ILCE-7M3K

α7 III with 35mm full-frame image sensor

High performance and versatile functionality are packed within a compact body.

Product Image

24.2MP back-illuminated CMOS sensor and upgraded image processor help depict sharp images, maximise sensitivity, and extend dynamic range. Improved AF and tracking plus up to 10 fps continuous shooting capture decisive moments. Reliable operability ensures confident shooting. A light, compact body enhances mobility.

- Newly developed 24.2MP 35mm full-frame Exmor R™ CMOS sensor and enhanced image processing
- Phenomenal AF performance and 10 fps continuous shooting
- Full-frame 4K HDR movie recording and pro-class movie features

Technical Summary

Icon Description

- 24.2MP 35mm full-frame CMOS sensor with back-illuminated design
- Sensitivity range up to ISO 51200 (expandable to ISO 50-204800 for stills)
- Fast Hybrid AF with 693 phase-detection and 425 contrast-detection AF points
- High-speed continuous shooting of up to 10 fps with AF/AE tracking
- 4K HDR movie recording capability

Key Technical Specification

- **Lens Compatibility**
  Sony E-mount lenses
- **Sensor Type**
  35mm full frame (35.6×23.8mm), Exmor R CMOS sensor
- **Number Of Pixels (Effective)**
  Approx. 24.2 megapixels
- **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.), AUTO (ISO 100-12800, selectable lower limit and upper limit), Movies: ISO 100-51200 equivalent(ISO numbers up ISO 102400 can be set as expanded ISO range.), AUTO (ISO 100-12800, selectable lower limit and upper limit)
- **Battery Life (Still Images)**
  Approx. 610 shots (Viewfinder) / approx. 710 shots (LCD monitor) (CIPA standard)
- **Viewfinder Type**
  1.3 cm (0.5 type) electronic viewfinder (color), XGA OLED
- **Monitor Type**
  7.5cm (3.0-type) type TFT

What's in the box?

- Rechargeable Battery NP-FZ100
- AC Adaptor AC-UUE12
- Shoulder strap
- Body cap
- Accessory shoe cap
- Eyepiece cup
- Micro USB cable
- SEL2870
- Lens hood
- Lens cap
- Lens rear cap

Specifications

Lens

Lens Compatibility	Sony E-mount lenses
Lens Mount	E-mount

Image Sensor

Aspect Ratio	3:2
Number Of Pixels (Effective)	Approx. 24.2 megapixels
Number of Pixels (total)	Approx. 25.3 megapixels
Sensor Type	35mm full frame (35.6×23.8mm), Exmor R CMOS sensor
Anti-Dust System	Charge protection coating on optical filter and image sensor shift mechanism

Recording (still images)

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), 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), APS-C L: 3936 x 2216 (8.7M), M: 3008 x 1688 (5.1M), S: 1968 x 1112 (2.2M)
Image Size (pixels) [Sweep Panorama]	-
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 / PP1-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-

Recording (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
Colour Space	xvYCC standard (x.v.Color 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 / PP1-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), AVCHD: 1920 x 1080 (60i, 24M, FX), 1920 x 1080 (60i,

	5)), Auto High Dynamic Range (Auto Exposure Difference, Exposure Difference Level (1-6 EV, 1.0 EV step))
Colour Space	sRGB standard (with sYCC gamut) and Adobe RGB standard, compatible with TRILUMINOS Color
14bit RAW	Yes
Uncompressed RAW	Yes

