

α7R III

Reality realized. New worlds.

The art of bringing the world to life in photographic form hinges on a sublime blend of technical capability and creative vision. With a new system that achieves outstanding resolution, sensitivity, dynamic range, and speed, the α7R III provides the technical capability you need to let your imagination soar and fulfill your vision with breathtaking reality. All of this comes in a compact, mobile package that is easy and intuitive to use while seamlessly supporting professional workflows. The α7R III offers the potential you need to realize concepts and explore worlds that have previously been beyond reach.



Exmor R
CMOS Sensor

BIONZ X

4D FOCUS

Quad-VGA OLED
Tru-Finder

4K
HDR

35mm
Full Frame
42.4
Mega pixels

ISO
100-32000

10
Frames
Per Sec

Phase Detection
399
AF Points

Contrast Detection
425
AF Points

Eye AF

5-axis
SteadyShot
INSIDE

Pixel Shift
Multi
Shooting

No.1 image sensor manufacturer for digital cameras and video recorders. Based on Sony research - April 2016 to March 2017 (over 50% market share).

WORLD'S MOST-SELECTED
No.1
IMAGE SENSOR

* Connect to an HDR (HLG) compatible Sony TV via a USB cable when displaying HDR (HLG) movies.

** Up to 10 fps in continuous "Hi+" mode, and up to 8 fps in continuous "Hi" mode. Maximum fps will depend on camera settings.

NEW in this guide marks an advancement over the α7R II.









FE 12-24mm F4 G (SEL1224G), 2 sec., F8, ISO 100, Pixel Shift Multi Shooting mode, composited using dedicated software



A portal to unseen worlds

Technology both frees and confines art. As it evolves restraints diminish and art comes to the fore. The α 7R III makes an evolutionary leap, freeing the user to explore previously unseen worlds of detail, color, dimension, and time.



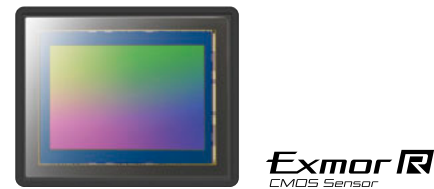
Spectacular Rendering

42.4* effective megapixel full-frame Exmor R™ CMOS sensor

Back illumination for high sensitivity, gapless on-chip lenses, anti-reflective seal glass coating, no optical low-pass filter, and other advanced features contribute to un-

* Approximately.

precedented imaging performance. High resolution, high sensitivity with low noise, and wide dynamic range add up to vastly expanded shooting potential.

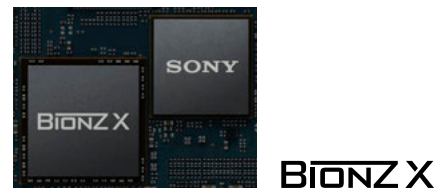


Faster, more detailed image processing NEW

The latest high-speed front-end LSI and updated BIONZ X™ image-processing engine provide a dramatic increase in system speed, plus an impressive 15-stop dynamic range* at low-sensitivity settings. Advances have also been made in Sony's Detail Reproduction Technology and Area-specific Noise Reduction features,

reducing noise by as much as a full stop** in the mid sensitivity range. A sublime blend of high resolution and low noise is ensured over a wide sensitivity range, for outstanding image quality and color accuracy that are ideal for portraits and landscape photography.

* Sony test conditions for stills ** Compared to the α 7R II.



Standard 100 ~ 32000 ISO expandable up to 102400* NEW

The standard ISO range has been extended to ISO 100 ~ 32000, expandable* to ISO 50 at the low end and ISO

102400 at the high end for wide coverage that can capture low-light scenes with high quality and low noise.



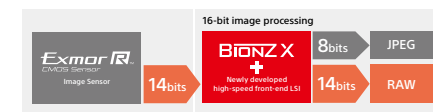
* Expanded ISO available for still images only.

