

# SONY

## Press Release

### **Sony's New Full-frame $\alpha$ 7R III Interchangeable Lens Camera Delivers the Ultimate Combination of Resolution and Speed**

*Innovative Full-frame Mirrorless Camera Offers 42.4 MP High-Resolution, 10 fps Continuous Shooting, Fast and Precise AF Performance in a Compact Body*



- 35mm Full-Frame 42.4 MP<sup>1</sup> Back-Illuminated Exmor R™ CMOS Image Sensor with Evolved Image Processing
- Continuous shooting at up to 10 fps<sup>2</sup> with either silent shooting or mechanical shutter and full Auto Focus/Auto Exposure tracking
- 399 phase-detection AF points covering 68%<sup>3</sup> of image area, 425 contrast AF points and approximately 2 times more effective Eye AF<sup>4</sup>
- Enhanced 5-axis optical in-body image stabilization with a 5.5 step<sup>5</sup> shutter speed advantage
- High Resolution 4K<sup>6</sup> Movie Shooting with full pixel readout and no pixel binning<sup>7</sup>
- Completely redesigned for professionals, including upgraded Auto Focus, Dual SD card slots, extended battery performance, SuperSpeed USB (USB 3.1 Gen 1) USB Type-C™ terminal and more
- Compact, lightweight body at only 657g<sup>8</sup>

---

<sup>1</sup> Approximately, effective pixel

<sup>2</sup> Up to 10 fps in continuous “Hi+” mode, and up to 8 fps in continuous “Hi” mode. Maximum fps will depend on camera settings

<sup>3</sup> Approximately 68% of the image area in both the horizontal and vertical directions

<sup>4</sup> Compared to the  $\alpha$ 7R II, according to Sony testing

<sup>5</sup> CIPA standards. Pitch/yaw shake only. Planar T\* FE 50mm F1.4 ZA lens. Long exposure NR off

<sup>6</sup> A Class 10 or higher SDHC/SDXC memory card is required for XAVC S format movie recording. UHS speed class 3 or higher is required for 100 Mbps recording

<sup>7</sup> In Super 35mm mode

**Hong Kong, November 15, 2017** – Sony today announced an impressive addition to their full-frame mirrorless camera line-up, the [α7R III](#) (ILCE-7RM3). Thanks to an evolutionary leap in image processing power and efficiency, the new **α7R III** combines a high-resolution 42.4 MP<sup>1</sup> back-illuminated Exmor R CMOS image sensor with impressive shooting speeds at up to 10 fps<sup>2</sup> with full AF/AE tracking, as well as beautiful image and 4K<sup>6</sup> video quality, wide 15-stop<sup>9</sup> dynamic range, high sensitivity with noise reduction of almost a full stop<sup>4</sup> and more. With these immense capabilities and a compact, lightweight body, it's an extremely versatile tool for photographers, videographers, multi-media creators and all other types of professionals that demand reliability, flexibility and versatility.

### A New Level of Image Quality

The 42.4MP high-resolution, back-illuminated Exmor R™ CMOS image sensor utilises a gapless on-chip lens design and AR (anti-reflective) coating on the surface of the sensor's seal glass to dramatically improve light collection efficiency, resulting in high sensitivity with low-noise performance and wide dynamic range.



Sony's new **α7R III** also features a new front-end LSI that effectively doubles<sup>4</sup> the readout speed of the image sensor, as well as an updated BIONZ X™ processing-engine that boosts processing speed by approximately 1.8 times compared to the α7R II. These powerful components work together to allow the camera to shoot at faster speeds while also enabling its impressive ISO range of 100-32000 (expandable to ISO50 – 102400 for still images) and massive 15-stop<sup>9</sup>

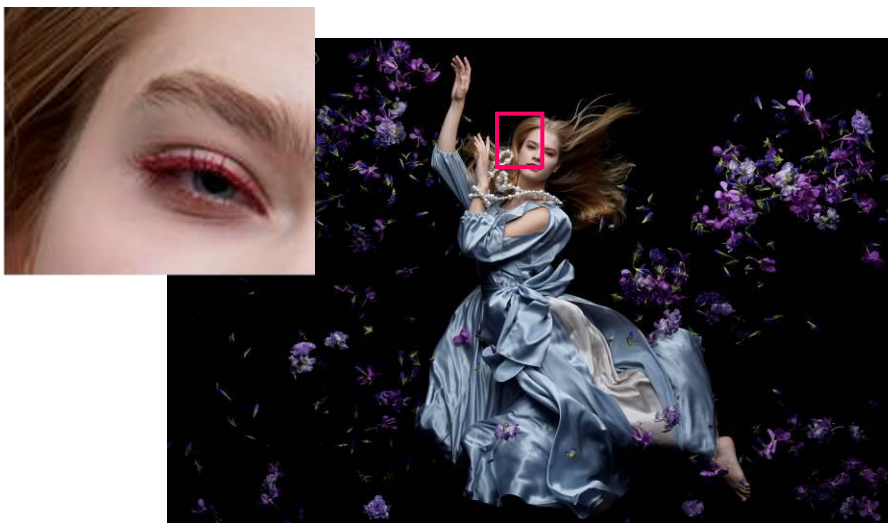
---

<sup>8</sup> Approximately

<sup>9</sup> Sony test conditions for still images

dynamic range at low sensitivity settings. This ensures outstanding overall performance at all settings and in all shooting conditions.

