

# SONY

New Products Information

Interchangeable-lens  
Digital Camera



# α7 III

The Power of Imaging

BE MOVED

 **Sony  
Overseas  
Models**

•Sony Corporation  
Sony Marketing (Japan) Inc. 1-7-1 Konan Minato-ku, Tokyo, 108-0075 Japan



**Safety Cautions**

To ensure correct use of this product, read the "Instruction Manual" prior to use. Failure to follow all safeguards can result in fire, electric shock, or other accidents. Do not use headphones while driving and cycling, etc.

# Main specifications of **α 7M**

|                                |  | Body only  | FE 28-70mm F3.5-5.6 Lens kit | Body only | FE 28-70mm F3.5-5.6 Lens kit |
|--------------------------------|--|--|------------------------------|-----------|------------------------------|
| General                        | Camera Type                                  | Interchangeable-lens digital camera  |                              |           |                              |
|                                | Lens mount                                   | E-mount  |                              |           |                              |
| Image sensor                   | Type   | 35mm full frame (35.6×23.8mm), Exmor R CMOS sensor   |                              |           |                              |
|                                | Number of Pixels                             | Approx. 24.2 megapixels (effective), Approx. 25.3 (Total)  |                              |           |                              |
|                                | Image sensor Aspect Ratio                    | 3:2  |                              |           |                              |
| Recording System (still image) | Anti-Dust System                             | Charge protection coating on optical filter and image sensor shift mechanism   |                              |           |                              |
|                                | Recording Format                             | JPEG (DCF Ver. 2.0, Exif Ver. 2.31, MPF Baseline compliant), RAW (Sony ARW 2.3 format)   |                              |           |                              |
|                                | Image Size (pixels) [3:2]                    | [35mm full frame] L: 6000 x 4000 (24M), M: 3936 x 2624 (10M), S: 3008 x 2000 (6.0M)<br>[APS-C]: L: 3936 x 2624 (10M), M: 3008 x 2000 (6.0M), S: 1968 x 1312 (2.6M)   |                              |           |                              |
|                                | Image Size (pixels) [16:9]                   | [35mm full frame] L: 6000 x 3376 (20M), M: 3936 x 2216 (8.7M), S: 3008 x 1688 (5.1M)<br>[APS-C]: L: 3936 x 2216 (8.7M), M: 3008 x 1688 (5.1M), S: 1968 x 1112 (2.2M)   |                              |           |                              |
|                                | Image Quality modes                          | RAW, RAW+JPEG (Extra fine, Fine, Standard), JPEG (Extra fine, Fine, Standard)  |                              |           |                              |
|                                | Picture Effect                               | 8 types: Posterization (Color), Posterization (B/W), Pop Color, Retro Photo, Partial Color (R/G/B/Y), High Contrast Monochrome, Toy Camera (Normal/Cool/Warm/Green/Magenta), Soft High-key, Rich-tone Monochrome   |                              |           |                              |
|                                | Creative Style                               | Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn leaves, Black & White, Sepia, Style Box (1-6), (Contrast (-3 to +3 steps), Saturation (-3 to +3 steps), Sharpness (-3 to +3 steps))   |                              |           |                              |
|                                | Picture Profile                              | Yes (Off / PPI-PP10) Parameters: Black level, Gamma (Movie, Still, Cine1-4, ITU709, ITU709[800%], S-Log2, S-Log3, HLG, HLG1-3), Black Gamma, Knee, Color Mode, Saturation, Color Phase, Color Depth, Detail, Copy, Reset   |                              |           |                              |
|                                | Dynamic Range Functions                      | Off, Dynamic Range Optimizer (Auto/Level (1-5)), Auto High Dynamic Range (Auto Exposure Difference, Exposure Difference Level (1-6 EV, 1.0 EV step))   |                              |           |                              |
|                                | Color Space                                  | sRGB standard (with sYCC gamut) and Adobe RGB standard compatible with TRILUMINOS Color  |                              |           |                              |
|                                | 14bit RAW                                    | Yes  |                              |           |                              |
|                                | Uncompressed RAW                             | Yes  |                              |           |                              |
| Recording System (movie)       | Recording Format                             | XAVC S, AVCHD format Ver. 2.0 compliant  |                              |           |                              |
|                                | Video Compression                            | XAVC S: MPEG-4 AVC/H.264, AVCHD: MPEG-4 AVC/H.264  |                              |           |                              |
|                                | Audio Recording Format                       | XAVC S: LPCM 2ch, AVCHD: Dolby Digital (AC-3) 2ch, Dolby Digital Stereo Creator  |                              |           |                              |
