

SONY

Press Release

Sony Electronics Accelerates High-Resolution Photography with the Alpha 7R VI

66.8-megapixel full-frame mirrorless interchangeable-lens camera offering the highest resolution and continuous shooting performance in the Alpha™ series¹



Hong Kong, May 14, 2026 – Sony Electronics introduces the [Alpha 7R VI](#), the sixth generation of its celebrated Alpha 7R series. Built on the series' legacy of leading resolution, this full-frame mirrorless camera pairs an approximately 66.8 effective megapixel back-illuminated fully-stacked Exmor RS™ CMOS sensor with the new BIONZ XR2™ engine. The result: exceptional resolution, accurate colour, and reliable performance across subjects ranging from people in motion to wildlife to expansive landscapes.



Sony also introduces the [XLR-A4](#) XLR adaptor to expand on-camera audio capabilities for professional productions, including 32-bit float recording².

Alpha 7R VI Key Features

Expanded High-Resolution Shooting

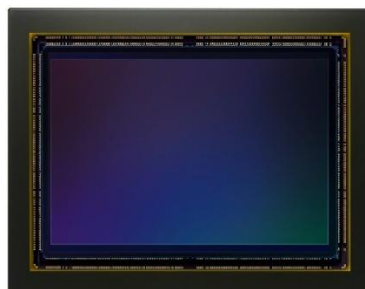


- 66.8 MP (approximate, effective) full-frame fully-stacked Exmor RS sensor with up to 16 stops³ of dynamic range and reduced noise in the mid-sensitivity range
- Precise 5-axis optical image stabilization delivering up to 8.5 stops at the centre and 7.0 stops at the periphery⁴
- Auto White Balance powered by visible light and infrared (IR) sensor and deep-learning illumination estimation, for stable natural colour in shaded or indoor scenes



Intelligence in Every Frame with High-Speed, High-Precision Continuous Shooting

- BIONZ XR2 engine with integrated AI processing unit and approximately 5.6x faster sensor readout than the previous model⁵, enabling blackout-free continuous shooting at up to approximately 30 fps⁶ delivering up to 60 AF/AE calculations per second with AF/AE tracking



- Real-time Recognition AF+ (Plus) with skeletal-based human pose estimation and tracking, for reliable focus on fast-moving subjects including athletes and dynamic scenes



Built for Professional Demands

- New NP-SA100 high-capacity battery (2670 mAh) supports up to 710 still images via LCD monitor or 600 via viewfinder (CIPA standard), reducing battery changes during extended shoots⁷



- Approximately 9.44M dot OLED viewfinder with a DCI-P3 equivalent colour gamut and 10-bit HDR—maximum brightness is approximately three times higher than conventional models⁵ for clear visibility in bright environments



- Effective heat management allows uninterrupted 8K movie recording up to 120 min⁸

- Dual USB Type-C[®] ports for simultaneous charging and data transfer; illuminated rear buttons for low-light operation



- Magnesium alloy for a lightweight and durable body; 4-axis multi-angle LCD monitor for flexible shooting angles; mode-dial “Memory Recall” links shooting setups to customizable buttons⁹



- Supports Sony’s Camera Authenticity Solution, including the C2PA standard, enabling verification that still images and videos were captured with a camera (not AI-generated)



Professional Video



- 8K 30p recording with 8.2K oversampling¹⁰ and full frame 4K 60p and 120p recording without crop¹¹
- Dual Gain Shooting, a first in the Alpha series¹², optimizes sensor performance to reduce noise losing shadow detail for smooth gradation and wide latitude
- Redesigned in-camera stabilization expands the roll-direction compensation range by 2x⁵; Dynamic active Mode¹³ delivers smooth and steady handheld
- 32-bit float audio internal recording in camera when paired with the XLR-A4 XLR adaptor, eliminating the need for fine adjustment on location¹⁴



Key Features of the XLR-A4 XLR Adaptor

- Supports in-camera digital audio recording with up to 4-channel; XLR microphones, such as the ECM-778 (up to 2ch), and connects 3.5 mm stereo mini jack microphones (2ch stereo) via the Multi Interface (MI) Shoe
- Dual AD converters digitize microphone signals across a wide dynamic range, capturing quiet ambience through loud action with clarity²
- Records digital audio at up to 96kHz 32-bit float 4ch on compatible cameras², fully leveraging high-end XLR microphone quality. The 32-bit float format eliminates the need for fine gain adjustment on location, significantly reducing the risk of audio distortion¹⁴
- Lower profile height design and a reinforced chassis structure compared to the XLR-K3M, supporting stable shooting across on-location scenarios
- Supplied VMC-SA1 shoe audio extension cable allows placement up to approximately 60 cm from the camera; side routing minimizes interference with rigs and accessories
- USB Audio Class 2.0 compatible; functions as a 96 kHz 24-bit 2ch audio interface when connected to a PC for on-site audio monitoring and editing

Optional accessories for Alpha 7R VI (sold separately)

- **Rechargeable Battery Pack NP-SA100**

High-capacity battery with InfoLITHIUM functionality, delivering approximately 1.3x the power capacity of the NP-FZ100 Z-series battery. Integrates with camera power management to optimize endurance and thermal behaviour. Includes an in-camera battery deterioration indicator.



- **Vertical Grip VG-C6**

Ergonomic grip for comfortable vertical or horizontal shooting, housing up to two high-capacity SA-series batteries. Dust and moisture resistant construction, equivalent to the camera body.