This new full-frame camera was built without an optical low pass filter to maximise resolution, while also having the ability to output 14 bit RAW format even when shooting in silent or continuous mode. The camera is equipped with an innovative 5-axis optical image stabilisation system that has been fine-tuned to support its high-resolution shooting capacity, resulting in a 5.5 step<sup>5</sup> shutter speed advantage, the world's highest<sup>10</sup> compensation performance for an image stabilisation system. There is also a new low-vibration shutter that reduces vibration and image blur in all modes, including the high speed 10 fps shooting, as well as several advancements in accurate colour reproductions of skin tones.



### **High-Performance AF and AF/AE Tracking at up to 10 fps<sup>2</sup>**

The innovative new **α7R III** full-frame mirrorless camera is equipped with a refined image processing system that allows it to shoot full 42.4MP images at up to 10 fps with continuous, accurate AF/AE tracking for up to 76 JPEG / RAW images or 28 uncompressed RAW images<sup>11</sup>. This high speed 10 fps mode is available with either a mechanical shutter or a completely silent shooting<sup>12</sup>, adding to the immense flexibility of the camera. The camera can also shoot continuously at up to 8 fps<sup>13</sup> in live view mode with minimal lag in the viewfinder or LCD screen. These high speed options ensure that fast moving subjects can be captured with extreme accuracy and incredible image detail.

---

<sup>10</sup> Among digital cameras with a full-frame image sensor. As of October 2017 press release, based on Sony research

<sup>11</sup> “Hi+” continuous mode with UHS-II compatible SDXC memory card. Sony test conditions

<sup>12</sup> Some distortion may occur with fast-moving subjects of if the camera is moved sideways rapidly

<sup>13</sup> “Hi” mode. Maximum fps will depend on camera setting

For added convenience, while large groups of burst images are being written to the memory card, many of the camera's key functions are operable, including access to the 'Fn' (Function) and 'Menu' buttons, image playback and several other menus and parameters<sup>14</sup> including image rating and other functions that facilitate on-location image sorting.



Additionally, if there is fluorescent or artificial lighting present in a shooting environment, users can activate the Anti-flicker<sup>15</sup> function to allow the **alpha 7R III** to automatically detect frequency of the lighting and time the shutter to minimise its effect on images being captured. This minimises any exposure or colour anomalies that can sometimes occur at the top and bottom of images shot at high shutter speeds.

The upgraded focusing system of the **alpha 7R III** is comprised of 399 focal-plane phase-detection AF points that cover approximately 68% of the image area in both the horizontal and vertical directions. There is also 425 contrast AF points, an increase of 400 points compared to the alpha 7R II. This advanced system delivers AF acquisition in about half the time as the alpha 7R II in low-light conditions, with tracking that is approximately 2 times more accurate as well. The acclaimed Eye AF feature is also approximately 2 times more effective, and is available when utilising Sony's A-mount lenses with an adapter<sup>16</sup>.

---

<sup>14</sup> Not all menu parameters can be edited while data is being written to the memory card

<sup>15</sup> Only 100 Hz and 120 Hz flicker is detected. Continuous shooting speed may decrease. Flicker-free shooting is not available during silent shooting, BULB exposure, or movie shooting

<sup>16</sup> With SSM or SAM lenses only. 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 shooting in any mode other than "Continuous: Lo" (Hi+, Hi, Mid)

Additional improvements in focusing flexibility include AF availability in Focus Magnifier mode, focal-plane phase-detection AF support when using A-mount lenses<sup>17</sup>, an 'AF On' button, a multi-selector or 'joystick' for moving focusing points quickly, flexible touch focus functionality and much more.

### High Quality 4K for the Video Professionals

The new **α7R III** is exceptionally capable as a video camera, offering 4K (3840x2160 pixels) video recording across the full width of the full-frame image sensor. When shooting in Super 35mm format, the camera uses full pixel readout without pixel binning to collect 5K<sup>18</sup> of information, oversampling it to produce high quality 4K footage with exceptional detail and depth.

A new HLG (Hybrid Log-Gamma)<sup>19</sup> is available on the **α7R III** that supports an Instant HDR workflow, allowing HDR (HLG) compatible TV's to playback beautiful, true-to-life 4K HDR imagery. Further, both S-Log2 and S-Log3 are available for increased colour grading flexibility. The camera can also record Full HD at 120 fps at up to 100 Mbps<sup>6</sup>, allowing footage to be reviewed and eventually edited into 4x or 5x slow motion<sup>20</sup> video files in Full HD resolution with AF tracking.



