

SONY

Press Release

Sony Electronics Launches Alpha 7 V and FE 28-70mm F3.5-5.6 OSS II

Delivers Dramatic Evolution in AI Subject Recognition Capabilities and High-Speed Performance for Stills and Video

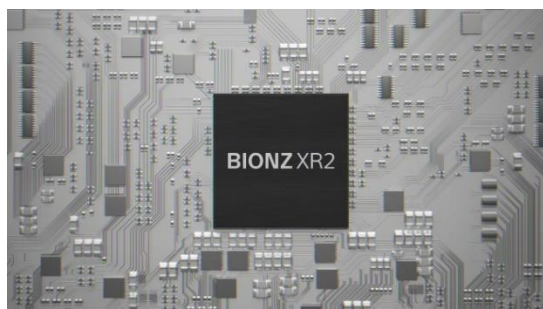


Hong Kong, December 3, 2025 – Sony Electronics introduces the [Alpha 7 V](#), the highly anticipated fifth generation in the popular Alpha 7 Full-frame mirrorless line-up powered by the newly developed partially stacked Exmor RS™ CMOS image sensor with approximately 33.0 effective MP (megapixels). The new image processing engine BIONZ XR2™¹ incorporates the AI processing unit functions of the latest α™ (Alpha™) series. Through these innovations, the Alpha 7 V delivers a significant performance boost across every aspect of imaging, from Real-time Recognition² AF(Auto-Focus) to Real-time Tracking³, speed, stable color accuracy, still capture, and video versatility.

Additionally, Sony launches the [FE 28-70mm F3.5-5.6 OSS II](#), a full-frame compatible, compact and lightweight standard zoom lens that supports the Alpha 7 V's high-speed continuous shooting.

AI-Powered Performance Boosts

The Alpha 7 V integrates the AI processing unit into the BIONZ XR2 engine, delivering a substantial leap in autofocus speed, accuracy, and reliability. The Alpha 7 V has up to 30% improvement⁴ in Real-time Recognition AF that instantly recognizes targeted subjects and continues to capture them with high precision. With 759 phase-detection points and up to 94% frame coverage, the camera ensures precise subject tracking across nearly the entire image area, even in challenging low-light conditions down to EV -4.0⁵.



High-resolution RAW processing is now supported through Imaging Edge Desktop application⁶ for unparalleled post-production flexibility.

No compromise High-speed Continuous Shooting

The combination of a partially stacked Exmor RS™ CMOS image sensor with approximately 4.5 times faster⁷ readout speed increased and the BIONZ XR2™ processor results in high image quality with minimal distortion.

Additionally, high-precision tracking with up to 60 times AF/AE calculations per second and blackout-free continuous shooting up to 30 fps⁸ with AF/AE tracking⁹ ensures no missed opportunities even with fast-moving subjects moving in complex patterns, such as in wildlife and sports photography. Even during 14-bit RAW shooting, it achieves high-speed continuous shooting at up to 30 fps with AF/AE tracking.

The Pre-Capture function¹⁰, which can record up to 1 second before the shutter is pressed, captures decisive moments even with subjects whose movements are difficult to predict, such as pets and sports.



Outstanding Still Image Performance

Engineered for maximum creative control, the Alpha 7 V achieves up to 16 stops of dynamic range¹¹, ensuring remarkable tonal detail across highlights and shadows. Even in scenes with extreme contrast, it expresses natural and smooth gradations from dark to bright areas.

The newly introduced AI-driven Auto White Balance (AWB) leverages advanced scene analysis for consistent color rendering and uses light source estimation through deep learning technology. By automatically identifying the light source in the shooting environment with high precision and adjusting to appropriate color tones, it enables natural and stable color reproduction, resulting in more faithful colors and reducing post-production workload.

Versatile Video Capabilities

Expanding creative possibilities for hybrid creators, the Alpha 7 V introduces additional 4K recording modes, including 7K oversampled 4K 60p recording¹² available in full-frame mode and 4K 120p¹³ recording in APS-C mode/ Super 35mm delivers rich, detailed footage with exceptional flexibility in editing.

Full pixel readout without pixel binning enables highly detailed video recording down to the finest details.

The image stabilization features Dynamic Active Mode¹⁴, enabling smooth and stable video expression even when handheld. Users can enjoy high-quality video recording in a wide range of scenes, from vlogs and creative productions to capturing family memories.

The camera also features an Auto Framing function that automatically maintains optimal composition of subjects during recording through AI-powered subject recognition. This enables stable composition video recording in various scenes.

New in-camera noise reduction and improved internal mic functionality¹⁵ ensures high-quality audio recording by reducing steady background noises, minimizing interference, and maintaining natural sound.

Enhanced Operability and Usability

Designed with efficiency in mind, the Alpha 7 V offers Wi-Fi® 6E GHz compatibility¹⁶ for high-speed, stable wireless transmission, along with dual USB Type-C® ports for improved workflow and flexibility.

Vertical format support and an adjustable electronic shutter sound make shooting adaptable across diverse environments.

The 4-axis multi-angle monitor combines tilt and vari-angle design, offering unrestricted horizontal and vertical adjustment for greater shooting freedom.

