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NEWS RELEASE: *Immediate*

α7 Series from Sony are World's First 35mm Full-Frame Sensor Interchangeable Lens Mirrorless Cameras with Auto Focus[1]

α7R is world's smallest[2], lightest 35mm full-frame interchangeable lens camera



- **Full-frame Exmor™ CMOS sensor: α7 with 24.3 effective megapixels; α7R with 36.4 effective megapixels and no optical low-pass filter**
- **New BIONZ X™ image processor with dramatically increased processing speed and image quality[3]**
- **Newly-developed ultra-fast Intelligent AF is 35% quicker than conventional contrast-detection autofocus**
- **Improved XGA OLED Tru-Finder™ with wide field of view**
- **Practical, reliable and intuitive with dust/moisture-resistant body and extensive custom controls**
- **AVCHD Progressive Full HD (50p/25p) movie recording with audio level control and clean HDMI output**

(ASIA PACIFIC, 16 October 2013) – Hotly awaited by professional photographers and enthusiasts, the α7 and α7R from Sony set an exciting new benchmark in digital imaging. A

[1] According to survey conducted by Sony as of October 2013, for non-reflex interchangeable lens digital camera equipped with auto focus function.
[2] Among interchangeable-lens cameras equipped with a 35mm full-frame (equivalent) image sensor according to survey conducted by Sony as of October 2013.
[3] Approximately three times faster compared to previous BIONZ processors.

game-changing blend of imaging power and portability, both mirrorless models redefine the creative options of full-frame photography in a palm-sized interchangeable lens camera.

The α7 (24.3 effective megapixels) and α7R (36.4 effective megapixels) give serious photographers a limitless array of new artistic possibilities. Expanding the range of optics from Sony and Carl Zeiss, six[4] new full-frame lenses complement the cameras' superlative image quality – whether you're shooting detail-packed stills or crisp, cinematic Full HD video.

Beautifully styled and easy to hold on lengthy assignments, both cameras are no-compromise photographic tools that put the needs of advanced users first. Front and back dials plus a control wheel and exposure compensation dial allow intuitive adjustments while framing shots through the high-contrast, high resolution XGA OLED Tru-Finder or on the tiltable 3.0-type LCD screen.

The 35mm full-frame Exmor CMOS sensor in both cameras incorporates light concentration and photo diode expansion technologies, while the α7R also features a new 'gapless' on-chip lens design that eliminates gaps between adjacent pixels. These advances increase light collection efficiency, achieving outstanding resolution, sensitivity and low noise while circumventing the challenge of decreased pixel size due to the extremely high pixel count.

Together with the powerful new BIONZ X processor, the full-frame sensor also allows both cameras to shoot pro-quality Full HD video (50p/25p)[5]. You'll enjoy rich, beautifully rendered movie footage with sumptuous colours and ultra-low noise, even in low light. Clear Image Zoom has been enhanced for video recording, delivering powerful close-ups without sacrificing pixel count. Pro-style movie features include an audio recording level control and display, plus a 'clean' HDMI output that allows video to be viewed on an external monitor or recorded on another device.

Both cameras showcase new Fast Intelligent AF that ensures speedy, accurate autofocus. The α7 supplements this with Fast Hybrid AF that combines Fast Intelligent AF with phase detection autofocus. Boosting AF tracking, it lets the α7 keep fast-moving subjects like

[4] Five new E-mount lenses and one new A-mount lens which can be used on the new α7 and α7R with a lens adaptor.
[5] AVCHD Progressive, 1920x1080 60p/50p/25p/24p.

athletes and wildlife in sharp focus while supporting continuous shooting at up to 5 frames per second.

Both new camera models are designed to be fully customisable to exactly suit your precise photographic demands, with nine customisable buttons and 46 assignable functions[6].

With both Wi-Fi and NFC, the α7 and α7R allow effortless one-touch wireless connections with your Xperia™ or NFC-compatible Android smartphone or tablet. The α7 and α7R also connect to your iOS devices via Wi-Fi. PlayMemories Camera Apps further enhance your photo experience with a growing range of free and paid apps, spanning exciting new creative effects and filters, utilities and more.

New 'Multiple Exposure' automatically composites sequential exposures, making it easy to create beautiful and dramatic effects with a choice of pre-set artistic themes as well as manual blending modes.

Pre-installed in both camera models, 'Smart Remote Control'[7] controls exposure and shutter release from your smartphone. Great for tripod-mounted group shots and self-portraits, the app also sends photos automatically to your mobile device for on-the-spot sharing[8].



[6] Some functions can only be assigned to certain buttons.

[7] α7 series will become compatible with "Camera Remote API beta" (http://camera.developer.sony.com), API (Application Program Interface) for remote operation of Sony camera with Wi-Fi-equipped smartphones and electronic tablets, after installation of the most recent Smart Remote Control that is distributed from countries providing PlayMemories Camera Apps.

[8] 'Direct Upload' available at launch. 'Multiple Exposure', 'Smart remote control v2.10', 'Picture Effect+', 'Photo Retouch' and 'Lens Compensation' will be available for the α7 / α7R by the end of 2013.

α7

Crafted to meet the demands of advanced amateurs and professional photographers, the α7 offers an exciting entry into the world of full-frame photography. The camera's rigid metal frame is complemented by an external top cover in magnesium alloy that contributes to a weight of just 416g (body only).

The 35mm full-frame Exmor CMOS sensor with a resolution of approximately 24.3 effective megapixels guarantees high sensitivity and exceptional low-noise performance thanks to its high resolving power and large pixel size.



