



Press Release

7<sup>th</sup> April 2014

*Insert product imagery*

**Awe-inspiring sensitivity realizes a new world of imaging expression**

- **α7S features newly-developed sensor with wide dynamic range, opening up thrilling artistic possibilities for serious photographers -**
- **Wide ISO sensitivity setting from 100 to 409600 with on-sensor circuit that dynamically adjusts charge conversion**
- **World's first full-frame sensor capable of full pixel read-out without pixel binning process for movie and 4K (QFHD: 3840 x 2160) HDMI video output.**
- **Professional video functions including XAVC S Full HD recording at 50Mbps, time code and optional XLR audio inputs**
- **High ISO sensitivity range allows faster shutter speeds during low light shooting**
- **Improved Fast Intelligent AF performance in light as low as EV-4**
- **Ultra compact, light-weight body for comfortable pro-style operation**
- **Optional α Mount System lens adapter offers wide range of high quality lenses, including power zoom lens ideal for movie shooting**

From starry night-time skies to atmospheric, candle-lit interiors: there's now a camera that opens up extraordinary creative possibilities for capturing flawless, emotionally engaging movie footage and professional-quality still images.

Joining the acclaimed α7 and α7R – the world's smallest<sup>1</sup> full-frame interchangeable lens cameras – the α7S from Sony puts extraordinary sensitivity, low noise and spectacular 4K (QFHD: 3840×2160) image quality into the hands of serious photographers and videographers.

Equally suitable for still photography and cost-conscious movie production, the α7S delivers dramatic artistic possibilities in the smallest body of any full-frame interchangeable-lens digital camera in the world.

Key to the extraordinary sensitivity of the α7S is a specially developed new full-frame 35mm Exmor CMOS image sensor.

With a 12.2 effective megapixel count the size of each individual photoreceptive site is significantly boosted to increase their light-gathering power. Coupled with the camera's powerful BIONZ X processing engine, this reduces image noise while increasing effective sensitivity range of the α7S to ISO 100 – ISO 409600 in expanded mode (ISO 200 – 409600 for movies).

This unrivalled sensitivity and ultra-low noise floor allows the α7S to capture beautiful images in low light conditions where a lengthy exposure would normally be needed. Thanks to the camera's huge sensitivity, it's possible to shoot crisp, low-noise stills and video using faster shutter speeds. Its immense dynamic range is also ideal for high-contrast scenes, effortlessly handling extreme highlights and rich, deep blacks in the same frame.

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<sup>1</sup> Among interchangeable-lens cameras equipped with a 35mm full-frame (equivalent) image sensor – as of press release date.

Because of the image sensor's extraordinary sensitivity, the amount of light it can collect is dramatically increased compared with conventional cameras. The newly developed image sensor provides photographers/videographers with high dynamic range in all conditions from extremely low light to bright sunlight. By monitoring incoming light levels, the on-sensor circuit dynamically adjusts electronic charge conversion and realizes wide range of ISO sensitivity 100-409600.

Using data read-out from every single pixel of the 35mm full-frame sensor (24p and 30p), 4K<sup>2</sup> images created by the α7S are impressively detailed, with outstandingly rich colours and life-like textures in every frame. Refined by the BIONZ X processor, the high-speed data stream allows the α7S to output video at 4K resolution from the HDMI connector with 4:2:2 colour sampling, for recording onto an external storage device or viewing on a compatible monitor<sup>3</sup>.

Thanks to the full pixel read-out from the whole of the 35mm full-frame sensor, there's a notable absence of undesirable aliasing (moiré) effects and 'jaggies' that betray lower-resolution video. Stunningly clear images can be recorded on a memory card in Full HD quality with XAVC S<sup>4</sup> recording format at the 50Mbps data rate that's highly regarded by professional videographers.

In APS-C crop mode, the α7S supports high frame rate shooting at 120fps with HD resolution (1280 x 720 pixels). Footage can be played back at 24p for a 5x slow-motion effect – ideal for seeing every detail of sports action or the balletic grace of a dancer.

There's a wealth of other specialist functions to please professional videographers such as Picture Profile™ for wide ranging visual expression and S-Log2 gamma. Time code/user bit functions allow pro-style editing

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<sup>2</sup> (QFHD 3840 x 2160 pixels)

<sup>3</sup> Not supplied with α7S

<sup>4</sup> SDXC memory card higher than Class 10 is necessary when shooting movies in the XAVC S format.

workflow, while an optional XLR Adaptor Microphone Kit<sup>5</sup> supports high-quality audio acquisition.

As already proven on the α7R, high-speed, high-precision Fast Intelligent AF has been further improved to fully exploit the new camera's extraordinary low-light performance as low as EV-4. Other features familiar to α7 users include a high-contrast XGA OLED Tru-Finder, Wi-Fi/NFC connectivity and compatibility with the growing range of downloadable PlayMemories Camera Apps.

There's a growing range of α lenses to take full advantage of the camera's near-limitless creative potential. Currently under development, a brand-new full frame E-mount power zoom lens appeals to quality-conscious movie-makers. In addition, Sony is collaboratively working with third parties to support pro-quality 4K video workflow. An XLR adaptor kit is also under development.

The new α7S full-frame interchangeable lens digital camera from Sony will be available in Europe in summer 2014.

– Ends –

### Key specifications

General		
Lens mount		α E-mount
Image sensor		
Type		35mm full frame (35.6 x 23.8mm), Exmor CMOS sensor
Number of pixels (effective)		Approx. 12.2 megapixels
Recording system (still images)		
Recording format		JPEG (DCF Ver. 2.0, Exif Ver. 2.3, MPF baseline compliant), RAW (Sony ARW 2.3 format)
RAW output		14 bit
Recording system (movies)		
Recording format		XAVC S / AVCHD format Ver. 2.0 compliant / MP4

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<sup>5</sup> XLR-K1M

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)	1080 60i compatible device	XAVC S: 1920 x 1080 (60p/50Mbps, 30p/50Mbps, 24p/50Mbps), 1280 x 720 (120p/50Mbps)
		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)
Movie functions		Audio Level Display, Audio Rec Level, Auto Slow Shutter, HDMI info. Display (On/Off selectable), Time Code/User Bit, Clean HDMI output for 4K, 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>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)
<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. 300 shots (viewfinder) / approx. 360 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>		
With battery and <i>Memory Stick PRO Duo</i>		Approx. 489g (approx. 1 lb 1.2 oz)
Body only		Approx. 446g (approx. 15.7 oz)
<b>Dimensions</b>		
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.)
<b>Operating temperature</b>		
Range		32°-104°F / 0-40°C
Specifications and features are based on information available at the time of printing and are subject to change without notice.		
*1 Configuration method/Access method: WPS or manually/infrastructure mode. When connecting to smartphones, the camera can always work as a base without a wireless access point. (Security: WEP/WPA-PSK/WPA2-PSK)		
*2 Indicated recording time is defined by repeating the following cycle: Power on, start recording, zoom, stand-by and power off.		
*3 Indicated recording time is defined by repeating the following cycle: Pressing the MOVIE button. No other operations such as zoom are performed.		

For more information, please contact your local PR manager or:  
David Edwards, Corporate Communications, Sony Europe  
[david.edwards@eu.sony.com](mailto:david.edwards@eu.sony.com) / +44 (0)1932 817 022

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