

SONY

Interchangeable-lens
digital camera

α 7^R

α 7

α



The Power of Imaging **BE MOVED**



α
7R

Full-frame, palm-sized **α**. Reality realized.

Sony transforms the world of full-frame photography with the introduction of its amazing new **α7R** — The world's smallest and lightest 35mm full-frame interchangeable-lens camera* with the highest image quality in the history of the **α** lineup. This unprecedented combination of revolutionary compactness and remarkably realistic image quality with supremely natural detail will delight photographers and cinematographers seeking the best of all worlds.

* As of October 16, 2013 according to Sony's internal survey

- New 36.4-megapixel* 35mm full-frame Exmor™ CMOS sensor and no optical low-pass filter
- New BIONZ X™ image processing engine
- World's smallest and lightest 35mm full-frame interchangeable-lens camera
- Reliable body and intuitive operability
- High-contrast, high-resolution XGA OLED Tru-Finder™
- Full HD 60p movie recording with advanced audio functions
- High-speed, high-precision Fast Intelligent AF
- Built-in Wi-Fi and NFC™ (Near Field Communication) and compatibility with PlayMemories Camera Apps™

* Approximate effective megapixels



α7R Vario-Tessar T* FE 24-70mm F4 ZA OSS (SEL2470Z), 1.3 sec., F11, ISO 400



α7R Vario-Tessar T* FE 24-70mm F4 ZA OSS (SEL2470Z), 1/125 sec., F5.6, ISO 100



α7R Planar T* 85mm F1.4 ZA SSM (SAL85F14Z), Mount Adaptor LA-EA4, 1/320 sec., F1.4, ISO 100

α 7

Full-frame, palm-sized α . Perfection for all.

All the advantages of a 35mm full-frame image sensor and lens interchangeability are now compressed in a body of unprecedented compactness – a dream once considered impossible – without compromising on image quality, shooting comfort, functionality or AF performance. Whether capturing still images or HD movies, you'll enjoy what was previously only possible on larger high-end cameras. The extraordinary α 7. Full frame without the full dimensions.

- 24.3-megapixel* 35mm full-frame Exmor™ CMOS sensor
- New BIONZ X™ image processing engine
- Exceptionally compact, lightweight body
- High reliability and intuitive operability
- High-contrast, high-resolution XGA OLED Tru-Finder™
- Enhanced Fast Hybrid AF
- Full HD 60p movie recording with advanced audio functions
- Built-in Wi-Fi and NFC™ (Near Field Communication) and compatibility with PlayMemories Camera Apps™

* Approximate effective megapixels





α7 FE 28-70mm F3.5-5.6 OSS (SEL2870), 1/400 sec., F4, ISO 800

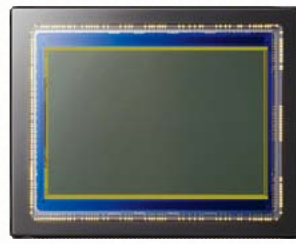


α7 FE 28-70mm F3.5-5.6 OSS (SEL2870), 1/125 sec., F5.6, ISO 100



Breakthrough image sensor performance

Sony, one of the world's leading makers of image sensors, combined its top new technologies to achieve the highest resolution and image quality in **α** history. This revolutionary 35mm full-frame Exmor™ CMOS image sensor collects light with record efficiency to achieve high sensitivity, a wide dynamic range and an incredible new level of realism while significantly reducing noise.



Exmor™
CMOS Sensor



Sony is the world's No. 1 manufacturer of image sensors for digital cameras and video recorders (based on Sony research from April 2012 to March 2013 that shows Sony has a 50% market share).

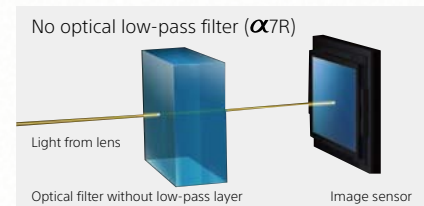
Exquisitely emotive image capture

Full-frame CMOS image sensor

The newly developed 36.4-megapixel*1 35mm full-frame Exmor CMOS sensor delivers unbelievably high resolution in combination with high sensitivity and extremely low noise. Sony removed the optical low-pass filter*2 to bring

out the full potential of the sensor and lens, thus achieving an enhanced sense of clarity with supremely realistic details to the very edges of your photos. An AR coating also reduces flare and ghosting.

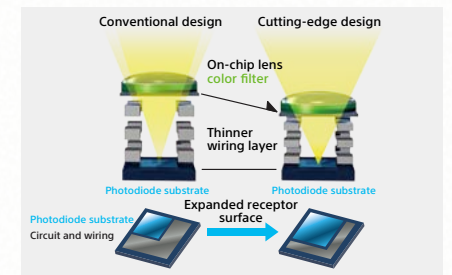
*1 Approximate effective megapixels (**α7R**).
α7: Approximately 24.3 effective megapixels.
*2 **α7** includes an optical low-pass filter.



Various advances in sensor technology

The exceptional performance of the image sensor was achieved through various advanced sensor features. For example, light concentration technology compressed the height of circuitry to dramatically increase the amount of light collected by each

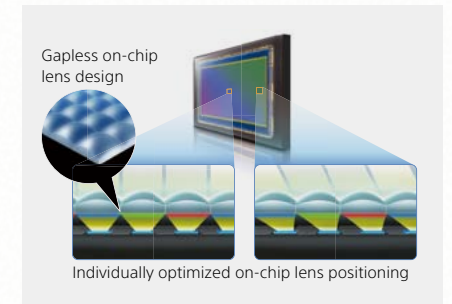
pixel, while photodiode expansion technology increased the size of the photodiode at every pixel to improve the sensor's dynamic range and further raise sensitivity while maintaining low noise and achieving a high S/N ratio.



Gapless, optimally positioned on-chip lenses (**α7R**)

Sony optimized the design and positioning of every on-chip lens (OCL) covering every pixel to significantly enhance light-gathering efficiency. This raises sensitivity while maintaining low noise and achieving an impressive S/N ratio. A gapless on-chip lens design eliminates the gaps between micro-

lenses to collect more light. Moreover, each on-chip lens is optimally positioned depending on its location to accommodate the sharper angle of light entering the periphery, which is caused by larger sensor dimensions being teamed with the E-mount's short flange-back distance.

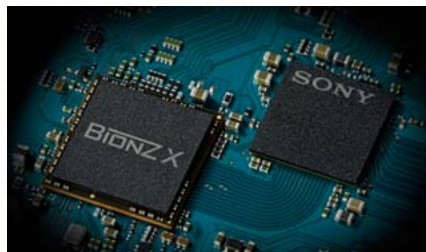


The highest resolution and image quality in **α** history, in the world's smallest and lightest full-frame camera*. (**α7R**)

Through cutting-edge proprietary technology, including a 35mm full-frame Exmor CMOS image sensor and new BIONZ X™ image processing engine, Sony realized resolution and image quality that bring

photography a step closer to faithfully capturing reality. Discover photos and movies with more realistic details than ever before — in a camera of revolutionary dimensions that breaks all previous standards.

* Among interchangeable-lens cameras equipped with a 35mm full-frame (equivalent) image sensor (as of October 16, 2013) according to Sony's internal survey



BIONZ X

New BIONZ X image processing engine

Sony proudly introduces the new BIONZ X image processing engine, which faithfully reproduces textures and details in real time, as seen by the naked eye, via extra high-speed processing capabilities. Together with front-end LSI (large scale integration) that accelerates processing in the earliest stages, it enables more natural details, more realistic images, richer tonal gradations and lower noise whether you shoot still images or movies.

Extraordinarily realistic detail

Detail reproduction technology and diffraction-reducing technology

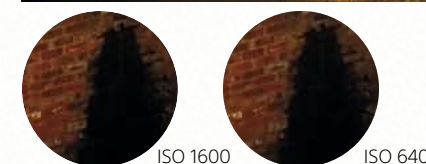
Two new technologies contribute to remarkably realistic images and bring out the full depiction performance of **α** lenses. Detail reproduction technology depicts details more faithfully with a more natural sense of dimension by preventing the overemphasized outlines that plague most digital images. Diffraction-reducing technology suppresses the effects of diffraction, which causes points of light to appear blurred especially at small aperture settings (large F-numbers). By taking the aperture setting into account, this technology faithfully restores clarity to points of light and other fine details: It brings out the potential of the lens and image sensor

so you can enjoy deep focus shooting of landscapes and more with a higher sense of clarity.



Area-specific noise reduction

Area-specific noise reduction is now more powerful than ever. It selectively divides the image into areas based on



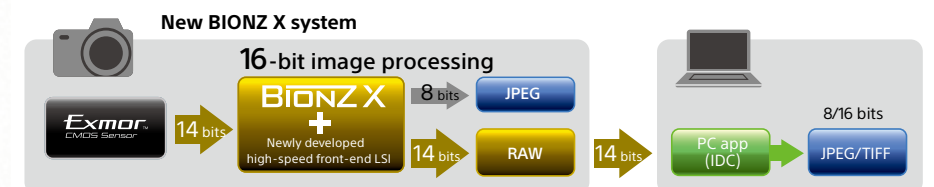
patterns (such as edges, textures and evenly colored areas like blue skies), then applies the most appropriate noise reduction for each area to markedly reduce noise and improve image

quality — especially at high-sensitivity settings. Working together with detail reproduction technology, it delivers supremely clear images with exceptionally fine detail.