FE 24-70mm F2.8 GM (SEL2470GM), 1/320sec., F11, ISO 3200

16-bit processing and 14-bit RAW output NEW

The digital output from the image sensor's AD converter is processed in 16-bit form by the front-end LSI and BIONZ X processor before being output as compressed or uncompressed 14-bit RAW files. The result is smoother, more natural gradations that contribute to higher overall image quality. The enhanced image processing system makes 14-bit RAW output available even when shooting in silent or continuous mode.*

* Limited to 12 bits during compressed RAW continuous shooting, BULB exposure, or when Long Exposure NR is ON.



Versatile viewing

3.69 million dot Quad-VGA OLED Tru-Finder™ NEW



This high-resolution Quad-VGA OLED Tru-Finder has approximately 3.69 million dots for fine detail and high contrast for accurate black reproduction. High luminance brings viewfinder brightness closer to that of the actual scene. The high quality of the viewfinder image and features like focus magnification make it easier to achieve perfect focus with just about any subject in any situation.



Conventional XGA Finder



Quad-VGA Finder (High quality mode)

High quality mode NEW

"Standard" and "High" quality settings are available for the viewfinder and monitor. "High" takes advantage of the large amount of data read from the 42.4 effective megapixel sensor to provide extra fine viewfinder and monitor displays for a more natural view.

AF in Focus Magnifier NEW

By magnifying the selected focus area while using autofocus to shoot stills this function makes it easier to achieve perfect focus, especially for macro photography and other critical applications.

Improved peaking NEW

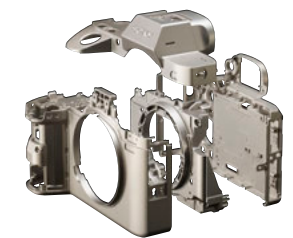
The evolved BIONZ X processing engine improves the accuracy of "peaking" display that highlights in-focus areas when focusing manually, making it easier to achieve precise focus.

Compact, lightweight, and durable

Lightweight, durable magnesium body

To ensure maximum reliability in harsh conditions, body durability has been enhanced by the use of a

lightweight, high-rigidity magnesium alloy for the top cover, front cover, internal frame, and rear cover.



Increased mount and grip rigidity NEW

Increased lens mount rigidity maximizes durability when using heavy optics, and the grip has been redesigned and unified with the front cover using magnesium alloy for higher overall rigidity.

Durable low-vibration shutter NEW

A new shutter unit features a fast-response coreless motor and brake system that effectively subdues mechanical vibration. The shutter has been tested for durability in excess of 500,000 shutter cycles.*

* Sony internal tests with electronic front curtain shutter.

Dust and moisture resistant*

Sealing is provided at critical locations to minimize dust and moisture ingress, ensuring reliable operation in challenging environments.

* Not guaranteed to be 100% dust and moisture proof.

Speed and precision capture perfect moments

Breakthroughs in continuous shooting and autofocus performance make it easier than ever to capture those elusive natural moments that define the photographer's art. Enhanced operability and reliability further ensure that not a moment is lost.



High-speed continuous shooting

Up to 10 fps* continuous shooting with AF/AE tracking **NEW**

Continuous shooting at up to 10 fps* with accurate AF/AE tracking makes it possible to capture moving subjects in their most photogenic moments while taking full advantage of the