	17M, FH)
Image Size (pixels), PAL	XAVC S 4K: 3840 x 2160 (25p, 100M), 3840 x 2160 (25p, 60M), XAVC S HD:1920 x 1080 (100p, 100M), 1920 x 1080(100p, 60M), 1920 x 1080 (50p, 50M), 1920 x 1080 (25p, 50M), AVCHD:1920 x 1080 (50i, 24M, FX), 1920 x 1080 (50i, 17M, FH)
Image frame rate	NTSC mode: 1fps, 2fps, 4fps, 8fps, 15fps, 30fps, 60fps, 120fps, PAL mode: 1fps, 2fps, 3fps, 6fps, 12fps, 25fps, 50fps, 100fps
Image size (frame rate)	NTSC mode: 1920x1080 (60p, 30p, 24p), PAL mode: 1920x1080 (50p, 25p)
Movie Functions	Audio Level Display, Audio Rec Level, PAL/NTSC Selector, Yes (1280 x 720 (Approx.9Mbps)), TC/UB (TC Preset/UB Preset/TC Format/TC Run/TC Make/UB Time Rec), Auto Slow Shutter, REC Control, Clean HDMI Info. (ON/OFF selectable), Gamma Disp. Assist
Clean HDMI output	3840 x 2160 (25p), 1920 x 1080 (50p), 1920 x 1080 (50i), 1920 x 1080 (24p), 1920 x 1080 (60p), 1920 x 1080 (60i), 3840 x 2160 (30p), 3840 x 2160 (24p), YCbCr 4:2:2 8bit / RGB 8bit

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, SLOT2: Multi slot for Memory Stick Duo/SD (UHS-I compliant) memory card
Recording mode on 2 memory cards	Simult. Rec (Still), Simult. Rec (Movie), Simult. Rec (Still/,Movie), Sort (JPEG/RAW), Sort (Still/Movie), Auto Switch Media (On/Off), Copy

Noise Reduction

Noise Reduction	Long exposure NR: On/Off, available at shutter speeds longer than 1 sec., High ISO NR: Normal/Low/Off
Multi Frame NR	-

White Balance

White Balance Modes	Auto / Daylight / Shade / Cloudy / Incandescent / Fluorescent /,Warm White / Cool White / Day White / Daylight/ Flash / Underwater / Color Temperature2500 to 9900K & color filterG7 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	Yes
Bracketing	3 frames, H/L selectable

Focus

Focus Type	Fast Hybrid AF (phase-detection AF/contrast-detection AF)
Focus Sensor	Exmor R CMOS sensor
Focus Point	35mm full frame: 693 points (phase-detection AF), APS-C mode with full frame 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.V/H AF Area, AF Area Regist.
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, 3/5/9 frames selectable. With 3 or 5 frames, in 1/3, 1/2, 2/3, 1.0, 2.0, 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 halfway. Available with AE lock button (On/Off/Auto)
Exposure Modes	AUTO (iAuto), 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)), Scene Selection

Viewfinder

Viewfinder Type	1.3 cm (0.5 type) electronic viewfinder (color), XGA OLED
Number of Dots	2 359 296 dots
Brightness Control (Viewfinder)	Auto/Manual (5 steps between -2 and +2)
Color Temperature Control	Manual (5 steps)
Field Coverage	100%
Magnification	approx. 0.78 x (with 50mm lens at infinity, -1m-1)
Dioptre Adjustment	-4.0 to +3.0m-1
Eye Point	Approx. 23mm from the eyepiece lens, 18.5mm from the eyepiece frame at -1m-1 (CIPA Standard)
Finder Frame Rate Selection	-
Display Contents	Graphic Display, Display All Info., No Disp. Info., Digital Level Gauge, Histogram

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.), AUTO (ISO 100-12800, selectable lower limit and upper limit), Movies: ISO 100-51200 equivalent(ISO numbers up ISO 102400 can be set as expanded ISO range.), AUTO (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

