

SONY

Press Release

Sony Expands “Full-frame Mirrorless” Line-up with New α 7 III with the Latest Imaging Technologies all Compressed into a Compact Package



- Newly developed Full-frame 24.2MP¹ Back-illuminated Exmor R™ CMOS Image Sensor with Evolved Image Processing
- Wide ISO range of 100 - 51200 (expandable to ISO 50 – 204800 for still images) and 15-Stop² Dynamic Range at low sensitivities
- World Class AF system featuring 693 phase-detection AF points covering 93% of image area, 425 contrast AF points and fast and reliable Eye AF
- Continuous shooting at up to 10 fps³ with either mechanical shutter or silent shooting⁴ and full Auto Focus/Auto Exposure tracking
- 5-axis optical in-body image stabilisation with a 5.0 step⁵ shutter speed advantage
- High Resolution 4K⁶ Movie Shooting with full pixel readout and no pixel binning across full-width of full-frame sensor
- The longest rated battery life of any Mirrorless camera⁷ at 710 shots⁸ per charge

¹ Approximate, effective

² Sony test conditions for still images

³ In continuous “Hi+” mode. Max. fps depends on camera settings

⁴ Some distortion may occur with fast-moving subject

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

⁶ A Class 10 or higher SDHC/SDXC memory card required for XAVC S movie recording, UHS speed class 3 or higher for 100 Mbps recording

⁷ Among non-reflex interchangeable lens digital camera equipped with auto focus functions as of February 2017, based on Sony research

⁸ CIPA standards. When using the LCD monitor. 610 images when using the viewfinder

- Upgraded operability and functionality including addition of joystick for adjusting focus points, Dual SD Card Slots, SuperSpeed USB (USB 3.1 Gen 1) USB Type-C™ Terminal and more

Hong Kong, March 16, 2018 – Sony today introduced yet another impressive addition to their full-frame mirrorless camera line-up, the [α7 III](#) (model ILCE-7M3).

Sony's unmatched innovation within the image sensor space is at the forefront of the new **α7 III**, as it features a brand new 24.2MP¹ back-illuminated Exmor R CMOS image sensor with increased sensitivity, outstanding resolution and an impressive 15 stops² of dynamic range at low sensitivities. By combining this sensor with a variety of impressive features including extreme AF coverage of 93%, fast shooting at up to 10 fps³ with either mechanical shutter or silent shooting⁴, diverse 4K⁵ video capabilities and more, Sony has created a new tool that gives all types of creators – from enthusiast to professional – the ability to capture content in new and different ways than they ever have before.



α7 III with SEL2470GM

Spectacular Full-frame Image Quality

The newly developed 24.2MP¹ back-illuminated Exmor R CMOS image sensor is paired with a front-end LSI that effectively doubles 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 **α7 II**. These powerful components work together to allow the camera to shoot at faster speeds while also enabling its impressive ISO range of 100 - 51200 (expandable to ISO 50 – 204800 for still images) and an overall 1.5-stop⁹ improvement in image quality. The camera also features a massive 15-stop² dynamic range at low sensitivity settings, ensuring outstanding overall performance at all settings and in all shooting conditions, with significant advancements in accurate colour reproductions of skin tones and the vibrant colours of nature.

⁹ Compared to the α7 II. Sony test conditions

This new full-frame model can also output 14 bit RAW format¹⁰ even in silent and continuous shooting modes, and is equipped with a 5-axis optical image stabilisation system that results in a 5.0 step⁵ shutter speed advantage.

Significant Advances in AF Speed and Performance

The innovative new **α7 III** full-frame mirrorless camera features a level of AF performance that has been largely improved over the **α7 II**, including the addition of 4D FOCUS™ capabilities. The new camera has 425 contrast AF points that work with a 693-point focal-plane phase-detection AF system inherited from the acclaimed **α9** model. This innovative AF system covers approximately 93% of the frame, ensuring reliable focusing and tracking for even the most difficult to capture subjects.



AF response and tracking has also been greatly improved in the new camera, with almost 2x⁹ the focusing speed in low-light condition and 2x² the tracking speed compared to the previous model as a result of the faster image sensor readout. This allows complex and unpredictable motion to be captured with far greater precision and accuracy.

The acclaimed Eye AF feature is also available in the new camera, even in AF-C mode, which is extremely useful for situations where the subject is turning around, looking down or otherwise obstructed. It also works when the **α7 III** is being used with Sony's A-mount lenses with an optional LA-EA3 adaptor¹¹. Additional improvements in focusing flexibility include the addition of a multi-selector or 'joystick' for moving focusing points quickly, the addition of touch focusing capability, AF availability in Focus Magnifier mode, an 'AF On' button and much more.

¹⁰ Limited to 12 bits during compressed RAW continuous shooting, BULB exposure, or when Long Exposure NR is ON

¹¹ With SSM or SAM lenses only. With the LA-EA3 mount adaptor. 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



Touch focusing capability

Speed to Capture Every Decisive Moment

The new **α7 III** is equipped with an updated image processing system that allows it to shoot full resolution images at up to 10 fps³ with continuous, accurate AF/AE tracking for up to 177 Standard JPEG images, 89 compressed RAW images or 40 uncompressed RAW images¹². This high speed mode is available with either a mechanical shutter or a completely silent shooting⁴, adding to the immense flexibility of the camera. The camera can also shoot continuously at up to 8 fps³ in live view mode with minimal lag in the viewfinder or LCD screen.