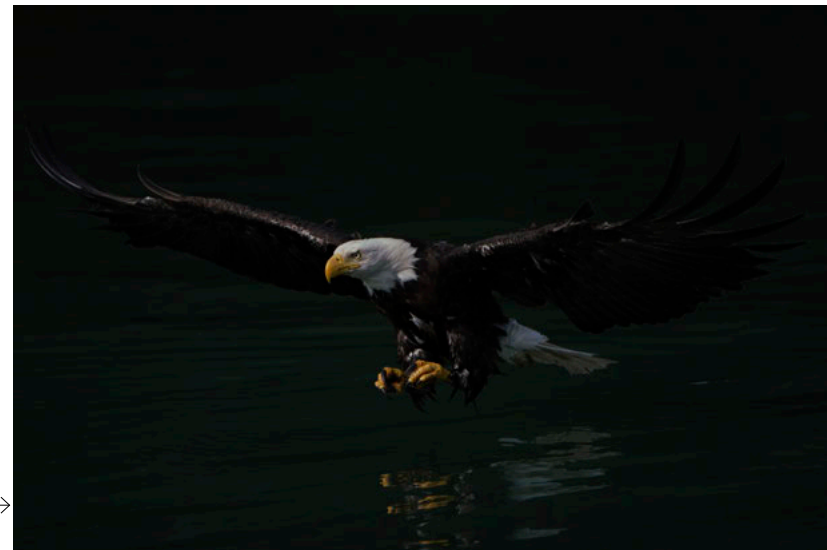
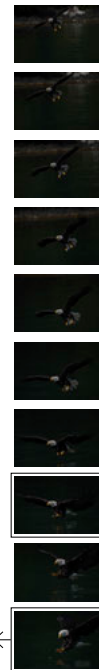
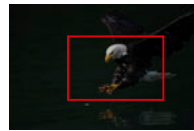
camera's 42.4 megapixel resolution and 14-bit output. The image files produced contain ample data for flexible trimming and retouching without losing image quality. It is

also possible to shoot continuously at up to 8 fps* in live view mode, with minimal viewfinder/monitor display lag.

42.4 × 10
megapixels fps



42.4 megapixel resolution provides plenty of margin for cropping.

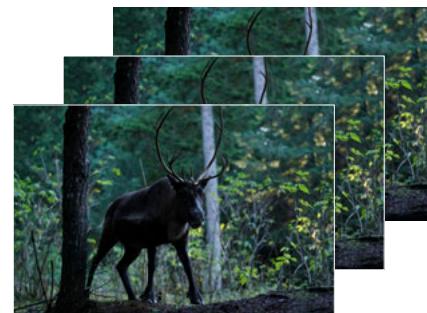


10 fps continuous shooting captures the decisive moment

Silent continuous shooting** **NEW**

Silent, vibration-free shooting at up to 10 fps** with AF/AE tracking and no cropping is also available when shooting in silent mode. Silent shooting

is critical for wildlife photography where even the slightest shutter noise can mean missing the moment.



* Up to 10 fps in continuous "Hi+" mode, and up to 8 fps in continuous "Hi" mode. Maximum fps will depend on camera settings.
** Some distortion may occur with fast-moving subjects or if the camera is moved sideways rapidly while shooting.

Unprecedented AF performance

Updated algorithms enhance AF response **NEW**

Evolved image processing plus AF algorithms from the $\alpha 9$ refined and optimized for the $\alpha 7R III$ provide significant improvements in AF speed, precision, and tracking performance. Even the wildest motion can be tracked reliably.



4D FOCUS

Wide: 399 phase-detection + 425 contrast AF points **NEW**

399 focal plane phase-detection AF points cover approximately 68% of the image area in the horizontal and vertical directions, complementing 425 contrast AF points for consistently reliable focus.



Focal plane phase-detection AF with A-mount lenses* **NEW**

Focal plane phase-detection AF also functions with A-mount lenses* mounted via the LA-EA3 adaptor, providing wide-area coverage, fast response, and high tracking performance. Eye AF is now supported with A-mount lenses*.

* With SSM or SAM lenses only. With the LA-EA3 mount adapter. Focal plane phase-detection AF not supported for movie recording. AF-C can only be used when the "Phase detection" AF system is selected, but focus is fixed at the first frame during continuous shooting in any mode other than "Continuous: Lo" (Hi+, Hi, Mid).

Fast: Up to 2x* AF speed **NEW**

Enhanced Fast Hybrid AF System performance achieves low-light AF response that is up to twice as fast* as the $\alpha 7R II$. Focus is fast and reliable even in dim lighting.

* Compared to the $\alpha 7R II$. Sony test conditions.

