

# SONY

**For Immediate Release**

For further information:  
Christine Law, 02 8353 5795  
[christine.law@hausmann.com.au](mailto:christine.law@hausmann.com.au)  
Hausmann Communications

**Sony's  $\alpha$ 7S full-frame camera realises a new world of imaging expression**  
*Features newly developed, wide dynamic range sensor with awe-inspiring sensitivity*



**Sydney, 7 April 2014** – Joining the acclaimed  $\alpha$ 7 and  $\alpha$ 7R family of the world's smallest full-frame interchangeable lens cameras, Sony's new  $\alpha$ 7S model puts extraordinary sensitivity, low noise and spectacular 4K video quality into the hands of professional photographers and videographers.

The innovative  $\alpha$ 7S camera features a newly developed, 12.2 effective megapixel 35mm full frame Exmor CMOS sensor paired with a powerful BIONZ X image processor, allowing it to shoot at a sensitivity range of ISO 50 – 409,600<sup>1</sup> with unprecedented dynamic range and low noise.

The new model is also the world's first camera to utilise the entire width of a full-frame image sensor in 4K video acquisition, and does this without cropping or line skipping as it can read and process data from every one of the sensor's pixels. This allows 4K video shooters to utilise all of the artistic and creative benefits provided by the unique sensor.

**Wide ISO Sensitivity (ISO 50 – 409,600)<sup>2</sup> and Impressive Dynamic Range**

Sony, the world's largest manufacturer of image sensors<sup>2</sup>, has developed a unique 12.2 MP sensor with extraordinary sensitivity that allows the  $\alpha$ 7S camera to collect dramatically more light than

---

<sup>1</sup> Standard ISO range: Still 100 – 102,400, Movie 200 – 102,400; Expandable ISO range: Still 50 – 409,600, Movie 200 – 409,600

<sup>2</sup> No.1 image sensor manufacturer for digital camera and video recorders. Based on Sony research - April 2012 to March 2013 (50% market share)

traditional cameras and to produce beautifully detailed, low-noise images in even the darkest environments.

The camera also features a newly developed on-sensor technology that allows it to optimise the dynamic range throughout the entirety of the ISO 50 – 409,600 sensitivity range. And this on-sensor technology also broadens the range of tonal gradation in bright environments while also minimising noise in dark scenes, allowing the camera to deliver impressive results in these extreme conditions where other cameras (and image sensors) typically struggle.

### **World's First Full-Frame Camera with Full Pixel Read-out<sup>3</sup> (without pixel binning) during Movie Shooting**

With the new  $\alpha$ 7S camera, the high-speed read out of the 35mm full-frame image sensor combined with the high-speed processing of the BIONZ X processor enables significant improvements in video quality.

These powerful components allow the camera to process data from all of the sensor's pixels and output stunning HD and 4K (QFHD 3,840 x 2,160 pixels) video<sup>4</sup> while utilising the full-width of the sensor. In addition to the benefits for low-light shooting, the read out of all pixels frees the video from aliasing, moiré and false colour artefacts (as opposed to pixel binning) to achieve the highest quality video.



### **Additional Pro-Quality Video Functions**

In video mode, the  $\alpha$ 7S can output 4K video<sup>4</sup> at QFHD (3,840 x 2,160)<sup>5</sup> to an optional external 4K compatible recorder, and can record full HD (1,920 x 1,080) at frame rates of 50p, 50i, 30p and 25p directly to a compatible memory card. Video modes can be changed from full-frame to APS-C (super

---

<sup>3</sup> When used in 4K(25p/30p), HD(25p/30p) movie setting

<sup>4</sup> Video baseband output

<sup>5</sup> In video mode, Full HD video (25p/30p) output also can be upconverted to 4K(25p/30p)

35mm equivalent) if desired, and in this crop mode, the camera can support high frame rate 120fps shooting at standard HD resolution (1,280 x 720p), creating a 5x slow-motion effect.