---

<sup>17</sup> With SSM or SAM lenses only. With the LA-EA3 mount adapter. Focal plane phase-detection 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 shooting in any mode other than "Continuous: Lo" (Hi+, Hi, Mid)

<sup>18</sup> 15-megapixel

<sup>19</sup> Connect this product to an HDR (HLG) compatible Sony TV via a USB cable when displaying HDR (HLG) movies

<sup>20</sup> Sound not recorded. Class 10 or higher SDHC/SDXC memory card required

## Build, Design and Customisation for Professionals

Sony's newest full-frame camera is equipped with a variety of enhanced capabilities that give it a true professional operational style. These include dual media slots, with support in one slot for UHS-II type SD memory cards. Users have a variety of options for storing their content, including separate JPEG / RAW recording, separate still image / movie recording, relay recording and more. Battery stamina has been greatly extended as well, as the new camera utilises Sony's Z series battery that have approximately 2.2 times the capacity of the W series battery utilised in the  $\alpha$ 7R II.

The  $\alpha$ 7R III features an upgraded high-resolution, high-luminance Quad-VGA OLED Tru-Finder™ with approximately 3,686k dots for extremely accurate, true-to-life detail reproduction. The Tru-Finder, also found in the acclaimed Sony  $\alpha$ 9 camera, utilises a ZEISS® T\* Coating to greatly reduce reflections, and has a fluorine coating on the outer lens that repels dirt. It also has a customisable frame rate, with options of either 50 fps or 100 fps<sup>21</sup> to best match the action. The LCD screen has been upgraded as well, with a resolution of 1.44M dots and WhiteMagic™ technology that improves viewing in bright, outdoor conditions. "Standard" or "High" display quality settings are also available for both the viewfinder and monitor as well. "High" takes advantage of the large amount of data read from the 42.4MP sensor to provide extra fine viewfinder and monitor displays for a more natural view.



The new  $\alpha$ 7R III allows for convenient transfer of files to a smartphone, tablet, computer or FTP server via Wi-Fi®, while also including a sync terminal, enabling external flash units and cables to be connected directly for convenient flash sync. A SuperSpeed USB (USB 3.1 Gen 1) USB

---

<sup>21</sup> In PAL. 60fps or 120fps in NTSC

Type-C™ Terminal is also available for increased flexibility in power supply or connected accessories, as well as a faster image transfer speed when connected to a PC.



Left: Normal Shooting | Right: Pixel Shift Multi Shooting

### New “Imaging Edge” Software Suite and Pixel Shift Multi Shooting Mode

New with the **α7R III** is a software suite called “Imaging Edge” that extends the creative capabilities of the entire shooting process – from pre-processing to post-processing. “Imaging Edge” provides three PC applications called ‘Remote’, ‘Viewer’ and ‘Edit’, available for free download, which support live-view PC remote shooting and RAW development.

Also making its debut on the versatile **α7R III** is a new **Pixel Shift Multi Shooting** mode, which takes full advantage of the advanced 5-axis optical in-body stabilisation to create beautiful true-to-life, super-high resolution composite images. In this mode, the camera precisely shifts the sensor in 1-pixel increments to capture four separate pixel-shifted images containing a total of

approximately 169.6 MP<sup>22</sup> of image data. These four images can be composited together and processed utilising the new “Imaging Edge” software suite. This ultimately results in a still image with overwhelming resolution and an unprecedented level of colour accuracy, and is ideal for photographing architecture, art or any other still life photography subject with many intricate details and colours.

The new **α7R III** Full-frame Interchangeable Lens Camera from Sony will be available from end of November 2017 at HK\$26,990. The current **α7R II** camera continues to be available at an adjusted price HK\$ 20,990 from Nov 16.

Besides, Sony also brings a new promotion of the **α9** Full-frame Interchangeable Lens Camera to customers. From Nov 16, 2017 to Jan 14, 2018, customers purchasing the **α9** will receive a world’s fastest SF-G series 128GB SD card SF-128G for free at any Sony’s authorized sales channels.

**Order Now**

From November 16 to November 24, 2017, the **α7R III** camera is available for pre-ordering at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers ordering the **α7R III** will receive a rechargeable battery NP-FZ100 (worth \$550) and SF-G 64GB SD card (worth \$849). Additionally, customers will enjoy the following special offers:

Camera / Package	Sony Store Retail Prices	Pre-order Promotion	Special Offers
α7R III Full Frame Interchangeable Lens Camera (Body Only)	HK\$ 26,990	1. Sony Rechargeable Battery Pack NP-FZ100 (Valued at HK\$550 )	1. Extra HK\$1,990 to purchase VG-C3EM Vertical Grip (Valued at HK\$2,690)
α7R III Full Frame Interchangeable Lens Camera (with new SEL24105G)	HK\$ 36,990	2. G Series UHS-II 64GB SD Card SF-G64 (Valued at HK\$ 849 )	2. Extra HK\$290 to purchase 1-year Premium Services (including warranty extension valued at HK\$890)

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

Technical specifications of the Sony full-frame mirrorless camera α7R III can be viewed [here](#).

<sup>22</sup> Image size after compositing is approx. 42.4 million (7952 x 5304) pixels

## **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

###