16-bit image processing and 14-bit RAW output

16-bit image processing and 14-bit RAW output help preserve maximum detail and produce images of the highest quality with rich tonal gradations.

The 14-bit RAW (Sony ARW) format ensures optimal quality for later image adjustment (via Image Data Converter or other software).



Swift and intuitive control

Meticulously crafted controls

Controls are refined for intuitive operation and immediate adjustment of parameters while viewing scenes through the viewfinder. Shaped and

placed for easy access, they contribute to a remarkably comfortable shooting experience. Despite compact dimensions, the camera features

front and rear dials for intuitive setting of exposure, a control wheel for setting ISO, and an exposure compensation dial.



Front dial



Rear dial



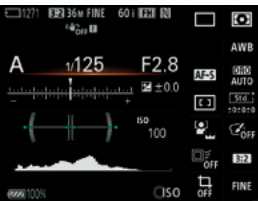
Control wheel



Exposure compensation dial

Intuitive Quick Navi Pro

Quick Navi Pro displays all major shooting options on the LCD screen so you can rapidly confirm settings and make adjustments as desired without searching through dedicated menus. When fleeting shooting opportunities arise, you'll be able to respond swiftly with just the right settings.



Quick, sure operation via customizable UI

The newly developed user interface takes on many of the features of A-mount cameras to enable smoother operation and swifter progression from setting up to shooting. You can also customize various features to suit your preferences, such as by assigning up to 12 of your favorite functions to the Fn button for quicker, more intuitive access.



Easy button customization

Button customization empowers you to shoot just the way you like, with frequently used functions assigned to the customizable buttons of your choice. You can easily assign any of 46 functions to any of 9 buttons* to enjoy speedier, more intuitive operation and maximum convenience.

* Some functions can only be assigned to certain buttons.



Liberating tiltable LCD screen

Shooting comfort is enhanced by an LCD screen that smoothly tilts to accommodate everything from low to high-angle shooting. This tilting

flexibility combines with the camera's compact mobility to greatly expand your shooting options.



Solid and reliable construction

Robust magnesium alloy body

The remarkably compact and lightweight body is solidly built to withstand the rigors of shooting in the field. It's the ideal blend of record-breaking lightness, solid reliability and steady handling, thanks to a top cover, front cover* and internal structure constructed of rigid magnesium alloy.

* Magnesium alloy on $\alpha 7R$ only



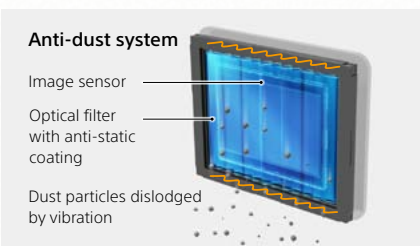
Generous grip with easy release button

Despite the camera's compact dimensions, the grip is generously sized and contoured to provide a firm, steady grasp. After long hours of capturing images, even with a large A-mount lens, the camera feels comfortable in your hand. Every finger falls naturally on its ergonomic contours, including a deep upper curve for the middle finger. The optimal stroke and refined craftsmanship of the shutter button also increase your tactile pleasure.



Anti-dust system and coating

To keep your photos blemish free, an anti-dust mechanism vibrates ultrasonically whenever you switch off the camera to remove any particles adhering to the image sensor. An anti-static coating also helps prevent dust and other particles from adhering to the sensor when changing lenses.

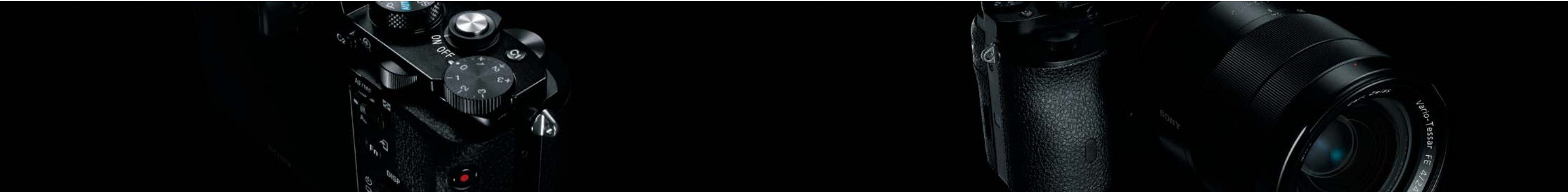


Dust and moisture resistance

Carefree shooting in tough environments is yours thanks to comprehensive dust and moisture resistance measures that enhance reliability by helping to prevent water and dust from entering the body. These measures include sealing around the buttons and dials, as well as a protective double-layered structure that tightly interlocks panels and components.



Dust and moisture resistant mode dial structure



Faithful OLED feedback

High-contrast, high-resolution XGA OLED Tru-Finder™

View every scene clearly in the bright and accurate XGA OLED Tru-Finder, which features OLED improvements and the same 3-lens optical system used in the flagship α 99 despite the compact body. The viewfinder faithfully displays what will appear in your re-

cording, including the effects of your camera settings, so you can accurately monitor the results. You'll enjoy rich tonal gradations and 3 times the contrast of the α 99. High-end features like 100% frame coverage and a wide viewing angle are also provided.



Faithful reproduction of every scene

Since images displayed in the viewfinder come directly from the image sensor, they faithfully reproduce what will appear in your recorded images. You can therefore compose the scene and fine-tune every detail with remarkable accuracy instead of guesswork. Even *bokeh* is displayed with all the subtle characteristics that will appear in your final image. This is a decisive advantage over optical viewfinders, which display *bokeh* distorted by the focusing screen.



Variable information display

The OLED viewfinder clearly displays the shooting information of your choice for quick and easy reference. You can select any of 5 display modes

(Graphic Display, Display All Info., No Disp. Info., Histogram or Digital Level Gauge) by pressing the DISP button.



Focus Magnifier & Peaking function

Thanks to the viewfinder's XGA resolution, you can clearly magnify the image to simplify manual fine-tuning of the focus whether shooting still images or movies. The Peaking function can also be activated to colorize the most sharply focused areas of your image for quick confirmation (level of sensitivity and highlight color are adjustable).



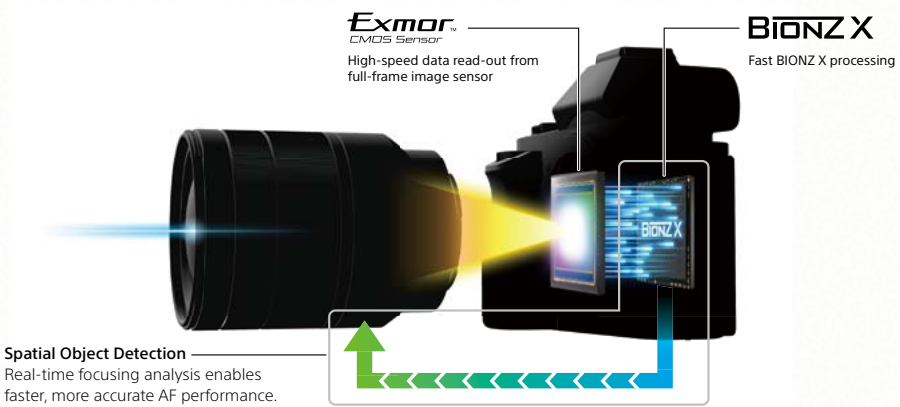
Color temperature & brightness

Viewfinder color temperature and brightness (now adjustable in 5 steps, versus the previous 3) can easily be adjusted to compensate for the type and amount of surrounding light.

Fast, confident focusing

Fast Intelligent AF

Fast Intelligent AF provides extremely fast AF performance despite the employment of a full-frame sensor. In fact, it achieves top-level AF speed in the full-frame category through the support of various advances including new lightning-fast BIONZ X, high-speed full-frame image sensor output, and a newly developed Spatial Object Detection AF algorithm that conducts focusing analysis in real-time using spatial frequency information to optimally control the lens drive.

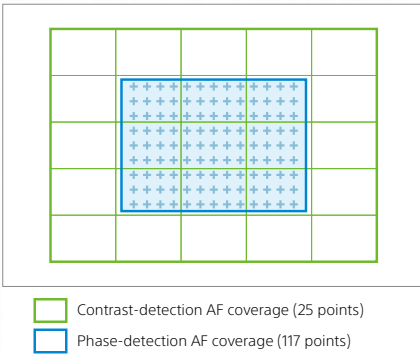


Enhanced Fast Hybrid AF and 5fps continuous shooting with AF tracking (α 7)

Enhanced Fast Hybrid AF combines speedy phase-detection AF with highly accurate contrast-detection AF — which features a new Spatial Object Detection algorithm that accelerates performance by speeding communication with the lens — to achieve among the fastest autofocus performance of any full-frame camera. First, phase-detection AF with 117 densely placed phase-detection AF points* swiftly and efficiently moves the lens to bring the subject nearly into focus. Then contrast-detection AF (Fast Intelligent AF)

with wide AF coverage fine-tunes the focusing in the blink of an eye. When your subject is moving fast, new faster and more accurate AF tracking lets you capture the decisive moment with clarity and precision by shooting at speeds up to 5 frames per second.