LCD Screen

Monitor Type	7.5cm (3.0-type) type TFT
Number of Dots	921,600 dots
Touch Panel	Yes
Brightness Control	Manual (5 steps between -2 and +2), Sunny Weather mode
Adjustable Angle	Up by approx. 107 degrees, Down by approx. 41 degrees
Display Selecter (Finder/LCD)	Yes (Auto/Manual)
Real-time Image Adjustment Display (LCD)	On/Off
Quick Navi	Yes
Focus Magnifier	Yes (35mm full frame: 5.9x, 11.7x, APS-C: 3.8x, 7.7x)
Zebra	Yes (selectable level + range or lower limit as custom setting)
Peaking MF	Yes (Level setting: High/Mid/Low/Off, Color: White/Red/Yellow)
Others	Grid Line (Rule of 3rds Grid/Square Grid/Diag. + Square Grid/Off), Movie Marker (Center/Aspect/Safety Zone/Guideframe)
Display Content	Graphic Display, Display All Info, No Disp. Info, Digital Level Gauge, Histogram,For viewfinder, Monitor Off

Shutter

Type	Electronically-controlled, vertical-traverse, focal-plane type
Shutter Type	-
Shutter Speed	Still images: 1/8000 to 30 sec, Bulb, Movies: 1/8000 to 1/4 (1/3 steps), up to 1/60 in AUTO mode (up to 1/30 in Auto slow shutter mode),
Flash Sync. Speed	1/250 sec.
Electronic Front Curtain Shutter	Yes (ON/OFF)
Silent Shooting	Yes (ON/OFF)

Flash Control

Control	Pre-flash TTL
Flash Compensation	+/- 3.0 EV (switchable between 1/3 and 1/2 EV steps)
Flash Bracketing	3/5/9 frames selectable. With 3 or 5 frames, in 1/3, 1/2, 2/3, 1.0, 2.0, 3.0 EV increments, with 9 frames, in 1/3, 1/2, 2/3, 1.0 EV increments.
Flash Modes	Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync., Red-eye reduction (on/off selectable), Wireless, Hi-speed sync.
External Flash Compatibility	Sony α System Flash compatible with Multi Interface Shoe, attach the shoe adaptor for flash compatible with Auto-lock accessory shoe
FE Level Lock	Yes
Wireless Control	Yes (Light signal: Available with Fill-flash, Slow Sync., Hi-speed sync. /Radio signal: Available with Fill-flash, Rear Sync., Slow Sync., Hi-speed sync.)

Playback

Photo Capture	Yes
Modes	Single (with or without shooting information Y RGB histogram & highlight/shadow warning), 9/25-frame index view, Enlarged display mode (L: 18.8x, M: 12.3x, S: 9.4x), Auto Review (10/5/2 sec, Off), Image orientation (Auto/Manual/Off selectable), Slideshow, Folder selection (Date/ Still/ AVCHD/XAVC S HD/XAVC S 4K), Forward/Rewind (movie), Delete,Protect, Rating, Disp Cont Shoot Grp

Other Features

PlayMemories Camera Apps™	-
Clear Image Zoom	Still images: Approx. 2x, Movies:Approx. 1.5x (4K), Approx. 2x (HD)
Digital Zoom	Smart zoom (Still images): 35mm full frame: M: approx 1.5x, S: approx 2x, APS-C: M: approx 1.3x, S: approx 2x, Digital zoom (Still images): 35mm full frame: L: approx 4x, M: approx 6.1x, S: approx 8x, APS-C: L: approx 4x, M: approx 5.2x, S: approx 8x,Digital zoom (Movie): 35mm full frame: approx 4x, APS-C: approx 4x
Face Detection	Modes: Face Priority in AF (On/Off), Face Priority in Multi Metering (On/Off), Regist. Faces Priority (On/Off), Face registration, Max. number of detectable: 8
Self-Portrait Self-timer	-
Others	Touch Focus: Yes (Available with LCD monitor or Viewfinder operation), ISO AUTO Min. SS, Bright Monitoring, Set File Name, FTP Transfer Func., Help guide, Area Setting, Shop Front Mode, Video Light Mode, Zoom Ring Rotate
Eye-Fi ready	-

Image Stabilization

Type	Image Sensor-Shift mechanism with 5-axis compensation (Compensation depends on lens specifications)
Compensation Effect	5.0 stops (based on CIPA standard. Pitch/yaw shake only. With Planar T* FE 50mm F1.4 ZA lens mounted. Long exposure NR off.)

