

SONY

Press Release

Sony Releases Two New Alpha 7C Series Cameras Alpha 7C II & Alpha 7CR And The World's Smallest and Lightest¹ Wide-Angle Zoom Lens G-Master FE 16-35mm F2.8 GM II

*The Alpha 7C II with the latest still image and video performance and the Alpha 7CR with 61MP²
High-Resolution Sensor*

*G-Master FE 16-35mm F2.8 GM II along with the second generation of standard, and telephoto zoom
lenses with a maximum aperture of F2.8, Sony enhances the total Alpha Trinity system.*



Alpha 7C II



Alpha 7CR



FE 16-35mm F2.8 GM II

Hong Kong, August 30, 2023 – Today, Sony announces the release of two new additions to the Alpha 7C series of compact full-frame interchangeable lens cameras, the [Alpha 7C II](#) and [Alpha 7CR](#). The Alpha 7C II is equipped with a full-frame image sensor with approximately 33.0 effective megapixels and features the latest still image and video functions and performance in a compact and lightweight design (approximately 124mm wide x 71.1mm high x 63.4mm deep and weighs approximately 514 g³). It is the second-generation version of the Alpha 7C series, which is celebrated for its combination of performance and features in a compact size, perfect for a wide range of shooting scenarios such as travel and street photography.

The Alpha 7CR is a new compact full-frame interchangeable lens camera, boasting the high-resolution and rich gradation performance of a full-size image sensor with approximately 61.0 effective megapixels, the same sensor found in the Alpha 7R V, into a compact and lightweight body (similar size and weight as the Alpha 7C II³, approximately 515 g). In addition to daily snapshots, it easily realises high-quality image capture in a wide variety of settings, such as portrait, wildlife, and landscape photography, realising the combination of extreme high-resolution image capture with mobility and lightweightness.

Both models are equipped with the same AI-processing unit and BIONZ XR® processors found in Sony's newest interchangeable lens cameras such as the Alpha 7R V and Alpha 6700. Real-time Recognition AF recognises a wide variety of subjects with high accuracy, and 5-axis in-body image stabilisation provides a seven-step shooting advantage when capturing stills. In terms of video performance, both models support high-quality 4:2:2 10-bit video recording up to 4K60p⁴, and both models support Sony's acclaimed S-Cinetone colour science for rich cinematic video. In addition, they have Active Mode in-body image stabilisation, AI-based auto-framing, digital-audio interface support, and other features that support high-quality video shooting.

As the demand for sending and sharing captured content on social media networks (SNS) has increased, more creators are looking for a combination of compact size and high imaging performance in mirrorless interchangeable lens cameras. With the introduction of the Alpha 7C II and Alpha 7CR, which achieve high mobility and high-quality image expression in a compact size, Sony responds to the wide range of image expressions sought by creators.



Main Features of the Alpha 7C II

- Equipped with a full-frame back-illuminated Exmor R® CMOS sensor with approximately 33.0 effective megapixels and the latest BIONZ XR® image processing engine to achieve high imaging performance. For capturing either still images or movies, users can easily enjoy high-quality image capture in a wide range of scenes such as travel and daily snapshots.
- Compared to the Alpha 7 IV which is approximately 131.3 mm x 96.4 mm x 79.8 mm and weighs approximately 658 g³, the α7C II is up to 22% lighter and has up to 45% less volume.

- The standard ISO sensitivities range from 100 to 51200 for both still images and movies (expanded ISO 50 to 204800 for still images), enabling high-sensitivity, noise-free shooting.

Main Features of the Alpha 7CR

- Equipped with a full-frame back-illuminated Exmor R® CMOS sensor with approximately 61.0 effective megapixels and the latest BIONZ XR® image processing engine to achieve high-resolution and high-definition imaging performance.
- Compared to the Alpha 7R V which is approximately 131.3 mm x 96.9 mm x 82.4 mm and weighs approximately 723 g³, the Alpha 7CR is approximately 29% lighter and has approximately 53% less volume.
- The standard ISO sensitivity ranges from 100 to 32000 for both still images and movies (expanded ISO 50 to 102400 for still images).
- In addition to 7.0-step⁵ optical 5-axis in-body image stabilisation, even slight blurring at the 1-pixel level is detected and corrected.
- Equipped with a Pixel Shift Multi Shooting that takes multiple images and synthesises them on a PC to create an image with a sense of high resolution.
- By combining with the grip extension GP-X2 included with the Alpha 7CR⁶, you can shoot comfortably with a stable hold even when shooting for long periods of time or using a telephoto lens.

Common Features of the Alpha 7C II and Alpha 7CR

1. Compact size and high mobility

Both models are easy to handle and easy to carry. Compact size (both models are approximately 124 mm wide x 71.1mm high x 63.4mm deep) and weigh approximately 514 g³ for the Alpha 7C II and approximately 515 g³ for the Alpha 7CR. When combined with the wide-angle zoom lens FE 16-35mm F2.8 GM II (model SEL1635GM2) announced today, it achieves the excellent image expression and high-speed AF that are unique to the G Master™ with the brightness of F2.8 at full zoom range. The user can choose their favourite lens from Sony's extensive E-mount series of more than 70 and enjoy a variety of image expressions unique to full size in both still images and movies.