α7R

With a tough magnesium alloy body that's dust- and moisture-resistant, the α7R weighs in at just 407g (body only) as the world's smallest, lightest interchangeable lens camera with a full-frame sensor.

Appealing equally to busy photo professionals and advanced amateurs, it also boasts the highest image quality of any α camera to date. The brand-new 36.4-effective megapixel (approximate) full-frame Exmor CMOS sensor delivers levels of detail unprecedented in any camera of its class. The high resolution sensor of the α7R has no optical low-pass filter, ensuring that its extraordinary resolving power is fully exploited. It's complemented by a new BIONZ X processor – Sony's latest-generation imaging engine that maximises detail and reduces image noise over a wide ISO 100-25600 sensitivity range[9].

[9] Expandable down to ISO 50 and up to ISO 51,2000 with Multi-Frame Noise Reduction.

New full-frame interchangeable E-mount lenses

There's a choice of five new full-frame E-mount lenses to realise the sheer imaging power of the α7 and α7R. The E-mount full-frame family includes two mid-range zooms by Sony and Carl Zeiss, two bright Sonnar T* primes and a premium-quality G lens telephoto zoom. There's also a new-generation mount adaptor that gives photographers extra freedom to re-use their precious collection of full-frame A-mount optics with both cameras, including the newly-announced SAL70200G2 70-200mm F2.8 G SSM II telephoto zoom.

A range of new accessories

New accessories will also be available for the α7 and α7R. The LA-EA4 and LA-E3 mount adaptors for E-mount cameras are compatible with virtually every A-mount lens. The LA-EA4 comes with built-in AF motor and 15-point AF sensor, ensuring speedy, continuous autofocus; while LA-EA3 lets photographers shoot full-frame pictures with A-mount lens. The VG-C1EM grip not only extends shooting stamina via two NP-FW50 batteries, but also provides greater user comfort during vertical shooting.

The BC-TRW Battery Charger gives visual LED confirmation of recharging status and the FA-CS1M off-camera shoe can be used as an off-camera cable by connecting with a Multi Flash Cable. The PCK-LM16 Screen Protector Semi Hard Sheet protects the LCD screen from scratches and dust while allowing clear view even under bright sunshine. The LCS-ELCA premium leather soft carrying case extends the premium quality experience of handling and using the α7/α7R while protecting your camera from scuffs and marks whilst being carried. The new LCS-BBL and LCS-BBM soft carrying cases also ensure the safety of your lenses.

The light, compact new α7 and α7R interchangeable lens full-frame digital cameras from Sony and will be available in Asia Pacific from November 2013.

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Specifications Sheet

Model		α7	α7R
Lens compatibility		Sony E-mount lenses	
Image sensor	**Type**	35mm full frame (35.8×23.9mm), Exmor CMOS sensor	35mm full frame (35.9×24.0mm), Exmor CMOS sensor
	Number of pixels (effective)	Approx. 24.3 megapixels	Approx. 36.4 megapixels
Record system (still image)	**Recording format**	JPEG (DCF Ver. 2.0, Exif Ver.2.3, MPF Baseline compliant), RAW (Sony ARW 2.3 format)	
Record system (movie)	**Recording format**	AVCHD format Ver. 2.0 compliant/ MP4	
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)	
Focus system	**Type**	Fast Hybrid AF (phase detection AF/ contrast detection AF)	Fast Intelligent AF (contrast detection AF)
	Focus points	35mm full frame: 117 points (phase detection AF / 25 points (contrast detection AF)	25 points (contrast detection AF)
Exposure control	**Metering type**	1200-zone evaluative metering	
	ISO sensitivity (Recommended Exposure Index)	Still images: ISO 100-25600 equivalent (1/3 EV step), (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 (1/3 EV step) / AUTO (ISO 200-6400 equivalent)	
Viewfinder	**Type**	1.3 cm (0.5-type) electronic viewfinder (colour)	
	Number of dots	2,359,296 dots	
	Field coverage	100%	
	Magnification	approx. 0.71x (with 50mm lens at infinity, -1m^{-1}) diopter	
LCD screen	**Type**	7.5cm (3.0-type) type TFT	
	No. of dots	921,600 dots	
	Adjustable angle	Up by approx. 90 degrees, Down by approx. 45 degrees	
Wi-Fi	**View on smartphone**	Yes	
	Send to computer	Yes	
	View on TV	Yes	
NFC		Yes (NFC Forum Type 3 Tag compatible, One-touch remote, One-touch sharing)	
PlayMemories Camera Apps		Yes	
Audio	**Microphone**	Built-in stereo microphones or ECM-CG50/ XLR-K1M (sold separately)	
	Speaker	Built-in, monaural	
	Headphone Terminal	Yes (3.5 mm stereo minijack)	
Dimensions (excluding protrusions)		Approx. 126.9mm x 94.4mm x 48.2mm	
Weight		Approx. 416g (body only) Approx. 474g (with battery and Memory Stick PRO Duo included)	Approx. 407g (body only) Approx. 465g (with battery and Memory Stick PRO Duo included)

About Sony Electronics Asia Pacific Pte. Ltd.

Based in Singapore, Sony Electronics Asia Pacific Pte. Ltd. is a subsidiary of Sony Corporation. It serves as the regional management and marketing headquarters for Sony's consumer as well as broadcasting and professional products, overseeing Asia Pacific, Middle East and Africa regions. For more information on Sony's products and services in Asia Pacific, please visit www.sony-asia.com

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately US$72.3 billion for the fiscal year ended March 31, 2013. Sony Global Web Site: http://www.sony.net/

About make.believe

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolises the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.