- **Battery Charger BC-SAD1**

Dedicated charger for the SA-type battery NP-SA100. With a USB Power Delivery source of 45 W or higher¹⁵, charges two batteries simultaneously in approximately 115 minutes or one battery to 80% in approximately 55 minutes and full charge in approximately 85 minutes. Displays battery pack deterioration status during charging.



- **DC Coupler DC-C2**

Provides stable continuous power via an external USB Power Delivery source of 100 W or higher a USB-C® to USB-C cable.¹⁵



Pricing & Availability

The [Alpha 7R VI Body](#) and [XLR-A4 XLR Adaptor](#) will be available from 27th May, 2026, priced at HK\$35,990 and HK\$5,490 respectively.

And **DC-C2 DC Coupler, BC-SAD1 Battery Charger, VG-C6 Vertical Grip, NP-SA100 Rechargeable Battery Pack, VMC-SA1 Shoe Audio Extension Cable** will also be available from 27th May, 2026, priced at HK\$1,020, HK\$1,020, HK\$3,140, HK\$860 and HK\$940 respectively.

Items	Pricing
Alpha 7R VI (Body Only)	HK\$35,990
XLR-A4 Adaptor	HK\$5,490
DC-C2 DC Coupler	HK\$1,020
BC-SAD1 Battery Charger	HK\$1,020
VG-C6 Vertical Grip	HK\$3,140
NP-SA100 Rechargeable Battery Pack	HK\$860
VMC-SA1 Shoe Audio Extension Cable	HK\$940

Order Now

From 14 to 24 May 2026, the [Alpha 7R VI](#) 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	Special Offers with Warranty Registration
Alpha 7R VI (body only)	HK\$35,990	New rechargeable battery NP-SA100 (worth HK\$860)*	<ol style="list-style-type: none"> 1. Extra HK\$1,500 G Master lens coupon** 2. Special offers for extra My Sony Care 3. Discount of camera accessories***: <ul style="list-style-type: none"> • Extra HK\$1,999 for CEA-G series CFExpress Type A 480GB memory card (worth HK\$3,190)

			<ul style="list-style-type: none"> • Extra HK\$2,399 for Vertical Grip VG-C6 (worth HK\$3,140) • Extra HK\$699 for DC Coupler DC-C2 (worth HK\$1,020) • Extra HK\$699 for Battery Charger BC-SAD1 (worth HK\$1,020)
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*Pre-order quotas are limited; promotion will close once the quota is reached.

**Sony G Master lens coupon is valid until December 31, 2026, and its use is subject to the relevant terms and conditions. If customers fail to present the required documents and information when redeeming gifts, the redemption cannot be completed. This promotion is only applicable to customers purchasing for personal use and may not be used for resale purposes.

***Each Alpha 7R VI purchased from an authorized dealer is eligible for one add-on purchase offer only. Customers must complete product warranty registration and opt in to receive marketing communications. An exclusive redemption email will be sent within 2 weeks. This offer is only applicable to customers who purchase from Sony Hong Kong and Macau authorized retailers and complete warranty registration on or before June 30, 2026. The promotion period runs from now until June 30, 2026. Customers must redeem this offer on or before August 31, 2026.

In the event of any changes to the promotion, details on the campaign website shall prevail. Sony reserves the final right to amend or revise this offer and its terms and conditions.

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

For the full product video on the new Alpha 7R VI, please visit [here](#).

For detailed product information about the Alpha 7R VI, please visit [here](#).

For detailed product information about the XLR-A4, please visit [here](#).

Exclusive stories and exciting new content shot with Sony's imaging products can also be found at www.sony.com.hk/alphauniverse, a site created to inform, educate, and inspire creators.

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

About Hong Kong Electronics Solutions Company

Hong Kong Electronics Solutions Company (HKESC), 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>.

¹ As of the announcement in May 2026.

² Internal recording in camera. Compatible with Alpha 7R VI. Alpha 7 V will be supported via a software update in or after May.

³ Approximate. Sony tests. Still images at low sensitivities. Mechanical shutter.

⁴ CIPA 2024 standards. Pitch/Yaw/Roll compensation. FE 50mm F1.2 GM lens. Long exposure NR off.

⁵ Compared to Alpha 7R V. Sony internal measurement.

⁶ [Hi+] continuous shooting mode, electronic shutter. Continuous shooting speed may be lower in some conditions. See Sony's support web page for lens compatibility information: https://www.sony.net/tutorial_ilc_2620/continuousshooting/

⁷ Actual performance varies based on settings, environmental conditions, and usage. Battery capacity decreases over time and use.

⁸ XAVC HS 8K, 30p 200M 4:2:0 10bit, Temp. setting [High], with monitor open. This is when temperature is 25°C.

⁹ By setting the mode dial to [*], users are able to change the shooting mode or recall up to 10 settings via the menu and the "Memory Recall function" can be used from the menu screen or custom buttons.

¹⁰ When recording in 8K 30p, the angle of view becomes narrower.

¹¹ Crop-free full-frame 4K 120p recording is available when [4K angle of View Priority] is set to [On].

¹² Available when recording in 4K at 30p or lower.

¹³ Angle of view is reduced more than in Active Mode. Clear Image Zoom is not available when using Dynamic active Mode. 8K and 120 fps or higher

¹⁴ If audio clipping has already occurred at the microphone input stage, it cannot be restored even if the volume is adjusted in post-production.

¹⁵ A USB Power Delivery (PD)-compatible external power supply and USB cable are not included.