Drive

Drive Modes	Single Shooting, Continuous shooting (Hi+/Hi/Mid/Lo selectable), Self-timer, Self-timer (Cont.), Bracket: Single, Bracket: Cont., White Balance bracket, DRO bracket
Continuous Drive Speed (approx. max.)	Continuous shooting: Hi+: max. 10 fps, Hi: max. 8 fps, Mid: max. 6fps, Lo: max. 3 fps
No. of recordable frames (approx.)	JPEG Extra fine L: 163 frames, JPEG Fine L: 172 frames, JPEG Standard L: approx. 177 frames, RAW: 89 frames, RAW & JPG: 79 frames, RAW (Uncompressed): 40 frames, RAW (Uncompressed) & JPG: 36 frames
Self-Timer	10 sec. delay/5 sec. delay/2 sec. delay/Continuous self-timer (3 frames after 10 sec. delay/5 frames after 10 sec. delay/3 frames after 5 sec. delay/5 frames after 5 sec. delay/3 frames after 2 sec. delay/5 frames after 2 sec. delay)/Bracketing self-timer

Interface

PC Interface	Mass-storage, MTP, PC remote
Multi / Micro USB Terminal	Yes
USB Type-C™ Terminal	Yes (SuperSpeed USB (USB 3.1 Gen 1) compatible)
NFC™	Yes (NFC forum Type 3 Tag compatible), One-touch remote, One-touch sharing
Wireless LAN (Built-In)	Wi-Fi Compatible, IEEE 802.11b/g/n (2.4GHz band), View on Smartphone, Remote control via Smartphone, Send to Computer, View on TV
Bluetooth	Yes (Bluetooth Standard Ver. 4.1 (2.4GHz band))
HD Output	HDMI micro connector (Type-D),BRAVIA Sync (Control for HDMI), PhotoTV HD, 4K movie output/4K still image PB
Multi Interface Shoe	Yes
Auto-lock Accessory Shoe	-
Smart Accessory Terminal 2	-
Mic Terminal	Yes (3.5 mm Stereo minijack)
DC IN Terminal	-
Sync Terminal	-
Headphone Terminal	Yes (3.5 mm Stereo minijack)

Vertical Grip Connector	Yes		
PC Remote	Yes		
LAN Terminal	-		

Audio		**Print**	
Microphone	Built-in stereo microphone or XLR-K2M/XLR-K1M/ECM-XYST1M (sold separately)	**Compatible Standards**	Exif Print, Print Image Matching III, DPOF setting
Speaker	Built-in,monaural		

Custom function		**Lens Compensation**	
Type	Custom key settings,Programmable Setting (Body 2 sets /memory card 4 sets), My Menu, Reg Cust Shoot Set	**Setting**	Peripheral Shading, Chromatic Aberration, Distortion

Power		**Others**	
Supplied Battery	One rechargeable battery pack NP-FZ100	**Operating Temperature**	32 - 104 degrees F / 0 - 40 degrees C
Battery Life (Still Images)	Approx. 610 shots (Viewfinder) / approx. 710 shots (LCD monitor) (CIPA standard)		
Battery Life (Movie, actual recording)	Approx. 115 min (Viewfinder) / Approx. 125 min (LCD monitor) (CIPA standard)		
Battery Life (Movie, continuous recording)	Approx. 200 min (Viewfinder) / Approx. 210 min (LCD monitor) (CIPA standard)		
Internal Battery Charge	Yes (Available with Multi/Micro USB Terminal or USB Type-C Terminal)		
Power consumption with Viewfinder	Still images: approx. 3.2W (with FE 28-70mm F3.5-5.6 OSS lens attached), Movies: approx. 4.9W (with FE 28-70mm F3.5-5.6 OSS lens attached)		
Power consumption with LCD screen	Still images: approx. 2.8W (with FE 28-70mm F3.5-5.6 OSS lens attached), Movies: approx. 4.7W (with FE 28-70mm F3.5-5.6 OSS lens attached)		
USB Power supply	Yes (Available with Multi/Micro USB Terminal or USB Type-C Terminal)		