|                                | Color Space                                  | xvYCC standard (xvYColor when connected via HDMI cable) compatible with TRILUMINOS Color   |                              |           |                              |
|                                | Picture Effect                               | Posterization (Color), Posterization (B/W), Pop Color, Retro Photo, Partial Color (R/G/B/Y), High Contrast Monochrome, Toy Camera (Normal/Cool/Warm/Green/Magenta), Soft High-key  |                              |           |                              |
|                                | Creative Style                               | Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn leaves, Black & White, Sepia, Style Box (1-6), (Contrast (-3 to +3 steps), Saturation (-3 to +3 steps), Sharpness (-3 to +3 steps))   |                              |           |                              |
|                                | Picture Profile                              | Yes (Off / PPI-PP10) Parameters: Black level, Gamma (Movie, Still, Cine1-4, ITU709, ITU709[800%], S-Log2, S-Log3, HLG, HLG1-3), Black Gamma, Knee, Color Mode, Saturation, Color Phase, Color Depth, Detail, Copy, Reset   |                              |           |                              |
|                                | Image Size (pixels), NTSC                    | XAVC S 4K: 3840 x 2160 (30p, 100M), 3840 x 2160 (24p, 100M), 3840 x 2160 (30p, 60M), 3840 x 2160 (24p, 60M)  |                              |           |                              |
|                                |  | XAVC S HD: 1920 x 1080 (120p, 100M), 1920 x 1080 (120p, 60M), 1920 x 1080 (60p, 50M), 1920 x 1080 (30p, 50M), 1920 x 1080 (24p, 50M), 1920 x 1080 (60p, 25M), 1920 x 1080 (30p, 16M)   |                              |           |                              |
|                                | Image Size (pixels), PAL                     | AVCHD: 1920 x 1080 (60p, 24M, FX), 1920 x 1080 (60p, 17M, FH)  |                              |           |                              |
|                                | Slow & Quick Motion (S&Q) / Image size       | XAVC S 4K: 3840 x 2160 (25p, 100M), 3840 x 2160 (25p, 60M)   |                              |           |                              |
|                                | Slow & Quick Motion (S&Q) / Image frame rate | NTSC mode: 1920 x 1080 (60p, 30p, 24p)   |                              |           |                              |
|                                | Movie Functions                              | NTSC mode: 1920 x 1080 (60p, 30p, 25p)   |                              |           |                              |
|                                | HDMI Output                                  | PAL mode: 1920 x 1080 (60p, 30p, 24p)  |                              |           |                              |
| Recording System               | Location Information Link From Smartphone    | Yes  |                              |           |                              |
|                                | Media  | Memory Stick PRO Duo, Memory Stick PRO-HG Duo, Memory Stick Micro (M2), SD memory card, SDHC memory card (UHS-I/II compliant), SDXC memory card (UHS-I/II compliant), microSD memory card, microSDHC memory card, microSDXC memory card  |                              |           |                              |
|                                | Memory Card Slot                             | SLOT1: Slot for SD (UHS-I/II compliant) memory card  |                              |           |                              |
|                                | Recording mode on 2 memory cards             | SLOT2: Multi slot for Memory Stick Duo/SD (UHS-I compliant) memory card  |                              |           |                              |
|                                | Noise reduction                              | Simult. Rec (Still), Simult. Rec (Movie), Simult. Rec (Still/Movie), Sort (JPEG/RAW), Sort (Still/Movie), Auto Switch Media (On/Off), Copy   |                              |           |                              |
|                                | Multi Frame NR                               | Low noise exposure NR: On/Off, available at shutter speeds longer than 1 sec.<br>High ISO NR: Normal/Low/Off   |                              |           |                              |
| White Balance                  | Modes  | Auto / Daylight / Shade / Cloudy / Incandescent / Fluorescent <Warm White / Cool White / Day White / Daylight> / Flash / Underwater/ Color Temperature <2500 to 9900K> & color filter <G7 to M7/57 step>, A7 to B7/29-step> / Custom   |                              |           |                              |
|                                | AWB Micro Adjustment                         | Yes <G7 to M7/57-step>=> A7 to B7,29-step>   |                              |           |                              |
|                                | Priority Set in AWB                          | Priority Set in AWB  |                              |           |                              |
|                                | Bracketing                                   | Yes  |                              |           |                              |
| Focus                          | Focus Type                                   | Fast Hybrid AF (phase-detection AF/contrast-detection AF) <sup>1</sup>   |                              |           |                              |
|                                | Focus Sensor                                 | Exmor R CMOS sensor  |                              |           |                              |