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 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-flicker¹³ function to allow the **α7 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.

High Quality 4K⁶ Video

The new **α7 III** is an outstanding video camera as well, offering 4K⁶ (3840x2160 pixels) video recording across the full width of the full-frame image sensor. In video mode, the camera uses full pixel readout without pixel binning to collect about 2.4x¹⁴ the amount of data required for

¹² Continuous "Hi+" mode. UHS-II compatible SDXC memory card required. Sony test conditions

¹³ 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 recording

¹⁴ 24p recording. Approx. 1.6x at 30p

4K movies, and then oversamples it to produce high quality 4K footage with exceptional detail and depth.

An HLG (Hybrid Log-Gamma)¹⁵ picture profile is available on the **α7 III** as well, which 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, as well as Zebra functionality, Gamma Display assist and proxy recording. The camera can also record Full HD at 120 fps at up to 100 Mbps⁶, allowing footage to be reviewed and eventually edited into 4x or 5x slow motion video files in Full HD resolution with AF tracking.

Upgraded Build, Design and Customization

Sony's newest full-frame camera is equipped with a variety of enhanced capabilities that were first implemented in the **α9** and then again in the **α7R III**. 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 in each of the cards, including separate JPEG / RAW recording, separate still image / movie recording, relay recording and more. Battery life has been greatly extended as well – with a CIPA measurement of up to 710 shots per charge⁸, it offers the world's longest⁷ battery life of any Mirrorless camera, as the new camera utilises Sony's Z series battery **NP-FZ100** that offers approximately 2.2 times the capacity of the W series battery **NP-FW50** utilised in the **α7 II**.

The new camera features “My Menu” functionality which allows up to 30 menu items to be registered for instant recall when needed. Users can also apply star ratings to their still images through the camera controls for easier image playback and review, and edit the first three characters of all still image files. Additionally, there is a total of 81 functions that are assignable to 11 custom buttons, and the camera is both dust and moisture resistant¹⁶.

The **α7 III** features high-resolution, high-contrast, fast-start XGA OLED Tru-Finder™ with approximately 2.3 million dots for extremely accurate, true-to-life detail reproduction. “Standard” or “High” display quality settings are also available for both the viewfinder and monitor as well. It also is capable of seamlessly transferring files to a smartphone, tablet, computer or FTP server via Wi-Fi®, while also offering a SuperSpeed USB (USB 3.1 Gen 1) USB Type-C™ Terminal for increased flexibility in power supply and faster image transfer speed during tethered shooting.

The **α7 III** model also comes with Sony's new software suite “Imaging Edge”, which 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

¹⁵ Connect to an HDR (HLG) compatible Sony TV via a USB cable to view HDR (HLG) movies

¹⁶ Not guaranteed to be 100% dust and moisture proof

for free download, which support live-view PC remote shooting and RAW development. In the latest Version 1.1, several improvements have been implemented including about 10%¹⁷ faster data transfer speed for remote shooting from PC (PC tether shooting) and approximately 65%¹⁸ improvement in the response speed for RAW image editing. For more information, please visit Imaging Edge support page. www.sony.net/disoft/d/.

The camera is also compatible with a wide variety of Sony E-mount accessories including the **BC-QZ1** Battery Charger¹⁹, **VG-C3EM** Vertical Grip.



α7 III and SEL2870

The new **α7 III** Full-frame Interchangeable Lens Camera from Sony will be available from end of March at HK\$17,490. The α7 III with SEL2870 lens kit will sell for \$18,990.

Order Now

From March 16 to March 25, 2018, the α7 III camera is available for pre-ordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers ordering the α7 III will enjoy the following special offers:

Camera / Package	Sony Store Retail Prices	Premiums	Special Offers
α7 III Full-Frame Interchangeable Lens Camera (Body Only)	HK \$17,490	<ol style="list-style-type: none"> Sony Rechargeable Battery Pack NP-FZ100 (valued at HK\$550) LCS-SL20 α camera bag 	Extra HK\$290 to Upgrade to 1-year Premium Service (original price at

¹⁷ The transfer speed has been measured with multiple images using α7R III, SuperSpeed USB (USB 3.1 Gen 1), and Uncompressed RAW (L: 7952 x 5304) + JPEG Extra fine

¹⁸ Measured with: CPU Intel® Core™ i7-6700 Processor 3.40GHz, Memory 8GB, OS Windows® 7 Professional, and Uncompressed RAW (α7R III L: 7952 x 5304)

¹⁹ Not supplied in the box

<p>α7 III with SEL2870 Lens Kit</p>	<p>HK \$18,990</p>	<p>(valued at \$450) 3. M Series UHS-II 64GB SD Card SF-M64 (valued at HK\$ 499)</p>	<p>HK\$890)</p>
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Specifications of the **α7 III** can be viewed [here](#).

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

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>.

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