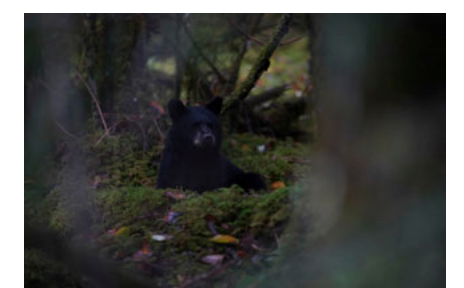


Reliable AF down to EV-3 brightness **NEW**

Advanced AF algorithms contribute to high AF precision down to light levels as low as EV-3 (ISO 100 equivalent, F2.0 lens) in the AF-S mode. AF is more precise and reliable in dark scenes.

Steadfast: Subject tracking performance approximately doubled **NEW**

Tracking performance during continuous shooting has been improved by approximately 2x.* Complex, unpredictable motion is reliably tracked with greater precision than ever before.



Efficient focus control

AF-ON button **NEW**

Press the AF-ON button to activate autofocus when shooting stills or movies. This makes it possible to release the shutter instantly to capture fleeting moments without having to go through the normal half-press focus sequence.

Multi-selector **NEW**

The multi-selector provides a fast, efficient way to shift focus points. Simply press the up, down, left, or right button when using the Zone, Flexible Spot, or Expand Flexible Spot focus area mode.

3.0 type 1.44 million dot tilting LCD monitor **NEW**

This 3.0 type LCD monitor with 1.44 million dots features high resolution for detailed viewing. WhiteMagic™ technology is included to ensure that LCD viewing is bright and clear even in outdoor conditions. The monitor tilts upwards by a maximum of 107°, and downwards by a maximum of 41° for flexible hold and framing.

Touch focus **NEW**

Simply touch the monitor screen to specify the desired focus point for stills or movies. Even subjects near the frame edges can be instantly selected without having to reframe or manually shift the focus point. Double-tap any point for a magnified view of that area when focusing manually.

Touchpad focus point control **NEW**

The monitor touchpad function allows the focus frame to be dragged to any desired point with a fingertip while viewing through the viewfinder. Relative and absolute modes are available, and nine area patterns provide easy operation when viewing with either eye, and when positioning with either hand.

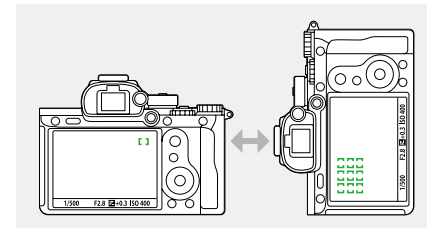


Customizable Functions for Smooth Focus Operation

Switch Vertical and Horizontal AF Area **NEW**

It is possible to use separate or identical focus areas and points for horizontal and vertical camera orientations, reducing the need to

readjust focus when shooting subjects that requires frequent camera orientation changes.



AF tracking sensitivity **NEW**

The sensitivity with which autofocus will follow subjects that move outside the focus area can be adjusted in 5 steps when shooting stills. Higher sensitivity is best for subjects at varying distances, while lower sensitivities can keep focus on a subject that is briefly obscured by other objects.

AF Area Registration **NEW**

Frequently used focus point settings can be memorized and instantly recalled via custom button assignments. Focus area mode settings can also be memorized and recalled as required for fast, convenient operation.

Recall Custom Setting During Hold **NEW**

Memorized settings (exposure, focus settings, drive mode, etc.) can be assigned to custom buttons for temporary recall while the button is held, providing a convenient way to quickly make temporary setting changes.

More continuous shooting support

Up to 76* images per burst **NEW**

A larger buffer memory, increased overall system speed, UHS-II support, and other refinements allow up to 76* JPEG or compressed RAW images, or up to 28* uncompressed RAW images to be captured in one continuous burst.

* "Hi+" continuous mode with UHS-II compatible SDXC memory card. Sony test conditions.