A better finger fit on the grip provides improved comfort, stability, and control during extended sessions.



Built for Reliability

The Alpha 7 V features upgraded power management and enhanced stamina performance, enabling longer shooting sessions without interruption. A new Monitor Low Bright mode extends battery life¹⁷ even further, while improved thermal management supports extended¹⁸ 4K recording with uncompromised quality, approximately 630 shots when using viewfinder per CIPA standards.

FE 28-70mm F3.5-5.6 OSS II – The All-Around Lens

Compact, lightweight, and engineered for speed, the FE 28-70mm F3.5-5.6 OSS II is designed to fully leverage the continuous shooting¹⁹ capabilities of the Alpha 7 V sensor. When combined with compatible cameras, this new lens offers up to 120 fps AF/AE tracking²⁰, continuous shooting, seamless body-lens coordinated image stabilization, AF available even during zooming, and built-in breathing compensation support. From dynamic action shots to fast-paced events or high-quality video capture, this lens delivers smooth, dependable responsiveness and flexibility.



Social Responsibility

Aligned with Sony's ambitious 'Road to Zero' initiative, this product supports the company's vision for achieving a zero environmental footprint by 2050. The Sony Group's manufacturing facilities for imaging products, including the Alpha 7 V and FE 28-70mm F3.5-5.6 OSS II, operate at 100% renewable energy. The packaging uses Sony's proprietary environmentally friendly Original Blended Material²¹ instead of plastic²².



Pricing and Availability

The **Alpha 7 V Body** will be available on 12 December 2025 for HK\$20,490.

The **Alpha 7 V M-kit** and the FE 28-70mm F3.5-5.6 OSS II will be available in late January 2026 for HK\$22,990 and HK\$3,490 respectively.

They will be sold directly through Sony and at a variety of Sony's authorized dealers.

Order Now

From 3 to 9 December 2025, the [Alpha 7 V](#) 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 will enjoy the following special offers:

| Model | Retail Price | Premium |
|--------------------------|--------------|--|
| Alpha 7 V (Body Only) | HK\$20,490 | <ul style="list-style-type: none"> NP-FZ100 Battery (worth HK\$550) Sony Full Frame Lens HK\$1,500 coupon* |

*Customer must register product warranty and gift redemption via online within 90 days after product purchased. Once receive the gift collection notification, please bring the official receipt and original barcode sticker to Sony Store for gift collection. limited gift quantity, while supplies last. Sony Full Frame Lens HK\$1,500 coupon valid until 30 June 2026, use is subject to the terms and conditions.

For the product announcement video on the new Alpha 7 V, please visit [here](#).

For the full product video, please visit [here](#).

For detailed product information, please visit [here](#).

Exclusive stories and exciting new content shot with the new Alpha 7 V, FE 28-70mm F3.5-5.6 OSS II and Sony's other imaging products can be found at www.sony.com.hk/alphauniverse, a site created to inform, educate, and inspire content creators.

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 Bionz XR Two.

² Available subject settings are: AUTO, Human, Animal/Bird, Animal, Bird, Insect, Car/Train, and Airplane. Subject types other than the type specified may be erroneously recognized in some cases.

³ [Tracking] in the menu.

⁴ The 30% improvement is a value from Sony's internal measurement comparing the eye recognition performance for human eye with the real-time Eye AF of the Alpha 7 IV.

⁵ AF-S, ISO 100 equivalent, F2.0 lens.

⁶ The latest version of Imaging Edge Desktop required. Download at Creators' Cloud Web page. Network services, content, and operating system and software subject to terms and conditions and may be changed, interrupted or discontinued at any time and may require fees, registration and credit card information.

⁷ Compared to the Alpha 7 IV. Based on Sony measurement conditions.

⁸ When using the electronic shutter. [Hi+] continuous shooting mode. A software update may be required for some lenses. See Sony's support web page for information on compatible lenses

⁹ When using electronic shutter, based on Sony measurement conditions. Continuous shooting speed may decrease depending on shooting conditions. When focus mode is set to AF-C, continuous shooting speed varies depending on the attached lens. For details, please check the lens compatibility information support page.

¹⁰ Still image shooting only.

¹¹ Applicable only in mechanical shutter mode.

¹² When [4K angle of view Priority] is ON.

¹³ When [4K Angle of View Priority] is ON.

¹⁴ Angle of view is reduced more than in Active Mode. Clear Image Zoom is not available when using Dynamic active Mode. Maximum ISO sensitivity is ISO25600.

¹⁵ The effectiveness of reducing lens power zoom noise varies depending on the type of lens used. Even with the setting turned on, it may take some time for the noise reduction function to take effect.

¹⁶ 5 GHz/6 GHz communication may be restricted in some countries and regions. Requires compatible wireless network.

¹⁷ Actual performance varies based on settings, environmental conditions, and usage.

¹⁸ 4K recording time @ 25 deg is approximately 90 min; 4K recording time @40deg is approximately 60 min.

¹⁹ Up to 30 fps AE/AF tracking.

²⁰ For compatible cameras, please refer to the support information.

²¹ Paper material made from bamboo, sugarcane fibers, and post-consumer recycled paper.

²² Excluding materials used in coatings and adhesives.