The *α*7S camera is also equipped with S-Log2 gamma. Common to Sony's range of professional video cameras, S-Log2 expands the dynamic range by up to 1,300 per cent to minimise clipped highlights and loss of detail in shadows. Additionally, for the first time ever in a Sony *α* camera, the *α*7S adopts the workflow-friendly XAVC S recording format in addition to AVCHD and MP4 codecs. XAVC S format allows for full HD recording at a data rate of 50 mbps with lower compression for improved video quality.

Other specialist video functions on the new camera include a picture profile that can adjust settings like gamma, black, level and colour adjustment, and can be saved for use in a multi-camera shoot. It also has Full HD and 4K base band HDMI output, time code/user bit for easier editing, synchronous recording feature with compatible devices, various marker and zebra displays on both the LCD screen and viewfinder and can dual record XAVC S as well as MP4 (1,280 x 720 @ 30p).

The camera also has a multi-terminal interface shoe that is compatible with Sony's XLR Adaptor Microphone Kits (XLR-K1M plus a new model under development), allowing the use of professional microphone systems.

### **Low-light Shooting Advantages**

The high ISO sensitivity range of the *α*7S camera is extremely effective for still image shooting, especially in low-light conditions, where the camera can shoot at high shutter speeds while keeping noise as low as possible. This is particularly useful for shooting indoor, dimly lit sporting events or other situations where most cameras typically struggle.

The camera is also equipped with the same high-precision Fast Intelligent AF system as the *α*7R camera, with drastically improved low-light AF sensitivity that can go as low as -4EV.

### **Expanding *α* Mount System and New Power Zoom Lens for Movie Shooting**

Directly compatible with the growing family of E-mount lenses, the *α*7S camera can also be used with A-mount and others lens systems with optional adapters. Sony's complete *α* lens system now includes 54 total lenses for both A and E mounts, including several premium offerings from Carl Zeiss and G Series Lenses.

As a whole, Sony's E-mount lens system is particularly well-suited for video shooting, with a variety of models containing "movie-friendly" features like smooth focusing, powered zoom control, and silent iris/aperture control. Building on this, Sony has announced development of a brand new, full-frame

power zoom 28-135mm F4 lens E-mount lens that is an ideal match for the powerful movie capabilities of the  $\alpha$ 7S model.

Pricing and availability of the  $\alpha$ 7S full-frame interchangeable lens camera will be announced at a future date. To learn more about the product in the meantime, please visit [www.sony.com.au](http://www.sony.com.au),

###

## **Specifications Sheet**

<b>General</b>	
Lens mount	$\alpha$ E-mount
<b>Image sensor</b>	
Type	35mm full frame (35.6 x 23.8mm), Exmor CMOS sensor
Number of pixels (effective)	Approx. 12.2 megapixels
<b>Recording system (still images)</b>	
Recording format	JPEG (DCF Ver. 2.0, Exif Ver. 2.3, MPF baseline compliant), RAW (Sony ARW 2.3 format)
RAW output	14 bit
<b>Recording system (movies)</b>	
Recording format	XAVC S / AVCHD format Ver. 2.0 compliant / MP4
Video compression	XAVC S: MPEG-4 AVC/H.264
	AVCHD: MPEG-4 AVC/H.264
	MP4: MPEG-4 AVC/H.264
Audio recording format	XAVC S: LPCM, 2ch
	AVCHD: Dolby Digital (AC-3), 2ch, Dolby Digital Stereo Creator
	MP4: MPEG-4 AAC-LC, 2ch
Image size (pixels)	XAVC S: 1920 x 1080 (50p/50Mbps, 30p/50Mbps, 25p/50Mbps), 1280 x 720 (120p/50Mbps)
	AVCHD: 1920 x 1080 (50p/28Mbps/PS, 50i/24Mbps/FX, 50i/17Mbps/FH, 25p/24Mbps/FX, 25p/17Mbps/FH)
	MP4: 1440 x 1080 (30fps/12Mbps), 640 x 480 (30fps/3Mbps)
Movie functions	Audio Level Display, Audio Rec Level, Auto Slow Shutter, HDMI info. Display (On/Off selectable), Time Code/User Bit, Picture Profile, Creative Style, Picture Effect, Rec Control, Dual Video Rec, Marker Setting
Picture Profile	Yes (Off / PP1-PP7) Parameters: Black level, Gamma (Movie, Still, Cine1-4, ITU709, ITU709 [800%], S-Log2), Black Gamma, Knee, Colour Mode, Colour Level, Colour Phase, Colour Depth, Detail, Copy, Reset
<b>Clean HDMI output</b>	
Output signal	3840 x 2160(30p/25p) / 1920 x 1080(50p/50i/25p) YCbCr 4:2:2 8bit/ RGB 8bit
<b>Media</b>	
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)
<b>Focus system</b>	
Type	Contrast-detection AF
Focus point	25 points
Sensitivity range	EV -4 to EV 20 (at ISO 100 equivalent with F2.0 lens attached)
<b>Exposure control</b>	
Metering type	1200-zone evaluative metering