Improved operability while writing to memory card **NEW**

The Fn menu can be accessed and edited immediately after continuous shooting while data writing is in progress*, as can the menus and parameters. It is also possible to immediately access the playback display, with the number of still images remaining to be written shown during playback.

* Not all menu parameters can be edited while data is being written to the memory card.

Dual media slots, UHS-II support **NEW**

Separate media slots for SD card (UHS-II compatible) and SD/MS card allow data to be simultaneously or sequentially recorded to two cards (Auto Switch Media), or separate cards can be assigned to save RAW and JPEG files, or stills and movies. Data can also be copied between media cards.



Rating and protect functions facilitate on-location sorting **NEW**

Ratings of from 1 to 5 stars can be applied to still images right from the camera controls. The rating and protect functions can be set via assigned custom buttons while viewing the review playback display on location or while traveling to save time.



Display continuous shooting group **NEW**

Images shot in continuous mode can be reviewed as groups, and the play index display has been significantly improved. Continuous groups can be deleted or protected in one quick operation to save time on location.



Professional stamina

Battery capacity increased by approximately 2.2 times **NEW**

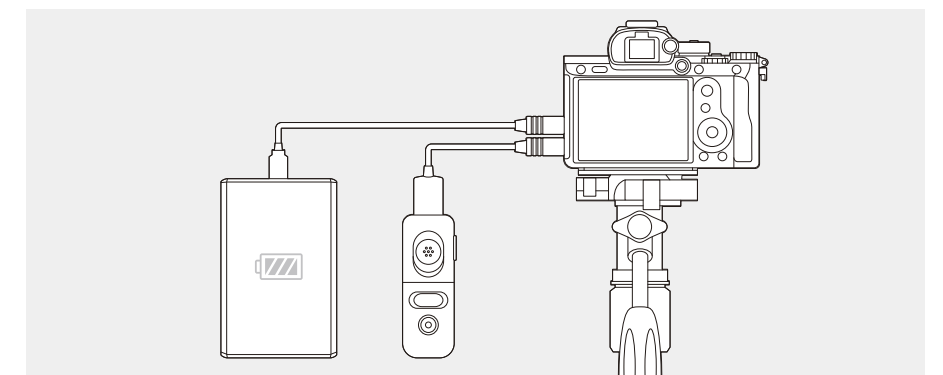
A new NP-FZ100 battery provides approximately 2.2 times the capacity of the NP-FW50. The optional VG-C3EM Vertical Grip holds two batteries, or an optional Multi Battery Adaptor (NPA-MQZ1K) can hold up to four Z batteries for even further extended recording time.



USB power **NEW**

USB Type-C™ and Multi/Micro USB connectors allow external mobile batteries to power the camera for extended recording time. The Multi/Micro USB

connector can be used with a remote control unit or other accessory while the USB Type-C™ connector is used for power supply or PC tethering.



New portraiture potential

Innovations in Eye AF technology make the delicate task of photographing people smoother and easier, while 5-axis image stabilization boosts mobility and flexibility for significantly enhanced portraiture potential.



Automatic, instant eye focus

Doubled Eye AF performance* NEW

Eye AF automatically detects and focuses on the subject's eye. Notable improvements in detection precision and speed in the **α7R III** result in approximately doubled* tracking performance when shooting moving

portrait subjects. Eye focus is fast and accurate even if the subject is distant, looking away from the camera, backlit, or in other situations that would challenge previous systems. Eye AF is also supported