2. AF performance with improved subject recognition performance thanks to the built-in AI processing unit

Equipped with the same AI-processing unit as the Alpha 7R V, it recognises subjects with high accuracy with Real-time Recognition AF. For example, when taking a picture of a person, even if the person takes a complicated pose or their face is hidden, the pose estimation technology can be used to capture and track the subject with high accuracy. In addition to the existing people and animals of the Alpha 7C series, it is now possible to recognise birds, insects, cars, trains, and airplanes as subjects that can be recognised.

3. Advanced video performance

The Alpha 7C II and Alpha 7CR condense high-resolution and detailed video data equivalent to 7K and 6K, respectively, and can output high-quality 4K video. Equipped with S-Log3, which supports a wide latitude of 14+ stops⁷, it renders rich gradation with little overexposure and underexposure even in scenes with contrast. Also, in Log shooting mode, the LUT imported by the user can be displayed on the camera monitor image, allowing the user to shoot while checking the finished image in post-production. In addition, it is equipped with the S-Cinetone™, a unique Sony feature which can create a cinematic look straight out of the camera without post-processing. Based on Sony's Cinema Line technology, S-Cinetone delivers natural mid-tones that are essential to healthy-looking skin colour to deliver cinematic quality. It also features Creative Look, which allows you to easily change the look and feel of video and still images.

4. Operability and connectivity

Equipped with a touch-operable vari-angle LCD monitor, intuitive operation with the latest touch menu supports comfortable shooting. In addition to the front dial that allows the user to assign their favourite functions, the still image/movie/S&Q switch dial, and an XGA high-resolution viewfinder, etc., it is easy to use. It is equipped with a 7.0-step⁵ optical 5-axis in-body image stabilisation to support stable camera work.

In terms of connectivity, the camera is newly compatible with the smartphone application Creators' App⁸ that easily uploads videos and still images taken with the camera to a cloud service, allowing remote camera operation and image transfer from the camera to mobile devices.



5. Designed with environmentally friendly principles in mind

Over the past 11 years, Sony has replaced approximately 395 tons⁹ of virgin plastic with recycled plastic in digital cameras and digital video cameras. Recycled materials, including SORPLAS™¹⁰, are used for the camera body, reducing environmental impact without sacrificing functionality. In addition to being equipped with Sony's Screen Reader function¹¹ that reads menus and video playback screens aloud to assist operations, a new menu Magnify Display function has been added to support the creative activities of a variety of creators.

FE 16-35mm F2.8 GM II

FE 16-35mm F2.8 GM II satisfies the needs of photographers and videographers seeking high-performance lenses, and with the descriptive power and high-speed AF (autofocus) unique to G Master™, it is possible to fully bring out the high performance of our advanced camera bodies. In addition, with its world's smallest and lightest weight¹, it is optimal for agile shooting.

With the expansion of the range with this wide-angle zoom lens, a maximum aperture of F2.8 second-generation¹² zoom lens will be available, along with standard (24-70mm) and telephoto (70-200mm). These lenses, which are each the world's lightest,¹³ have excellent resolution performance, further strengthening the Alpha Trinity system, creating rich and varied shooting environments.

World's smallest and lightest¹ high-resolution F2.8 wide-angle zoom lens

Thanks to a new optical design that effectively arranges the extremely high surface precision XA (extreme aspherical) lens, the FE 16-35mm F2.8 GM II achieves high resolution with a maximum aperture of F2.8 over the entire zoom range. This is made possible by creating an aspherical shape with a higher degree of freedom than before. In addition to the stunning G Master bokeh expression with a wide angle, it offers an outstanding close-up performance throughout the zoom range, that minimum shooting distance of 0.22m and a maximum shooting magnification of 0.32x. Furthermore, Sony's original Nano AR Coating II suppresses ghosting and flares to capture clear images even when a strong light source comes into the frame. This is the world's smallest and lightest¹ wide-angle zoom lens with a total length of 111.5mm and a weight of approximately 547g, which is about 20% lighter¹⁴ than the previous model.



Extraordinarily fast and precise AF that brings out the best in advanced bodies

FE 16-35mm F2.8 GM II includes the latest XD (extreme dynamic) linear motors that effectively works on high-speed drive. It achieves quiet AF that is suitable for both still images and movies, and is up to twice as fast as conventional models¹⁴. Even with high frame rate videos where focus shifts are noticeable, the subject is tracked with high precision. When combined with the α1 camera body, high-speed continuous shooting¹⁵ at up to 30 fps is possible with high-speed, high-precision, and quiet focusing.