* 99 points when an APS-C lens compatible with Fast Hybrid AF is mounted.



New Eye AF

Even when capturing a subject partially turned away from the camera with a shallow depth of field, the face will be sharply focused thanks to extremely accurate eye detection that can prioritize a single pupil. A green frame appears over the prioritized eye when focus has been achieved for easy confirmation. Eye AF can be used when the function is assigned to a customizable button, allowing users to instantly activate it depending on the scene.



Lock-on AF for tracking moving subjects

It's easy to keep moving subjects in focus with Lock-on AF. It adjusts target frame size based on subject characteristics and makes use of a wide AF area to ensure usage of the optimal AF point for smooth, stable autofocusing. Just press the shutter button halfway to activate it*. New BIONZ X ensures swifter subject tracking and detection performance than ever before.

* Shutter button activation is only available in AF-C mode.



New AF area setting options

When using the Flexible Spot AF area setting, you can select a small, medium-sized or large AF area to match the size of your subject and help ensure the camera focuses on the intended area. Wide and Zone focus area settings are also available.



Liberated full-frame moviemaking

Movies

Full-frame expression without the bulk

Never before have such powerful moviemaking capabilities been available in a camera this small. The unprecedented combination of mobility and functionality unleashes exciting new moviemaking possibilities. By taking full advantage of the 35mm full-frame sensor, audio production features and flexible lens interchangeability, you can create movies of breathtaking visual and sound quality with exquisite background blur, remarkably clear details, and the sensitivity to bring dark scenes to vibrant life. The new accelerated BIONZ X image processing engine also enables area-specific noise reduction and detail reproduction technology to be applied to movies for the very first time, resulting in ultra-fine detail and exceptionally low noise. Features like Picture Effect, clean HDMI output, P/A/S/M modes and your choice of 60p or 24p recording further expand your creative options.

Full HD 60p movie recording

AVCHD
Progressive

Create movies of amazing clarity that play extra smoothly by recording them at Full HD resolution (1920 x 1080 pixels) in the AVCHD Ver. 2.0 (Progressive) format — at the extremely high frame rate of 60 fps. The camera also supports 24p movie recording, which gives your movies a subtle look that movie lovers everywhere associate with the cinema.

P/A/S/M manual movie modes

Manual operation frees you to realize your creative vision. By finely adjusting manual focus and P/A/S/M modes (Programmed AE, Aperture priority, Shutter-speed priority and Manual exposure), you can flexibly adjust background blur and manually control exposure to achieve exactly the look you seek.

Sound

Headphone jack

Professional sound production versatility and connectivity free you to create soundtracks as professional as your images. During movie recording and playback, you can monitor the sound using headphones connected to the camera. Stereo sound output is guaranteed to provide the highest possible playback quality via recommended Sony high-end headphones.

Audio level display and rec level control

You can precisely control the sound level with 32-step precision using a meter displayed on the viewfinder or rear monitor. Moreover, Live (real-time) and Lip-sync settings are provided for output timing that satisfies professional needs.



Optional XLR Adaptor Kit for professional sound production

This adaptor kit features XLR terminals, the professional standard for movie production, to enable sound recording via wide-ranging professional microphones and line-in connection for sound input. The ability to separately control left and right channel input directly from the XLR adaptor helps simplify post-shoot editing.



Output

Simultaneous Full HD movie output via HDMI (with shooting info On/Off flexibility)

An HDMI terminal makes it easy to transfer Full HD movie signals in real-time to an external monitor for accurate, large-screen viewing and listening. This feature supports uncompressed movie recording on external recording equipment and lets you output uncompressed movies with the shooting info display function off.



Extra creativity and control

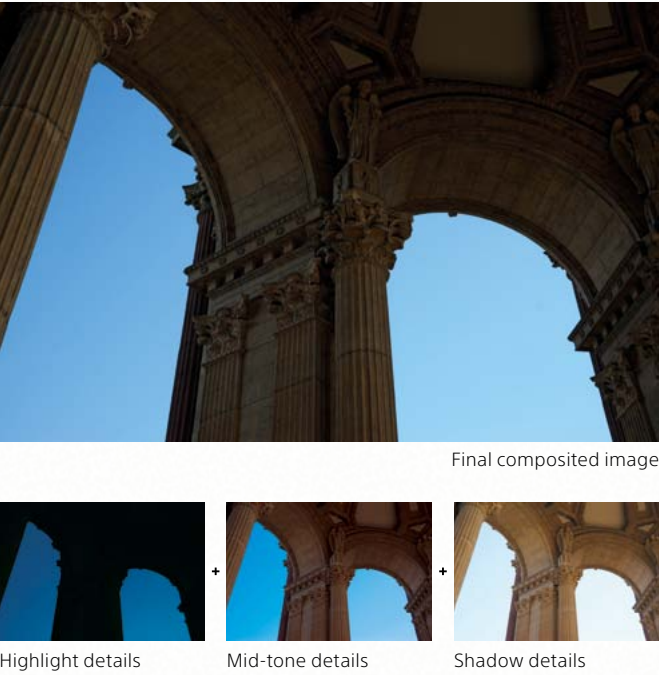
Multi Frame NR (Noise Reduction)

The Multi Frame NR mode is super effective at suppressing noise and lets you clearly capture dark scenes like candle-lit environments without a tripod or flash. The camera takes four shots and then composites them – with dramatically higher speed thanks to new accelerated BIONZ X – to significantly reduce noise and achieve sensitivity equivalent to ISO 51200 when shooting at the highest ISO setting. Camera shake blur is also lowered while contrast and detail are raised.



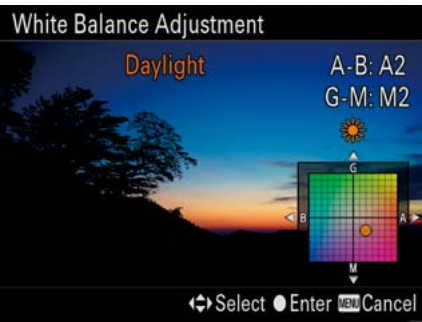
Auto HDR (High Dynamic Range)

Auto HDR expands the dynamic range of your images from darkest shadows to brightest highlights to capture all the tonal gradations seen by your naked eye. With one press, it instantly shoots three exposures and composites the best details from each in the highlights, mid-tones and shadows at new significantly higher speed to create a single image with wider dynamic range than any single exposure could possibly capture.



Two-axis White Balance

To achieve natural looking colors, you can use automatic white balance, a full range of white balance presets, or a Two-axis White Balance mode that lets you fine-tune white balance in the amber-blue and green-magenta directions to achieve more true-to-life color under almost any kind of light source.



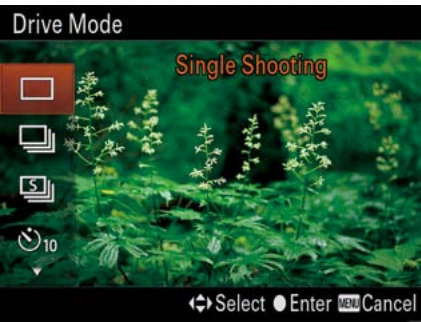
1200-zone Evaluative Metering

High-precision metering by an advanced evaluative metering sensor with 1200 zones ensures balanced exposures in wide-ranging lighting conditions. The sensor reads exposure directly from the image sensor and provides a choice of Multi-segment, Center-weighted and Spot metering modes.



Drive modes

User-friendly icons make it easy to switch between single-shot, continuous, bracketed and self-timer shooting. You can also select parameters such as self-timer shooting with a 2 or 10-second delay or bracketing with your choice of exposure, white balance or DRO.



D-range Optimizer (DRO)

In difficult lighting, DRO analyzes and corrects your images to achieve smoother, more natural gradations with more detail in the highlights and shadows. When a backlit subject's face is dark, for example, it recovers details in the shadows to deliver a naturally bright image. You can use it during continuous shooting and when photographing moving subjects.



Creative Style

Creative Style settings bring out the character of your scene. Depending on your creative intentions, simply select any of 13 settings (Standard, Vivid, Neutral, Clear, Portrait, Landscape, etc.) and the camera will adjust color and other image parameters accordingly. You can also fine-tune contrast, saturation* and sharpness to suit your preference and achieve just the right finishing touch.

* Not available when B/W or Sepia mode is selected.



Exposure modes

Selecting an exposure mode is as simple as flicking the mode dial to your choice of clearly labeled Programmed AE, Aperture priority, Shutter-speed priority or Manual exposure mode.



Picture Effect (13 modes)

Convert everyday scenes into works of art by applying innovative Picture Effect modes that adjust camera parameters and apply advanced image processing with real-time previews for most effects. You can choose from 13 modes, including Toy Camera, Posterization, HDR Painting, Miniature, Watercolor and Illustration.