Size & Weight	
Weight (with battery and memory card included)	Approx. 650 g / 1lb 7.0 oz
Dimensions (W x H x D)	Approx. 126.9mm x 95.6mm x 73.7mm, Approx. 126.9mm x 95.6mm x 62.7mm (from grip to monitor)/Approx. 5 x 3 7/8 x 3 inches, Approx. 5 x 3 7/8 x 2 1/2 inches (from grip to monitor)

Features

Back-illuminated 24.2MP full-frame sensor

The 35mm full-frame Exmor R™ CMOS image sensor features 24.2-megapixel resolution, back illumination, and gapless on-chip lens design for extraordinary sensitivity and dynamic range. Two times faster data readout speed is achieved through copper wires and front-end LSI.

Entirely enhanced image processing system

A combination of new-generation image processing system and a new sensor achieves an up to 1.5-stop improvement in image quality. A wide ISO sensitivity range of up to ISO 51200 is standard, and approx. up to 15-stop dynamic range at low sensitivity settings is realised. Upgraded Detail Reproduction and Area-specific Noise Reduction join to suppress noise and maintain a sense of high overall resolution. Colour reproduction, especially of skin and nature scenes, has also been dramatically improved. The α7 III also supports 14-bit RAW output even during silent shooting/continuous shooting.

Wider, faster, more steadfast AF performance

An evolved image processing system and α9 camera AF algorithms optimised for the α7 III improve AF speed, precision, and tracking performance. 693 phase-detection AF points and 425 contrast-detection AF points provide high-density wide-area coverage. AF speed improved by up to twice and more precise AF tracking performance let you capture and maintain focus on a quickly moving subject in unpredictable motion. The α7 III also autofocuses reliably down to EV-3 brightness.

Focal-plane phase-detection AF supports A-mount lenses

Phase-detection AF can operate even when an A-mount lens is mounted to the α7 III via an LA-EA3 adaptor. The 693-point focal-plane phase-detection AF system provides wide-area coverage, fast response, and high-performance tracking.

Eye AF now supporting AF-C

Eye AF newly supports AF-C mode with greater precision that dramatically enhances portrait shooting, plus higher AF speed that makes it easier to shoot a portrait of a moving subject, even if the subject looks down and away from the camera, or is backlit with face in partial darkness. The α7 III supports Eye AF for A-mount lenses mounted via an adaptor.

AF-ON button and multi-selector

The new AF-ON button activates autofocus without any half-press-shutter-button focus sequence, so you can concentrate better on exactly when to release the shutter and capture the moment instantly. A multi-selector lets you shift the point of focus quickly and efficiently. You can select and shift the point of focus intuitively, so you won't miss great chances to shoot moving subjects.

Comprehensive AF convenience

AF tracking sensitivity when shooting stills is adjustable in five steps for subjects that move outside of the focus area. Autofocus areas and points remain the same or change when switching between horizontal and vertical orientations, depending on the shooting situation. AF area registration allows frequently used focus point settings to be memorised and assigned to custom buttons for fast, convenient recall at a touch whenever needed.

Up to 10 fps with AF/AE tracking

With new shutter charge unit and image processing system refinements, the α7 III can shoot continuously at up to 10 fps with AF/AE tracking (up to 8 fps with minimal display lag in live-view continuous shooting mode) for easy, stable shooting of even intensely active subjects. Up to approximately 177 JPEG images (standard) in full resolution, 89 compressed RAW images, or 40 uncompressed RAW images can be captured in one continuous burst. An electronic shutter allows silent, vibration-free shooting of wildlife and other sensitive situations when even slight noise can mean missing an ideal shot.