|                                | Focus Point                                  | 35mm full frame: 693 points (phase-detection AF), APS-C mode with FE lens: 299 points (phase-detection AF), with APS-C lens: 221 points (phase-detection AF) / 425 points (contrast-detection AF)  |                              |           |                              |
|                                | Focus Sensitivity Range                      | EV-3 to EV20 (ISO100 equivalent with F2.0 lens attached)   |                              |           |                              |
|                                | Focus Mode                                   | AF-A (Automatic AF), AF-S (Single-shot AF), AF-C (Continuous AF), DMF (Direct Manual Focus), Manual Focus  |                              |           |                              |
|                                | Focus Area                                   | Wide (693 points (phase-detection AF), 425 points (contrast-detection AF)) / Zone / Center / Flexible Spot (S/M/L) / Expanded Flexible Spot / Lock-on AF (Wide / Zone / Center / Flexible Spot) (S/M/L) / Expanded Flexible Spot   |                              |           |                              |
|                                | Other Features                               | Eye-start AF (Only with LA-EA2 or LA-EA4 attached (Sold separately)), Lock-on AF, Eye AF, AF micro adjustment with LA-EA2 or LA-EA4 (sold separately), Predictive control, Focus lock, AF Track Sens, Swt/H AF Area, AF Area Registr.  |                              |           |                              |
|                                | AF Illuminator                               | Yes (with Built-in LED type)   |                              |           |                              |
|                                | AF Illuminator Range                         | Approx. 0.3m - approx. 3.0m (with FE 28-70mm F3.5-5.6 OSS attached)  |                              |           |                              |
|                                | Focus Type With LA-EA3 (Sold separately)     | Selectable (phase-detection, contrast-detection)   |                              |           |                              |
| Exposure                       | Metering Type                                | 1200-zone evaluative metering  |                              |           |                              |
|                                | Metering Sensor                              | Exmor R CMOS sensor  |                              |           |                              |
|                                | Metering Sensitivity                         | EV-3 to EV20 (at ISO100 equivalent with F2.0 lens attached)  |                              |           |                              |
|                                | Metering Mode                                | Multi-segment, Center-weighted, Spot, Spot Standard/Large, Entire Screen Avg., Highlight   |                              |           |                              |
|                                | Exposure Compensation                        | +/- 5.0EV (1/3 EV, 1/2 EV steps selectable) (with exposure compensation dial: +/-.3EV (1/3 EV steps))  |                              |           |                              |
|                                | Exposure Bracketing                          | Bracket: Cont., Bracket: Single; 5/3/9 frames selectable. With 3 or 5 frames, in 1/3, 2/3, 1, 2, 0, 2 or 3.0 EV increments, with 9 frames, in 1/3, 1/2, 2/3, or 1.0 EV increments.   |                              |           |                              |
|                                | AE Lock                                      | Locked when shutter button is pressed half-way. Available with AE lock button. (On/Off/Auto)   |                              |           |                              |
|                                | Exposure Modes                               | AUTO (Auto), Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), Movie (Programmed AE (P) / Aperture priority (A) / Shutter-speed priority (S) Manual (M)) / Slow & Quick Motion (Programmed AE (P) / Aperture priority (A) / Shutter-speed priority (S) / Manual (M)) |                              |           |                              |
|                                | ISO sensitivity (Recommended Exposure Index) | Still images: ISO 100-51200 (ISO numbers up from ISO 50 to ISO 204800 can be set as expanded ISO range.)<br>Movies: ISO 100-12800, selectable lower limit and upper limit)   |                              |           |                              |
|                                | Anti-flicker Shoot.                          | Yes  |                              |           |                              |
|                                | Scene Selection                              | Portrait, Sports Action, Macro, Landscape, Sunset, Night Scene, Night Portrait   |                              |           |                              |
| Viewfinder                     | Viewfinder Type                              | 1.3 cm (0.5-type) electronic viewfinder (color), XGA OLED  |                              |           |                              |
|                                | Number of Dots                               | 235,296 dots   |                              |           |                              |
|                                | Brightness Control (Viewfinder)              | Auto/Manual (5 steps between -2 and +2)  |                              |           |                              |
|                                | Color Temperature Control                    | Manual (5 steps)   |                              |           |                              |