Operability and reliability for comfortable shooting of both still images and movies

FE 16-35mm F2.8 GM II offers comfortable operability and excellent still image and movie shooting performance that meets the needs of professional and advanced amateur users. By reducing focus breathing during video recording compared to previous models, it is possible to achieve high-quality image expression without fluctuations in the angle of view. In addition, it suppresses the movement of the centre of gravity during zooming and enables stable shooting, so you can shoot comfortably with a gimbal. Operability has also been improved with features such as an aperture ring that can be clicked on/off with a switch, and two focus hold buttons that can be assigned a desired function from the camera body.



Fluorine coating is applied to the front lens, so dirt adhering to the lens surface can be easily removed. The dustproof and splashproof design allows you to use the camera safely even outdoors¹⁶, giving you greater freedom in shooting.

Pricing and Availability

The new **Alpha 7C II**, a new kit featuring the **Alpha 7C II and SEL2860** zoom Lens and **Alpha 7CR** will be available from early October 2023 at HK\$16,490, HK\$18,990 and HK\$23,490 respectively.

The new **FE 16-35mm F2.8 GM II** (model SEL1635GM2) will be available end September 2023 at HK\$18,990.

Order Now

From 30 August to 15 September 2023, the **Alpha 7C II** and **Alpha 7CR** are available for pre-order at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Customers ordering the **Alpha 7C II** and **Alpha 7CR** will enjoy the following special offers:

Model	Retail Price	Premium	Special Offers
Alpha 7C II (Body Only)	HK\$16,490	SF-G Series Tough Specification SF-G64T 64GB SD Card (worth HK\$859)	<ul style="list-style-type: none">• Extra HK\$7,999 for FE PZ16-35mm F4 G wide-angle power zoom lens (original price HK\$10,490)• Extra HK\$3,999 for FE 40mm F2.5 G wide-angle prime lens (original price HK\$5,090)• Extra HK\$2,190 for ECM-M1 shotgun microphone (original price HK\$2,490)• Extra HK\$899 for GP-X2 Grip Extension (original price HK\$1,199)
Alpha 7C II with SEL2860 Kit set	HK\$18,990		

Model	Retail Price	Premium	Special Offers
Alpha 7CR (Body with GP-X2 Grip Extension)	HK\$23,490	SF-G Series Tough Specification SF-G128T 128GB SD Card (worth HK\$1,640)	<ul style="list-style-type: none"> • Extra HK\$7,999 for FE PZ16-35mm F4 G wide-angle power zoom lens (original price HK\$10,490) • Extra HK\$3,999 for FE 40mm F2.5 G wide-angle prime lens (original price HK\$5,090) • Extra HK\$2,190 for ECM-M1 shotgun microphone (original price HK\$2,490)

From 30 August to 21 September 2023, the **FE 16-35mm F2.8 GM II** is available for pre-order at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Customers ordering the **FE 16-35mm F2.8 GM II** will receive MC Protecting Filter VF-82MPAM worth HK\$990.

For detailed product information on the Alpha 7C II, please visit [here](#).

For detailed product information on the Alpha 7CR, please visit [here](#).

For more information about FE 16-35mm F2.8 GM II, please visit [here](#).

Launch video of the new Alpha 7C II and Alpha 7CR can be viewed [here](#).

A product video on the new FE 16-35mm F2.8 GM II can be viewed [here](#).

Exclusive stories and exciting new content shot with the new Alpha 7C II and Alpha 7CR and Sony's other imaging products can be found [here](#), a site created to educate and inspire all fans and customers of Sony α - Alpha brand.

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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¹ As of the August 2023 product announcement. Compared to full-frame F2.8 16-35 mm zoom lenses that support autofocus. Sony survey.

² Approximate effective megapixels.

³ Weight includes battery and memory card.

⁴ Alpha 7C II: QFHD (3840×2160). 4K60p/50p recording is only available in Super 35mm mode. Alpha 7CR: Angle of view is approx. 1.2x when shooting 4K 60/50p movies.

⁵ CIPA standard compliant, Pitch/Yaw direction, with FE 50 mm F1.2 GM attached, long exposure noise reduction off.

⁶ Grip extension for the Alpha 7C II sold separately.

⁷ When shooting S-Log3. Sony internal measurement.

⁸ Check regional availability of services and applications.

⁹ According to Sony. Recycled materials used for product bodies and accessories from April 2012 to March 2023.

¹⁰ Depending on the time of production, SORPLAS™ may not be used for some parts.

¹¹ Supported languages differ depending on the sales region.

¹² Standard zoom lens FE 24-70mm F2.8 GM II / Telephoto zoom lens FE 70-200mm F2.8 GM OSS II

¹³ As of the August 2023 product announcement. Sony survey.

¹⁴ Compared to FE 16-35mm F2.8 GM.

¹⁵ With the α 1: “Hi+” continuous shooting mode. Effective at 1/125 sec. or higher shutter speed.

¹⁶ Not guaranteed to be 100% dust and moisture proof.