4K Still Image Output and TRILUMINOS™ Color

View your still images at breathtaking size and resolution on big-screen 4K-compatible TVs. Simply connect the camera with the television via HDMI cable or Wi-Fi and it will optimize output for maximum 4K viewing enjoyment. Sony's "TRILUMINOS Color" also allows you to view photos and movies in rich, natural colors on any TV equipped with a "TRILUMINOS Display." The expanded color gamut lets you immerse yourself once again in those unforgettably colorful moments, from the complex shades in a shimmering blue sky to the natural tones of a rosy complexion.



Easy sharing and expandability

Connect to smartphones and tablets with one touch!



You can instantly transfer a photo or MP4 movie to your Android™ smartphone or tablet by simply touching it with the camera – thanks to built-in Wi-Fi and NFC™ (Near Field Communication)*. Once a photo or movie has been

transferred, you can upload it directly to your favorite SNS with ease. Touching your mobile device with the camera can also activate Smart Remote Control, which is pre-installed in the camera and lets you control the camera's shutter re-

lease from your smartphone or tablet. Setting up your mobile device for these Wi-Fi/NFC capabilities is as simple as downloading a free PlayMemories Mobile app (www.sony.net/pmm/).

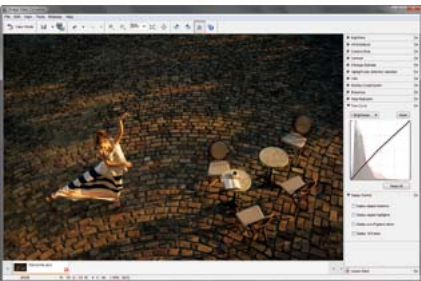
* Requires NFC-compatible Android device.



Image Data Converter

Advanced features enable manipulation, conversion and management of full-resolution RAW images. You can expertly adjust exposure, white balance, tonal curves, saturation, contrast, hue and sharpness – as well as

apply DRO and vignetting compensation. Bundled Remote Camera Control software also lets you remotely activate and deactivate still/movie recording and control various camera settings from a PC.



PlayMemories for heightened enjoyment after the shot

PlayMemories Home™

Easy-to-use image management software installs onto Windows and Mac computers. Use it to download, view, edit, print and share photos and movies.



PlayMemories Studio™

Feature-packed image management software for PS3 users. Edit and view photos and movies as well as play captivating slideshows with sound.



PlayMemories Online™

A fun image sharing service for both photos and movies. Uploaded images can be viewed on multiple devices, and quality photo books can easily be created from the images.



PlayMemories Mobile™

Transfer photos and movies to your smartphone or tablet PC via Wi-Fi with this free application. Available for Android and iOS.



PlayMemories Camera Apps™*

www.sony.net/pmca



The exciting new application download service, PlayMemories Camera Apps, lets you add new functions to your camera's existing feature-set to heighten photographic expression according to your own creative needs. Two applications are currently available for the **α7R** and **α7** as of

Oct. 16, 2013. Direct Upload uploads photos directly to networking services and Smart Remote Control allows a smartphone to control the camera. Many more apps will become available later, including Multiple Exposure, Lens Compensation, Photo Retouch and Picture Effect+.

* Requires a valid Sony Entertainment Network account. Some apps require a fee.



Number of recordable frames for single media

(Memory Stick PRO Duo, Image size L 36M (α7R)/24M (α7), aspect ratio 3:2)

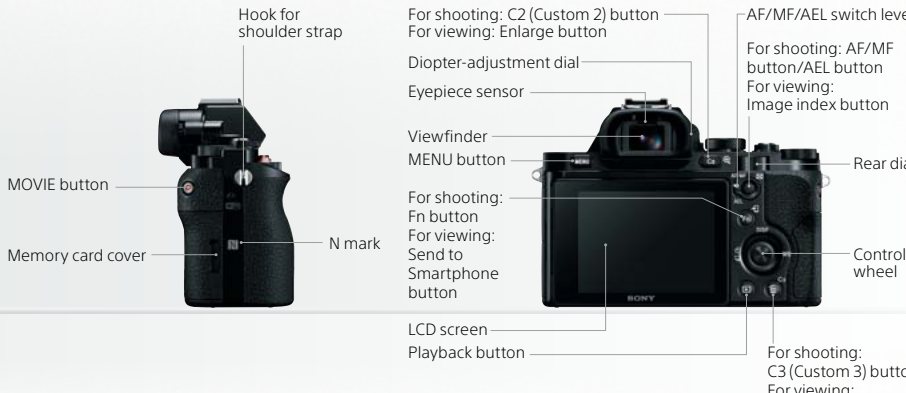
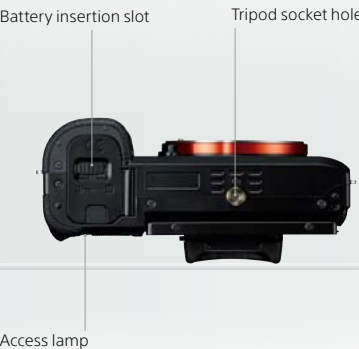
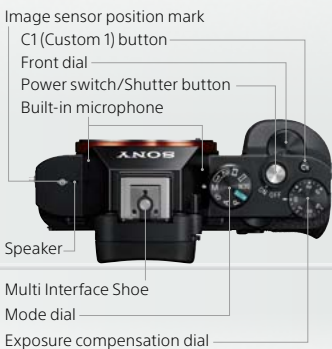
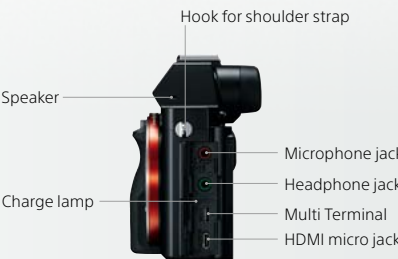
	2GB	4GB	8GB	16GB	32GB	64GB
Standard	215 / 280	440 / 560	890 / 1,100	1,750 / 2,250	3,550 / 4,600	7,000 / 9,200
Fine	145 / 195	295 / 395	600 / 800	1,200 / 1,600	2,400 / 3,200	4,800 / 6,400
Extra fine	78 / 105	150 / 215	310 / 435	630 / 870	1,250 / 1,700	2,500 / 3,450
RAW & JPEG	37 / 54	75 / 105	150 / 215	300 / 435	610 / 870	1,200 / 1,750
RAW	50 / 74	99 / 145	200 / 295	405 / 600	810 / 1,200	1,600 / 2,400

Movie recording time for single media

(Memory Stick PRO Duo, in hours and minutes, approx.)

	2GB	4GB	8GB	16GB	32GB	64GB
AVCHD 60i 24M (FX) / 50i 24M (FX)	0:10	0:20	0:40	1:30	3:00	6:00
AVCHD 60i 17M (FH) / 50i 17M (FH)	0:10	0:30	1:00	2:00	4:05	8:15
AVCHD 60p 28M (PS) / 50p 28M (PS)	0:09	0:15	0:35	1:15	2:30	5:05
AVCHD 24p 24M (FX) / 25p 24M (FX)	0:10	0:20	0:40	1:30	3:00	6:00
AVCHD 24p 17M (FH) / 25p 17M (FH)	0:10	0:30	1:00	2:00	4:00	8:00
MP4 1440 × 1080 12M	0:20	0:40	1:20	2:45	5:30	11:00

• Recommended memory cards for movie recording: Memory Stick PRO Duo (Mark2), Memory Stick PRO-HG Duo, SD memory card/SDHC memory card/SDXC memory card (Class 4 or more)
• The numbers in the table show approximate maximum recordable time obtained by totaling all movie files.
• The size of a movie file is limited to approx. 2 GB.



α Lenses

Ultimate precision and craftsmanship

The full-frame advantage

Sony broadens your photographic horizons with an expanded lineup of full-frame lenses offering incomparable performance. The α 7R and α 7 empower you to fully utilize the renowned depiction performance of professional full-frame A-mount lenses as well as new FE full-frame lenses in the E-mount series that are optimized for these cameras.

A total commitment to quality

Sony α lenses are precision instruments crafted to meet the highest expectations of serious photographers. From high-precision optics to drive units and lens bodies, every component is designed, developed, manufactured and assembled by Sony. Highly experienced special-

ists place and align each part with special care in conditions carefully designed to prevent the entry of dust and other particles that could adversely affect performance. Stringent quality assurance is employed at every phase of the production process and products are carefully assessed

via rigorous reliability tests. The entire process requires all-encompassing experience and expertise, as well as sophisticated technology that very few manufacturers possess. Sony's total commitment to quality delivers exceptional lenses that continue to progress. Discover the α difference for yourself.



ZEISS Carl Zeiss® lenses

Unleash your photographic potential with renowned lenses long praised by serious photographers for their superior depiction quality. Developed jointly by Sony and renowned optical manufacturer Carl Zeiss, this series of superb lenses delivers faithful, luminous colors as well as exceptional contrast and resolution.

G Lenses™

Breathtakingly beautiful images are the hallmark of Sony G Lenses, which offer class-leading performance on a par with Carl Zeiss lenses and beautiful defocusing that brings out the subject. Only the finest lenses combining the distinguished Konica Minolta pedigree and proprietary Sony optical technology earn the right to bear the G moniker.