Enhanced operability for continuous shooting

Images captured in continuous shooting mode can be displayed as a group, and such groups can be deleted or protected in one quick operation. Furthermore, with higher burst capacity and UHS-II media compatibility, the camera significantly streamlines the operation of writing data to memory cards. The Fn button and menu button can be operated to change settings immediately after continuous shooting, while data writing is in progress.

Anti-flicker shooting

Flicker from fluorescent and other artificial lighting is automatically detected and shutter action is timed to minimise the flicker's effect on still images. This suppresses exposure and colour anomalies at the top and bottom of images shot at high shutter speeds, as well as exposure and colour inconsistency between continuous shots, so you can take images indoors with more confidence.

Clear, natural, realistic 4K movies

High-resolution full-frame 4K movies with full-pixel readout without pixel binning that condenses approximately 2.4 times the amount of data required for 4K movies (QFHD: 3840 x 2160) results in minimal moiré and jaggies. Advanced image processing makes it possible to record full-frame 4K movies with outstanding image quality in the mid-to-high ISO range, so you make the most of the 4K movie format's unique potential in every shot. Super 35mm can also be selected, instead of full-frame mode, as needed.

Supports a wide range of needs in HDR movie production

Supporting a wide range of HDR movie production needs, the α7 III offers S-Log3 as well as S-Log2 gamma curves, for great flexibility to fine-tune images as desired through colour grading operation in post-production [1], and a new HLG (Hybrid Log-Gamma) picture profile for instant HDR workflow. However, colour grading is not required to enjoy instant playback of high-quality, true-to-life images [2] with no blocked shadows or blown highlights on an HDR (HLG) compatible TV.

Versatile movie recording functions

The α7 III provides a wide array of functions to facilitate workflows of professional videographers, including clean HDMI output, time code / user bits (TC/UB), rec. control, marker display/setting, zebra function, Slow and Quick Motion, simultaneous proxy movie recording, extraction and separate storage of a still from a movie, and Gamma Display Assist function, among others.

Improved Fast Hybrid AF for movie recording

An efficient combination of focal-plane phase-detection AF and contrast-detection AF accurately locks onto even fast-moving subjects, then tracks them smoothly during movie recording. AF coverage for movies extends across an area almost as wide as the AF coverage area for still images, so once the high-density AF system locks onto a movie subject, the camera continues to track it steadily and tenaciously. Three AF drive speed settings give you freedom to use slow focus effects when shooting movie scenes.

My Menu and new menu interface

My Menu lets you register and arrange up to 30 menu items in order of frequency of use for instant recall, and unused items can be erased, as needed. A custom menu can be created to suit particular shooting needs. The α7 III has primary menus reorganised for easier searching, with group names and page numbers at the top of the displays.

Promptly changeable customisation

Camera setups can be registered (up to two in the camera and four on a memory card) for quick access via mode dial. Up to 81 functions can be assigned to 11 custom keys, and even sets of customised functions can be assigned for stills, movies, and playback. Recall Custom Setting During Hold function is convenient for temporary recall of shooting settings assigned to custom buttons while such a button is held.

Touch screen LCD for easy instant focus operation

A 3.0-type 922K-dot LCD screen offers touch screen operation and bright, clear, finely detailed views even outdoors. Use Touch Focus to focus instantly on a point that you touch on the screen and Touch Pad to drag the focus frame with a fingertip on the LCD as you monitor the shot through the viewfinder. This LCD tilts up by as much as 107°, and down by as much as 41° for flexible, convenient camera holding and shot monitoring.

Location Information Link via Bluetooth

The camera can be paired with PlayMemories Mobile app installed on a compatible mobile phone or tablet device to acquire location data, record it on still images, and correct camera date/time and location settings. PlayMemories Home application can be used on a personal computer to organise imported still images on a map.