<sup>1</sup>Phase-detection AF may not work with certain lenses or may require lens software update. See Sony support page for details. <sup>2</sup>With compatible Sony external flash. <sup>3</sup>With compatible external flash. <sup>4</sup>Varies according to shooting conditions or memory card used. <sup>5</sup>Supports Micro USB compatible device. <sup>6</sup>Sony accessories for the Accessory Shoe can be attached. <sup>7</sup>The LCD screen is turned on, shot once every 30 seconds, operate zoom alternately between W and T ends, flash strobe once every two times, turn power off and on once every ten times. <sup>8</sup>Continuous movie recording is possible for approximately 29 minutes (limited by product specifications). <sup>9</sup>Indication recording time, which is defined by repeating the cycle: Power on, start recording, zoom, stand-by and power off. <sup>10</sup>The total movie recording time. When the limit of the continuous movie recording time (29 minutes) is reached, let the camera continue movie recording by pressing the MOVIE button again. No other operation such as zoom is performed.

## Trademarks & Remarks

• **α**, "Exmor R", "BIONX R", "BIONX", "BRAVIA", "SteadyShot", "InfoLithium", "Translucent Mirror Technology", "Tru-Finder", "Memory Stick", "Memory Stick PRO Duo", "Memory Stick PRO-HG Duo", "PlayMemories Home", "PlayMemories Mobile", "PlayMemories Camera Apps", "x.v.Color", "TRILUMINOS", "TRILUMINOS Color", "TRILUMINOS Display" and "XAVC S" are trademarks or registered trademarks of Sony Corporation. • "Xperia" is a trademark or registered trademark of Sony Mobile Communications AB. • "AVCHD" and "AVCHD Progressive" are trademarks of Panasonic Corporation and Sony Corporation. • The SD Logo, SDHC Logo and SDXC Logo are trademarks of SD-3C, LLC. • The terms HDMI and High-Definition Multimedia Interface and the HDMI Logo are trademarks or registered trademarks of HDMI Licensing LLC, Inc. in the United States and other countries. • The Wi-Fi Protected Setup Identifier Mark is a mark of the Wi-Fi Alliance. • Wi-Mark is a registered trademark of the NFC Forum. • Dolby is a trademark of Dolby Laboratories. • WhiteMagic is a trademark of Japan Display Inc. • App Store is a service mark of Apple Inc. • Android, Google Play and Google Play logo are trademarks or registered trademarks of Google Inc. • iPad is a trademark of Apple Inc., registered in the U.S. and other countries. • All other company and product names mentioned herein are used for identification purposes only and may be the trademarks or registered trademarks of their respective owners. • "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. • For use of other companies' services and software, 1) other conditions for use may be applied. 2) updating of services and software may be stopped/terminated without prior notice. 3) the contents of services and software may be changed without prior notice. 4) other registrations or payments of other fees may be required.

Specifications and features are subject to change without notice. Product availability varies depending on market.

Contents of this catalog are valid as March 2018  
AXKP Printed in Japan (84940179)