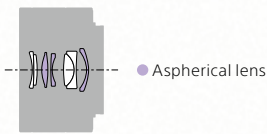


All-new full-frame FE lens lineup

FE lenses are meticulously designed to complement the **α7R** and **α7** by bringing out their exceptional full-frame performance and matching their incomparably compact dimensions. You can count on FE lenses for uncompromising depiction performance as well as solid reliability enhanced by dust and moisture resistance.



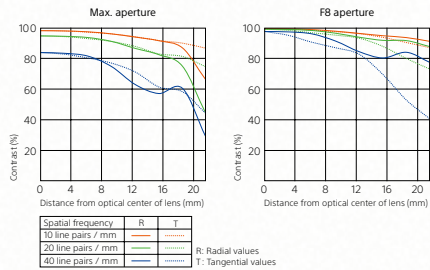
NEW | Sonnar T* FE 35mm F2.8 ZA (SEL35F28Z)



Lens groups/elements: 5/7
Minimum focus: 0.35m
Filter diameter: 49mm
Size: 61.5mm (diameter) x 36.5mm (length)
Weight: Approx. 120g

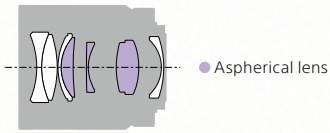
Ideally sized for the compact **α7R** and **α7**, this compact, high-performance 35mm full-frame Carl Zeiss Sonnar T* wide-angle prime lens offers a bright

F2.8 aperture worthy of the Sonnar name. Its new optical system features three aspherical lens elements that correct aberrations, realize high



contrast at all aperture settings, and capture fine details even in the periphery of your images.

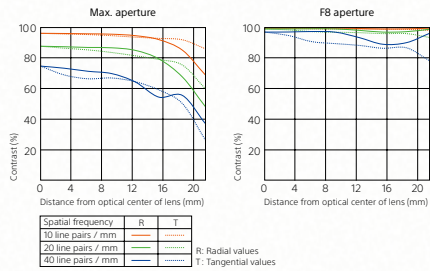
NEW | Sonnar T* FE 55mm F1.8 ZA (SEL55F18Z)



Lens groups/elements: 5/7
Minimum focus: 0.5m
Filter diameter: 49mm
Size: 64.4mm (diameter) x 70.5mm (length)
Weight: Approx. 281g

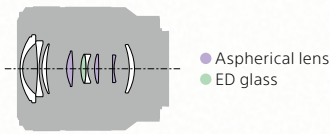
Featuring a large F1.8 aperture for high depiction performance, this premium 55mm standard prime lens is a great choice for the **α7R** or **α7**. It offers the

world-renowned clarity of Carl Zeiss Sonnar T*, three aspherical lens elements that correct various aberrations, and images that are clear and sharp even at wide-



open settings. You'll also enjoy beautiful defocusing thanks to a 9-blade circular aperture.

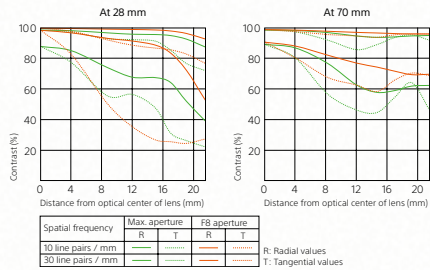
NEW | FE 28-70mm F3.5-5.6 OSS (SEL2870)



Lens groups/elements: 8/9
Minimum focus: 0.3m (wide) - 0.45m (tele)
Filter diameter: 55mm
Size: 72.5mm (diameter) x 83mm (length)
Weight: Approx. 295g

Compact and lightweight, this 35mm full-frame standard zoom lens offers great value and is ideal for users stepping up to a full-frame camera. It covers the most frequently used focal

length range and offers high depiction performance with reduced aberrations — thanks to the latest optical design with three aspherical lens elements and one ED glass element.



It also features built-in Optical SteadyShot image stabilization and a compact size that doesn't change length during zooming.



α7R Vario-Tessar T* FE 24-70mm F4 ZA OSS (SEL2470Z), 2.5 sec., F16, ISO 100

Available in spring 2014

NEW | Vario-Tessar T* FE 24-70mm F4 ZA OSS (SEL2470Z)



This compact 35mm full-frame Carl Zeiss standard zoom lens offers superb performance with outstanding clarity, beautiful rendering and practical wide-open F4 aperture usage

throughout the entire 24-70mm focal length range. It features aspherical and ED glass lens elements, as well as built-in Optical SteadyShot image stabilization.

NEW | FE 70-200mm F4 G OSS (SEL70200G)



Designed for demanding photographers who settle for nothing less than the best, this premium-class telephoto zoom lens offers superb optical performance fully worthy of Sony's G moniker. Ideal for the compact **α7R** or **α7**, it features a fixed F4 aperture and a compact, lightweight body that

doesn't change length when zooming. Contributing to the outstanding performance are AA (Advanced Aspherical) and Super ED glass lens elements, a Nano AR Coating and built-in Optical SteadyShot image stabilization. Operation is also enhanced by a focus hold button and focus range limiter.

A-mount quality without compromise

Welcome to the world of premium A-mount lenses

The impressive optical performance and outstanding operability of A-mount lenses are yours to enjoy on the **α7R** and **α7**. Simply add a mount adaptor to take full advantage of everything from fixed focal length models to zoom, macro and

fisheye models — including superb Carl Zeiss lenses and G Lenses favored by professional photographers. Having access to the entire extensive lineup of A-mount lenses opens up a world of creative possibilities.



α7 70-200mm F2.8 G SSM II (SAL70200G2), Mount Adaptor LA-EA4, 1/2500 sec., F4, ISO 200

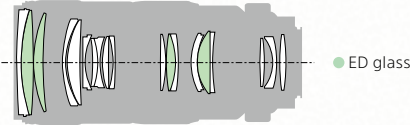
Highly responsive subject tracking AF assured

When the **α7R** or **α7** is fitted with a mount adaptor featuring innovative Translucent Mirror Technology* — which simultaneously and continuously transmits light from the lens to the CMOS image sensor and AF sensor — it gains the ability to mount A-mount lenses and utilize highly responsive 15-point Full-time Continuous AF, as well as instant focus lock-on and high-performance tracking even of fast-moving subjects during still-image and movie shooting.

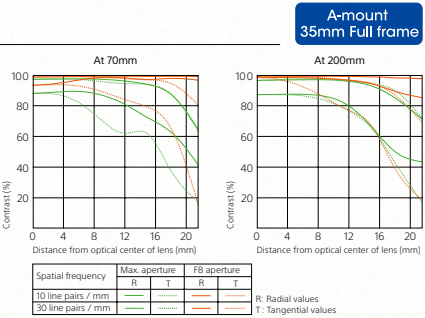
* The LA-EA4 mount adaptor features Translucent Mirror Technology.



NEW 70-200mm F2.8 G SSM II (SAL70200G2)



Lens groups/elements: 16/19
Minimum focus: 1.2m
Filter diameter: 77mm
Size: 87mm (diameter) x 196.5mm (length)
Weight: Approx. 1,340g



G

This large-aperture telephoto zoom G Lens features a 70mm to 200mm focal length range with silky-smooth defocusing effects and a sense of

added dimension. Its four ED glass elements deliver sharp and clear depiction performance comparable to prime lenses over the entire im-

age, while a Nano AR Coating reduces flare and ghost. High-speed AF also contributes to excellent performance when tracking moving subjects.

NEW Mount Adaptors

Both of these 35mm full-frame compatible adaptors let you mount the **α7R** or **α7** with any A-mount lens. The LA-EA4 additionally features a built-in AF motor, aperture-drive mechanism

and Translucent Mirror Technology to enable continuous phase-detection AF. Both adaptors also feature a tripod hole that allows mounting on a tripod to support large A-mount lenses.



Carl Zeiss lenses



G Lenses



Zoom lens



Fixed focal length lenses



Comfortable usage of APS-C lenses

Wide-ranging Sony APS-C lenses

All of the wide-ranging APS-C format lenses available from Sony's extensive E-mount and A-mount* lens lineups work seamlessly with the **α7R** and **α7**. Once the lens has been mounted, the camera automatically switches to APS-C mode and displays the image over the entire viewfinder

screen. So you'll enjoy usage of your current collection with the same comfort and ease as on APS-C format cameras, without any telltale signs that a smaller lens format is being used.

* Requires a mount adaptor.

E-mount APS-C lenses

E-mount APS-C

 E 10-18mm F4 OSS (SEL1018)	 E 55-210mm F4.5-6.3 OSS^{*1} (SEL55210)	 E 35mm F1.8 OSS (SEL35F18)
 E PZ 16-50mm F3.5-5.6 OSS^{*1*2} (SELP1650)	 E 16mm F2.8 (SEL16F28)	 E 50mm F1.8 OSS (SEL50F18)
 E 18-55mm F3.5-5.6 OSS^{*1} (SEL1855)	 Fisheye Converter (VCL-ECF1)	 E PZ 18-105mm F4 G OSS (SELP18105G)
 E PZ 18-200mm F3.5-6.3 OSS (SELP18200)	 Ultra Wide Converter (VCL-ECU1)	 Vario-Tessar T* E 16-70mm F4 ZA OSS (SEL1670Z)
 E 18-200mm F3.5-6.3 OSS LE^{*1} (SEL18200LE)	 E20mm F2.8 (SEL20F28)	 Sonnar T* E 24mm F1.8 ZA (SEL24F18Z)
 E 18-200mm F3.5-6.3 OSS (SEL18200)	 E 30mm F3.5 Macro (SEL30M35)	

^{*1} Optical SteadyShot (OSS) cannot be used when mounted on the **α7R** or **α7**.
^{*2} Noise may occur at high sensitivity (ISO) settings when mounted on the **α7R** or **α7**.

