspect/Safety Zone/Guideframe)
Other features	
Face Detection	On / On (Regist. Faces) / Off, Face registration, Face selection (Max. number of detectable faces: 8)
Clear Image Zoom	Still / Movie: Approx. 2x
Digital zoom	Smart zoom (still images): 35mm full frame: M:approx 1.5x, S:approx 2x APS-C: M:approx 1.3x, S:approx 2x 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 Digital zoom (movies): 35mm full frame: approx 4x APS-C: approx 4x
PlayMemories Camera Apps	Yes
Lens compensation	Peripheral shading, chromatic aberration, distortion

Shutter	
Type	Electronically controlled, vertical-traverse, focal-plane type
Shutter speed	Still Images: 1/8000 to 30 sec., Bulb, Movies: 1/8000 to 1/4 (1/3 step). PAL: up to 1/50 in AUTO mode. up to 1/25 in Auto Slow Shutter mode
Flash sync. speed	1/250 sec.
Electronic front curtain shutter	Yes(ON/OFF)
SteadyShot INSIDE (image stabilization)	
Type	Not supported (image stabilization supported by lens)
Flash (with optional external flash)	
Control	Pre-flash TTL
Flash compensation	+/-3.0 EV (switchable between 1/3 and 1/2 EV steps)
Flash bracketing	1/3, 1/2, 2/3, 1, 2, 3 EV steps, 3/5 frames
Flash modes	Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync. Red-eye reduction (On/Off selectable), Hi-speed sync ^{*1} , Wireless ^{*1}
External flash	Sony α System Flash compatible with Multi Interface Shoe. Attach the shoe adaptor for flash compatible with Auto-lock Accessory Shoe.
FE level lock	Yes
Drive	
Modes	Single shooting, Continuous shooting, Speed Priority Continuous shooting, Self-timer (10/2 sec. delay selectable), Self-timer (Cont.) (10 sec. delay; 3/5 exposures selectable), Bracketing (Cont., Single, White Balance, DRO)
Speed (approx., max.) ^{*2}	Continuous shooting: Max. 2.5fps, Speed Priority Continuous shooting: Max. 5.0fps
Playback	
Modes	Single (with or without shooting information, Y RGB histogram & highlight/shadow warning), 9/25-frame index view, Enlarged display mode (L: 13.3x, M: 8.7x, S: 6.7x, Panorama (Standard): 25.6x, Panorama (Wide): 38.8x)Auto Review(10/5/2 sec, off), Image orientation (Auto/Manual/Off selectable), Slideshow, Panorama scrolling, Folder selection (Still / Date / MP4 / AVCHD/ XAVC S), Forward/Rewind (Movie), Delete, Protect
Interface	
PC interface	Mass-storage, MTP, PC remote
Multi / Micro USB Terminal	Yes
Wi-Fi	Playback of still images and movies on smartphones, PCs and TVs
NFC TM	Yes(NFC Forum Type 3 Tag compatible, One-touch remote, One-touch sharing)
HD output	HDMI micro connector (Type-D), BRAVIA Sync (link menu), PhotoTV HD, 4K still image playback
Multi Interface Shoe	Yes
Others	Microphone terminal (3.5mm Stereo minijack), Headphone terminal (3.5mm Stereo minijack), Vertical Grip Connector, Remote Control: RMT-DSLR2 (sold separately))
Compatible OS	Windows Vista ^{*3} SP2, Windows 7 SP1, Windows 8, Mac OS X (v. 10.6-10.8)
Audio	
Microphone	Built-in stereo microphone or XLR-K1M/ECM-XYST1M(sold separately)

Speaker	Built-in monaural
Print	
Compatible standards	Exif Print, Print Image Matching III, DPOF setting
Custom function	
Type	Custom key settings, Programmable setting: (2 sets)
Power	
Battery	Rechargeable Battery Pack NP-FW50
Still images	Approx. 320 shots (Viewfinder) / approx. 380 shots (LCD monitor) (CIPA standard)
Movies	Actual ^{*4*5} : Approx. 55 min with viewfinder, approx. 60 min with LCD screen (CIPA standard) Continuous ^{*4*6} : Approx. 90 min with viewfinder, approx. 90 min with LCD screen (CIPA standard)
External power	AC Adaptor AC-PW20 (optional)
Weight	
With battery and Memory Stick PRO Duo	Approx. 489g
Body only	Approx. 446g
Dimensions	
W x H x D (excluding protrusions)	Approx. 126.9 x 94.4 x 48.2mm (approx. 5 x 3 3/4 x 1 15/16 in.)
Operating temperature	
Range	32-104°F/0-40°C

Features and specifications are subject to change without notice.

Remarks

*1 With compatible external flash.

*2 Approximate. May vary depending on shooting conditions and media.

*3 Starter Edition is not supported.

*4 Continuous movie recording is possible for approximately 29 minutes (limited by product specifications).

*5 Indicated recording time is defined by repeating the following cycle: Power on, start recording, zoom, stand-by and power off.

*6 The total movie recording time. When the limit of the continuous movie recording time (29 minutes) is reached, let the camera continue movie recording by pressing the MOVIE button again. No other operation such as zoom are performed.