ISO sensitivity (Recommended Exposure Index)	Still images: ISO 100-102400, Movies: ISO 200-102400 equivalent (both expandable to 409600, for still: expandable down to 50)
<b>Viewfinder</b>	
Type	XGA OLED, 1.3cm (0.5 type) electronic viewfinder (colour)
Total no. of dots	2,359,296 dots
Field coverage	100%
Magnification	Approx. 0.71x (with 50mm lens at infinity, -1m <sup>-1</sup> )
<b>LCD screen</b>	
Type	7.5cm (3.0 type) TFT drive
Total number of dots	921,600 dots
Adjustable angle	Up approx. 90 degrees, down approx. 45 degrees
<b>Other features</b>	
PlayMemories Camera Apps	Yes
<b>Interface</b>	
Wireless LAN (built-in)	Wi-Fi Compatible, IEEE802.11b/g/n (2.4GHz band)*1 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)
Multi Interface Shoe	Yes
HD output	HDMI micro connector (Type-D), BRAVIA Sync (link menu), PhotoTV HD, 4K still image playback
<b>Shutter</b>	
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), Up to 1/60 in AUTO mode (up to 1/30 in Auto Slow Shutter mode)
Electronic front curtain shutter	Yes, On/Off
<b>Power</b>	
Battery	Rechargeable battery pack NP-FW50
Still images	Approx. 320 shots (viewfinder) / approx. 380 shots (LCD screen) (CIPA standard)
Movies	Actual*2: Approx. 55 min with viewfinder, approx. 60 min with LCD screen (CIPA standard) Continuous*3: Approx. 90 min with viewfinder, approx. 90 min with LCD screen (CIPA standard)
External power	AC Adaptor AC-PW20 (optional)
<b>Weight</b>	
Body only	Approx. 446g
<b>Dimensions</b>	
W x H x D (excluding protrusions)	Approx. 126.9 x 94.4 x 48.2mm
Operating temperature	
Range	0-40°C
Specifications and features are based on information available at the time of printing and are subject to change without notice.	

**About Sony:** With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital SLR cameras, Walkman MP3 players, READER eBook Readers as well as HD professional broadcast equipment. For more information on Sony Australia, visit [www.sony.com.au](http://www.sony.com.au).

**Latest Sony News:** To receive the latest Sony news, register for updates at [sony.com.au/whatsnew](http://sony.com.au/whatsnew)

**Product Information:** For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit [www.sony.com.au](http://www.sony.com.au).

**Images:** Product images can be downloaded from the Sony Australia Flickr site [www.flickr.com/photos/sonyaustralia](http://www.flickr.com/photos/sonyaustralia). For assistance, please contact the Sony team at Hausmann Communications at [sony@hausmann.com.au](mailto:sony@hausmann.com.au).

**Social Media:** Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - [www.facebook.com/sonyaustralia](http://www.facebook.com/sonyaustralia) and YouTube [www.youtube.com/sonyaustralia](http://www.youtube.com/sonyaustralia).