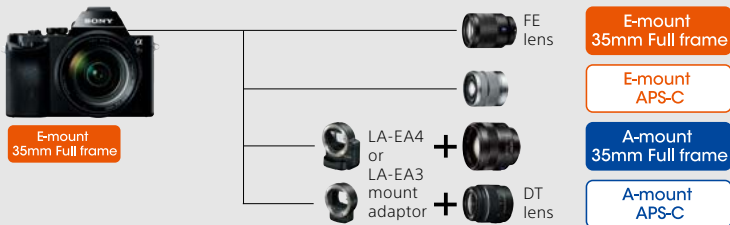
A-mount APS-C lenses

A-mount APS-C

 DT 11-18mm F4.5-5.6 (SAL1118)	 DT 18-55mm F3.5-5.6 SAM II (SAL18552)	 DT 30mm F2.8 Macro SAM (SAL30M28)
 DT 16-50mm F2.8 SSM (SAL1650)	 DT 18-250mm F3.5-6.3 (SAL18250)	 DT 35mm F1.8 SAM (SAL35F18)
 DT 16-105mm F3.5-5.6 (SAL16105)	 DT 55-200mm F4.5-6.3 SAM (SAL55200-2)	 DT 50mm F1.8 SAM (SAL50F18)
 DT 18-55mm F3.5-5.6 SAM (SAL1855)	 DT 55-300mm F4.5-5.6 SAM (SAL55300)	 Vario-Sonnar T* DT 16-80mm F3.5-4.5 ZA (SAL1680Z)

Full-screen viewing on the α7R and α7 viewfinders

When an APS-C format lens is mounted on the **α7R** or **α7**, the scene is displayed over the entire viewfinder screen.



Lens compatibility

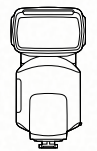
The **α7R** and **α7** are compatible with nearly all lenses from Sony's extensive lineups. E-mount lenses can be mounted directly on the camera, while A-mount lenses require the use of a mount adaptor. Whichever Sony lens you choose, you can be sure of outstanding performance.



α7 Sonnar T* FE 55mm F1.8 ZA (SEL55F18Z), 1/125 sec., F2, ISO 100


Accessories to meet every need

Flash Units / Flash Accessories




Flash
HVL-F60M

Multi Interface Shoe



Flash
HVL-F43M


Multi Interface Shoe



Flash
HVL-F20M

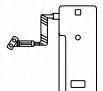
Multi Interface Shoe

NEW




Off Camera Shoe
FA-CS1M


Multi Interface Shoe



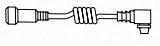
External Battery Adaptor
FA-EB1AM



Triple Connector
FA-TC1AM




Multi Flash Cable
FA-MC1AM



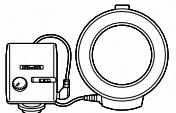
Extension Cable
FA-EC1AM

Light



Battery Video IR Light
HVL-LEIR1


Multi Interface Shoe



Ring Light
HVL-RL1

Auto-lock Accessory Shoe

Accessory Shoe

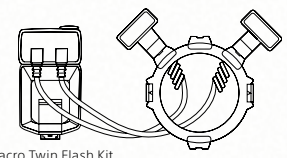


Battery Video Light
HVL-LE1


Auto-lock Accessory Shoe

Accessory Shoe

Flash Unit / Flash Accessories




Macro Twin Flash Kit
HVL-MT24AM



Macro Light Adaptor
FA-MA1AM

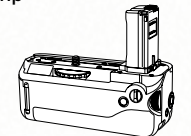
Shoe Adaptor ADP-MAA



Multi Interface Shoe


Vertical Grip

NEW




Vertical Grip
VG-C1EM

Power Accessories

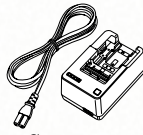


Rechargeable Battery Pack
NP-FW50


NEW



Battery Charger
BC-TRW




Battery Charger
BC-QM1




AC Adaptor
AC-PW20

Mount Adaptors



NEW

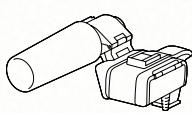
Mount Adaptor
LA-EA4



NEW

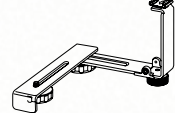
Mount Adaptor
LA-EA3

Microphones / Monitor



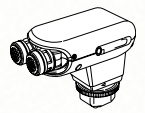
XLR Adaptor Kit
XLR-K1M

Multi Interface Shoe



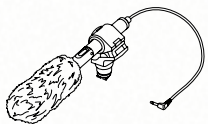
Bracket
VCT-S5LH

Accessory Shoe



Stereo Microphone
ECM-XYST1M

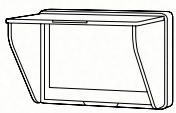
Multi Interface Shoe



Shotgun Microphone
ECM-CG50

Auto-lock Accessory Shoe

Accessory Shoe

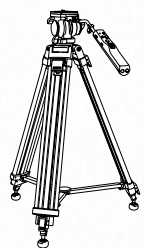


Clip-on LCD Monitor
CLM-V55

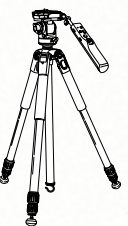
Auto-lock Accessory Shoe

Accessory Shoe


Tripods / Remote Commander / Memory Cards / Others



Remote Control Tripod
VCT-VP100

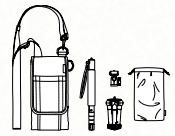


Remote Control Tripod
VCT-VP10



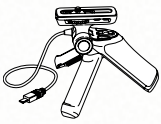
Remote Control Tripod
VCT-VP1

Multipod VCT-MP1



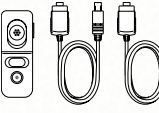
VCT-MP1

Shooting Grip With Mini Tripod GP-VPT1




GP-VPT1

Remote Commander RM-VP1




RM-VP1

Remote Commander RMT-DSL2



RMT-DSL2


Headphones MDR-1R



MDR-1R

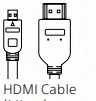
Screen Protect Semi Hard Sheet PCK-LM16

NEW




PCK-LM16

HDMI Cable (Micro) DLC-HEU15/30




DLC-HEU15/30

Shoe Cap FA-SHC1M



FA-SHC1M

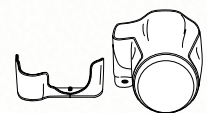
Memory Stick PRO-HG Duo HX / Memory Stick PRO Duo Mark 2




SD Memory Card

Cases & Straps


NEW




Soft Carrying Case
LCS-ELCA




Backpack
LCS-BP3



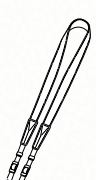
Soft Carrying Case
LCS-SL20



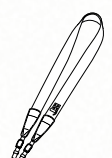
Sling Bag
LCS-SB1



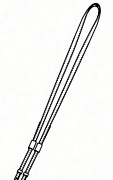
Soft Carrying Case
LCS-SC21



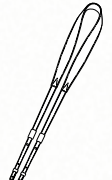
Shoulder Strap
STP-XH1



Shoulder Strap
STP-XS2AM




Shoulder Strap
STP-XSG1




Shoulder Strap
STP-XH70


Filters / Lens Accessories / Caps




Circular PL Filters
VF-49CPAM / 55CPAM /
62CPAM / 67CPAM /
72CPAM / 77CPAM



Body Cap
ALC-B1EM




MC Protectors
VF-49MPAM / 55MPAM /
62MPAM / 67MPAM /
72MPAM / 77MPAM




Rear Lens Cap
ALC-R1EM

NEW



Lens Case
LCS-BBL


NEW




Lens Case
LCS-BBM

NEW

Vertical Grip
VG-C1EM








Enjoy long hours of comfortable operation in the vertical orientation with this sure vertical grip, which can hold two batteries for longer shooting and features dust and moisture protection.

NEW

Mount Adaptor
LA-EA4









A built-in AF motor and 15-point AF sensor ensure speedy, continuous autofocus with A-mount lenses.


Flash
HVL-F60M






A high-power flash with built-in LED light for stills and movies.


Flash
HVL-F43M






A high-output flash featuring an original rotating head mechanism.

XLR Adaptor Kit
XLR-K1M






Superior sound for full-frame moviemaking. Bracket VCT-S5LH (sold separately) is required.

NEW


Soft Carrying Case
LCS-ELCA




Made of genuine leather, this just-fit lens jacket provides a feeling of luxurious quality. It does not interfere with the NFC function.