Longer battery life to shoot for more professional lengths

For extended periods of confident shooting, the NP-FZ100 battery has approximately 2.2 times the capacity of a NP-FW50 battery that allows shooting of up to approximately 710 photos with one full charge and an optional VG-C3EM Vertical Grip can hold two batteries. USB Type-C™ and Multi/Micro USB ports allow external mobile batteries to power the camera for extended recording. Even more conveniently, accessories such as a remote control unit can be used via Multi/Micro USB port while power is supplied via USB Type-C™ port. BC-QZ1 optional battery charger allows quicker charging than charging via USB.

Highly durable and operable in tough conditions

The α7 III functions reliably in challenging environments. Its body is fortified by lightweight, high-rigidity magnesium alloy top cover, front cover, and internal frame. The number of lens mount screws has been increased to six for enhanced durability. Major buttons and dials are sealed. Sealing is provided throughout the body to minimise entry of dust and moisture.

New Imaging Edge software suite from Sony

Imaging Edge software suite can maximise image quality, improve production efficiency and help you finely adjust RAW-based images. Use its "Remote" to remotely control shooting while monitoring scenes via live-view PC screen; "Edit" to develop RAW data into high-quality photos; and "Viewer" to view, rate and select photos from a list of shots.

Rating function convenient for on-location sorting

Ratings from 1 to 5 stars can be applied to still images and maintained as the images are imported into PlayMemories Home or the new Imaging Edge software suite from Sony running on a PC. This function and a protect function to prevent accidental image deletion can each be assigned to a custom button (C3 by default for protect). Ratings and protection can be applied via review playback display and continuous groups can be reviewed, protected, and deleted while you're on location or traveling.

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

Providing high resolution and contrast, plus the excellent gradation and colour reproduction that are advantages of OLED viewfinders, this approximately 2359K-dot XGA OLED Tru-Finder faithfully depicts images with clear corner-to-corner visibility. Magnification is 0.78x (approx. 38.5° diagonal FOV). ZEISS T* coating greatly reduces obtrusive lens reflection on the ocular lens. Startup is approximately 40% faster than with the α7 II when the camera is switched on. Furthermore, view mode can be set to "High" to provide finer and more natural details by taking maximum advantage of the data read from the 24.2 effective megapixel sensor.

In-body 5-axis image stabilisation with 5.0-stop shutter speed advantage

This comprehensive system compensates for five types of camera shake that tend to blur images: pitch/yaw shake when shooting at longer focal lengths; X/Y shake in close-up (including macro) shooting; and roll shake when recording stills at night and movies. It effectively achieves 5.0-stop-faster shutter speed, so the α7 III can take full advantage of its high-quality imaging capability and live-view image performance. Furthermore, it functions with A-mount lenses attached via mount adaptor, as well as E-mount lenses.

Smooth PC tethering via USB 3.1 Gen 1 port

A USB Type-C™ port supporting fast USB 3.1 Gen 1 facilitates high-speed PC Remote transfer of large RAW data files, so you can quickly review images on a PC and continue shooting without delay. Also, a setting to transfer only JPEG files to PC lets you check images via PC even more quickly after continuous shooting because the camera doesn't have to send big volumes of RAW data.

Dual slots with UHS-II compatibility

This camera provides two media slots for SD card (UHS-II-compatible for fast data writing) and SD card/Memory Stick, respectively. Two cards in the slots can be used to simultaneously record or relay record data; separate RAW data from JPEG data, or stills from movies; and copy data from one card to the other. The memory card cover is lockable to prevent it from being opened unintentionally.

One-touch remote & One-touch sharing

One-touch remote can turn a smartphone or tablet into a viewfinder/remote control. One-touch sharing transfers photos/videos to your device for SNS sharing. Just install a PlayMemories Mobile app via Wi-Fi to your NFC-enabled Android device, and then touch the device to the camera to connect them. If you don't have NFC, use QR code compatibility to pair the devices.