NEW


Battery Charger
(Only Taiwan:
AC Adaptor)
BC-TRW





Rechargeable
Battery Pack
NP-FW50






36

37

Main specifications

		α 7R		α 7	
General					
Camera type		Interchangeable-lens digital camera			
Lens compatibility		Sony E-mount lenses			
Image sensor					
Type		35mm full frame (35.9 x 24.0mm), Exmor CMOS sensor		35mm full frame (35.8 x 23.9mm), Exmor CMOS sensor	
Number of pixels (effective)		Approx. 36.4 megapixels		Approx. 24.3 megapixels	
Number of pixels (total)		Approx. 36.8 megapixels		Approx. 24.7 megapixels	
Image sensor aspect ratio		3:2			
Anti-dust system		Charge protection coating on optical filter and ultrasonic vibration mechanism			
Recording system (still images)					
Recording format		JPEG (DCF Ver. 2.0, Exif Ver. 2.3, MPF baseline compliant), RAW (Sony ARW 2.3 format)			
Image size (pixels)	3:2 aspect ratio	35mm full frame L: 7360 x 4912 (36M), M: 4800 x 3200 (15M), S: 3680 x 2456 (9.0M) APS-C L: 4800 x 3200 (15M), M: 3680 x 2456 (9.0M), S: 2400 x 1600 (3.8M)		35mm full frame L: 6000 x 4000 (24M), M: 3936 x 2624 (10M), S: 3008 x 2000 (6.0M) APS-C L: 3936 x 2624 (10M), M: 3008 x 2000 (6.0M), S: 1968 x 1312 (2.6M)	
	16:9 aspect ratio	35mm full frame L: 7360 x 4144 (30M), M: 4800 x 2704 (13M), S: 3680 x 2072 (7.6M) APS-C L: 4800 x 2704 (13M), M: 3680 x 2072 (7.6M), S: 2400 x 1352 (3.2M)		35mm full frame L: 6000 x 3376 (20M), M: 3936 x 2216 (8.7M), S: 3008 x 1688 (5.1M) APS-C L: 3936 x 2216 (8.7M), M: 3008 x 1688 (5.1M), S: 1968 x 1112 (2.2M)	
	Sweep Panorama	Wide: horizontal 12416 x 1856 (23M), vertical 5536 x 2160 (12M), Standard: horizontal 8192 x 1856 (15M), vertical 3872 x 2160 (8.4M)			
	Image quality modes	RAW, RAW & JPEG, JPEG Extra fine, JPEG Fine, JPEG Standard			
RAW output		14 bit			
Picture Effect		13 modes: Posterization (Color, B/W), Pop Color, Retro Photo, Partial Color (R, G, B, Y), High Contrast Monochrome, Toy Camera, Soft High-key, Soft Focus, HDR Painting, Rich-tone Monochrome, Miniature, Watercolor, Illustration			
Creative Style		Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn Leaves, Black & White, Sepia (Contrast -3 to +3 steps, Saturation -3 to +3 steps, Sharpness -3 to +3 steps) [Style Box 1-6 also provided]			
Dynamic range functions		Off, Dynamic Range Optimizer (Auto/Level (1-5)), Auto High Dynamic Range: Auto Exposure Difference, Exposure Difference Level (1.0-6.0 EV, 1.0 EV step)			
Color space		sRGB standard (with sYCC gamut) and Adobe RGB standard compatible with TRILUMINOS™ Color			
Recording system (movies)					
Recording format		AVCHD format Ver. 2.0 compliant / MP4			
Video compression		AVCHD: MPEG-4 AVC/H.264			
		MP4: MPEG-4 AVC/H.264			
Audio recording format		AVCHD: Dolby Digital (AC-3), 2ch			
		MP4: MPEG-4 AAC-LC, 2ch			
Image size (pixels)	1080 60i compatible device	AVCHD: 1920 x 1080 (60p/28Mbps/PS, 60i/24Mbps/FX, 60i/17Mbps/FH, 24p/24Mbps/FX, 24p/17Mbps/FH) MP4: 1440 x 1080 (30fps/12Mbps), 640 x 480 (30fps/3Mbps)			
	1080 50i compatible device	AVCHD: 1920 x 1080 (50p/28Mbps/PS, 50i/24Mbps/FX, 50i/17Mbps/FH, 25p/24Mbps/FX, 25p/17Mbps/FH) MP4: 1440 x 1080 (25fps/12Mbps), 640 x 480 (25fps/3Mbps)			
Movie functions		Audio Level Display, Audio Rec Level, Auto Slow Shutter, HDMI info, Display (On/Off selectable)			
Color space		xYCC standard (x.v.Color™ when connected via HDMI cable) compatible with TRILUMINOS™ Color			
Media					
Media		Memory Stick PRO Duo, Memory Stick PRO-HG Duo, Memory Stick XC-HG Duo, SD memory card, SDHC memory card (UHS-I compliant), SDXC memory card (UHS-I compliant)			
Slot		Multi slot for Memory Stick Duo / SD Memory card			
Noise reduction					
Noise reduction		Long exposure NR: On/Off, available at shutter speeds longer than 1 sec., High ISO NR: Normal/Low/Off selectable			
Multi Frame NR		Auto/ISO 100 to 51200			
White balance					
Modes		Auto WB / Daylight / Shade / Cloudy / Incandescent / Fluorescent (Warm White / Cool White / Day White / Daylight) / Flash / Color Temperature (2500 to 9900K) & Color Filter (G7 to M7: 15 steps, A7 to B7: 15 steps) / Custom / Underwater			
AWB micro adjustment		G7 to M7 (15 steps), A7 to B7 (15 steps)			
Bracketing		3 frames, H/L selectable			
Focus system					
Type		Contrast-detection AF		Fast Hybrid AF (phase-detection AF/contrast-detection AF)	
Focus point		25 points		117 points (phase-detection AF), 25 points (contrast-detection AF)	
Sensitivity range		EV 0 to EV 20 (at ISO 100 equivalent with F2.8 lens attached)			
AF modes		Single-shot AF (AF-S), Continuous AF (AF-C), Direct Manual Focus (DMF), Manual Focus			
Focus area		Multi Point (25 points) / Center-weighted / Flexible Spot (S/M/L) / Zone		Multi Point (117 points for phase-detection AF, 25 points for contrast-detection AF) / Center-weighted / Flexible Spot (S/M/L) / Zone	
Other features		Lock-on AF, Eye AF, Focus lock; Eye-start AF and AF micro adjustment (both only available with optional LA-EA2 or LA-EA4 attached), AF illuminator (built-in, LED type, range: Approx. 0.30-3m), AF ON		Lock-on AF, Eye AF, Predictive control, Focus lock; Eye-start AF and AF micro adjustment (both only available with optional LA-EA2 or LA-EA4 attached), AF illuminator (built-in, LED type, range: Approx. 0.30-3m), AF ON	
Exposure control					
Metering type		1200-zone evaluative metering			
Metering sensor		Exmor CMOS sensor			
Metering sensitivity		0 to 20 EV (at ISO 100 equivalent with F2.8 lens attached)			
Metering modes		Multi-segment, Center-weighted, Spot			
Exposure modes		AUTO (iAUTO, Superior Auto), Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), Scene Selection, Sweep Panorama, Movie			
Scene Selection		Portrait, Landscape, Macro, Sports Action, Sunset, Night Portrait, Night Scene, Hand-held Twilight, Anti Motion Blur			
Exposure compensation		+/- 5.0 EV (in 1/3 EV or 1/2 EV steps), with exposure compensation dial: +/- 3.0 EV (in 1/3 EV steps)			
AE bracketing		With 3 frames in 1/3 EV, 1/2 EV, 2/3 EV, 1.0 EV, 2.0 EV or 3.0 EV increments. With 5 frames in 1/3 EV, 1/2 EV or 2/3 EV increments.			
AE lock		Available with AE lock button. Locked when shutter button is pressed halfway. Can be disabled from the Menu.			
ISO sensitivity (Recommended Exposure Index)		Still images: ISO 100-25600 (ISO numbers up from ISO 50 can be set as expanded ISO range), AUTO (ISO 100-6400, selectable lower limit and upper limit) Movies: ISO 200-25600 equivalent, AUTO (ISO 200-6400 equivalent)			
Viewfinder					
Type		XGA OLED, 1.3cm (0.5 type) electronic viewfinder (color)			
Total number of dots		2,359,296 dots			
Brightness control		Auto/Manual (5 steps between -2 and +2)			
Color temperature control		Manual (5 steps)			
Field coverage		100%			
Magnification		Approx. 0.71x (with 50mm lens at infinity, -1m ¹ diopter)			
Diopter adjustment		-4.0 to +3.0m ¹ diopter			
Eye point		Approx. 27mm from the eyepiece lens, 22mm from the eyepiece frame at -1m ¹ diopter (CIPA standard)			
Display		Graphic Display / Display All Info. / No Disp. Info. / Histogram / Digital Level Gauge			
Real-time image-adjustment display		On/Off			



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PlayMemories
Camera Apps

For more details, visit the website at: www.sony.net/pmca

System requirements of supplied software

Image Data Converter Ver.4		PlayMemories Home	
OS*	Microsoft Windows®	Mac	Mac
	Windows Vista® SP2, Windows® 7 SP1, Windows® 8	Mac OS X (10.6-10.8)	Mac OS X (10.6-10.8)
CPU	Pentium 4 or faster	Intel Core Solo/Core Duo/Core 2 Duo or faster	Intel Core Solo/Core Duo/Core 2 Duo or faster

The computer environment must also satisfy the operating requirements of the OS.
* Must be installed with the OS at delivery. Proper operation cannot be guaranteed with an upgraded OS environment.

		<div>α7R</div>		<div>α7</div>	
LCD screen					
Type		7.5cm (3.0 type) TFT drive			
Total number of dots		921,600 dots			
Brightness control		Manual (5 steps between -2 and +2), Sunny Weather mode			
Adjustable angle		Up approx. 90 degrees, down approx. 45 degrees			
Display selector (Finder/LCD)		Auto/Manual			
Display		Graphic Display / Display All Info. / No Disp. Info. / Histogram / Digital Level Gauge / Shooting information for viewfinder mode			
Real-time image-adjustment display		On/Off			
Focus magnifier		35mm full frame: 7.2x, 14.4x, APS-C: 4.7x, 9.4x		35mm full frame: 5.9x, 11.7x, APS-C: 3.8x, 7.7x	
Zebra		Yes			
Peaking MF		Yes (Level setting: High/Mid/Low/Off, Color: White/Red/Yellow)			
Other features					
Face detection		On / On (Regist. Faces) / Off, Face registration, Face selection (Max. number of detectable faces: 8)			
Auto Object Framing		Yes			
Clear Image Zoom		Still / Movie: Approx. 2x			
Digital zoom	Smart zoom (still images)	M: Approx. 1.5x, S: Approx. 2.0x			
	Digital zoom (still images)	Approx. 4x			
	Digital zoom (movies)	Approx. 4x			
PlayMemories Camera Apps		Yes			
Lens compensation		Peripheral shading, chromatic aberration, distortion			
Shutter					
Type		Electronically controlled, vertical-traverse, focal-plane type			
Shutter speed		Still images: 1/8000 to 30 sec., Bulb Movies: 1/8000 to 1/4 (1/3 step) NTSC: Up to 1/60 in AUTO mode (up to 1/30 in Auto Slow Shutter mode) PAL: Up to 1/50 in AUTO mode (up to 1/25 in Auto Slow Shutter mode)			
Flash sync. speed		1/160 sec.		1/250 sec.	
Electronic front curtain shutter		No		Yes, On/Off	
SteadyShot INSIDE (image stabilization)					
Type		Not supported (image stabilization supplied by lens)			
Flash Control (with optional external flash)					
Control		Pre-flash TTL			
Flash compensation		+/-3.0 EV (switchable between 1/3 and 1/2 EV steps)			
Flash bracketing		1/3, 1/2, 2/3, 1, 2, 3 EV steps, 3/5 frames (1.0/2.0/3.0 EV: only 3 frames) selectable			
Flash modes		Flash off, Autoflash, Fill-flash, Rear Sync., Slow Sync., Red-eye reduction (On/Off selectable), Hi-speed sync*, Wireless*			
External flash		Sony α System Flash compatible with Multi Interface Shoe. Attach the shoe adaptor for flash compatible with Auto-lock Accessory Shoe.			
Drive					
Drive modes		Single shooting, Continuous shooting, Speed Priority Continuous shooting, Self-timer (10/2 sec. delay selectable), Self-timer (Cont.) (10 sec. delay; 3/5 exposures selectable), Bracketing (Cont., Single, White Balance, DRO)			
Speed (approx., max.)*2		Continuous shooting: Max. 1.5fps, Speed Priority Continuous shooting: Max. 4.0fps		Continuous shooting: Max. 2.5fps, Speed Priority Continuous shooting: Max. 5.0fps	
Playback					
Modes		Single (with or without shooting information, RGB histogram & highlight/shadow warning), 9/25-frame index view, Enlarged display mode (Maximum magnification L: 23.0x, M: 15.0x, S: 11.5x), Auto Review (10/5/2 sec. off), image orientation (Auto/Manual/Off selectable), Slideshow, Panorama scrolling, Folder selection (Still / Date / MP4 / AVCHD), Forward/Rewind (Movie), Delete, Protect		Single (with or without shooting information, RGB histogram & highlight/shadow warning), 9/25-frame index view, Enlarged display mode (Maximum magnification L: 18.8x, M: 12.3x, S: 9.4x), Auto Review (10/5/2 sec. off), Image orientation (Auto/Manual/Off selectable), Slideshow, Panorama scrolling, Folder selection (Still / Date / MP4 / AVCHD), Forward/Rewind (Movie), Delete, Protect	
Interface					
PC interface		Mass-storage, MTP, PC remote			
Multi / Micro USB Terminal		Yes*1			
Wi-Fi		Playback of still images and movies on smartphones, PCs and TVs			
NFC™		Yes (NFC Forum Type 3 Tag compatible, One-touch remote, One-touch sharing)			
HD output		HDMI micro connector (Type-D), BRAVIA Sync (link menu), PhotoTV HD, 4K still image playback			
Multi Interface Shoe		Yes			
Others		Auto-lock Accessory Shoe compatible with supplied shoe adaptor, Microphone terminal (3.5mm Stereo minijack), Headphone terminal (3.5mm Stereo minijack), Vertical Grip Connector			
Compatible OS					
		Windows Vista** SP2, Windows 7 SP1, Windows 8, Mac OS X (v.10.6-10.8)			
Audio					
Microphone		Built-in stereo microphone or ECM-CG50 / XLR-K1M (sold separately)			
Speaker		Built-in, monaural			
Print					
Compatible standards		Exif Print, Print Image Matching III, DPOF setting			
Custom function					
Type		Custom key settings, Programmable setting			
Memory function		Yes (2 sets)			
Power					
Battery		Rechargeable battery pack NP-FW50			
Still images		Approx. 270 shots (viewfinder) / approx. 340 shots (LCD screen) (CIPA standard)			
Movies		Actual**4*: Approx. 60 min with viewfinder, approx. 65 min with LCD screen (CIPA standard) Continuous**5*: Approx. 90 min with viewfinder, approx. 90 min with LCD screen (CIPA standard)		Actual**4*: Approx. 60 min with viewfinder, approx. 65 min with LCD screen (CIPA standard) Continuous**5*: Approx. 100 min with viewfinder, approx. 100 min with LCD screen (CIPA standard)	
External power					
		AC Adaptor AC-PW20 (optional)			
Weight					
With battery and Memory Stick PRO Duo		Approx. 465g (approx. 1 lb 0.4 oz)		Approx. 474g (approx. 1 lb 0.7 oz)	
Body only		Approx. 407g (approx. 14.4 oz)		Approx. 416g (approx. 14.7 oz)	
Dimensions					
W x H x D (excluding protrusions)		Approx. 126.9 x 94.4 x 48.2mm (approx. 5 x 3 3/4 x 1 15/16 in.)			
Operating temperature					
Range		32°-104°F / 0-40°C			

Lens support for Fast Hybrid AF

The following lenses support phase-detection AF but some models initially require a firmware update (available from the Sony website) if not included as a kit lens with the α7: Vario-Tessar T* FE 24-70mm F4 ZA OSS, Sonnar T* FE 35mm F2.8 ZA, Sonnar T* FE 55mm F1.8 ZA, FE 28-70mm F3.5-5.6 OSS, FE 70-200mm F4 G OSS, E 10-18mm F4 OSS, E PZ 16-50mm F3.5-5.6 OSS, Vario-Tessar T* E 16-70mm F4 ZA OSS, E 18-55mm F3.5-5.6 OSS, E 18-200mm F3.5-6.3 OSS, E 18-200mm F3.5-6.3 OSS LE, E PZ 18-200mm F3.5-6.3 OSS, E 55-210mm F4.5-6.3 OSS, E 20mm F2.8, Sonnar T* E 24mm F1.8 2A, E 30mm F3.5 Macro, E 35mm F1.8 OSS, E 50mm F1.8 OSS, E PZ 18-105mm F4 G OSS. Other lenses can be used with the α7† but will employ only contrast-detection AF. Additional E-mount lenses will support phase-detection AF in the future.

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- "InfoLithium" is a lithium battery pack which can exchange data with compatible electronic equipment about its energy consumption.
- Sony recommends that you use the battery pack with electronic equipment bearing the "InfoLithium" mark.
- Screen displays and effects used to illustrate some functions are simulated.

<http://www.sony.net/digitalimaging/>

Specifications and features are based on information available at the time of printing and are subject to change without notice.

- *1 With compatible external flash.
- *2 Approximate. May vary depending on shooting conditions and media.
- *3 Supports Micro USB compatible device.
- *4 Starter Edition is not supported.
- *5 Continuous movie recording is possible for approximately 29 minutes (limited by product specifications).
- *6 Indicated recording time is defined by repeating the following cycle: Power on, start recording, zoom, stand-by and power off.
- *7 Indicated recording time is defined by repeating the following cycle: Pressing the MOVIE button. No other operations such as zoom are performed.

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