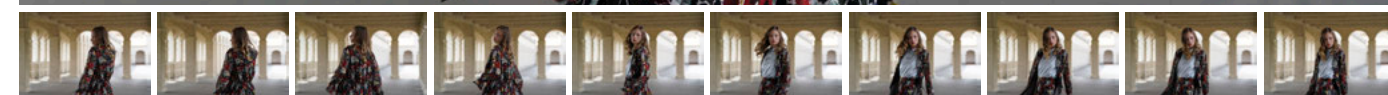
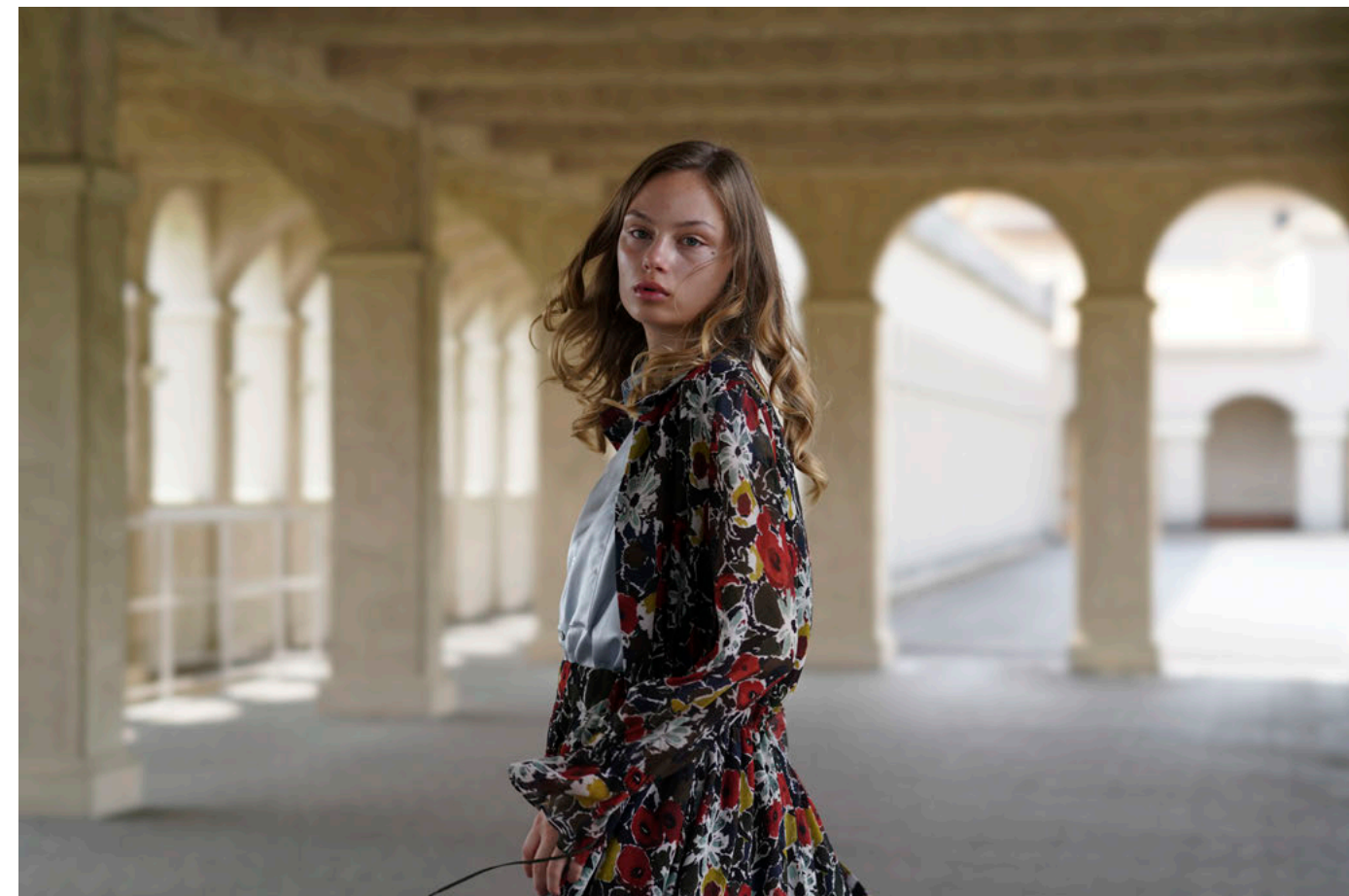
for A-mount lenses mounted via an adaptor.**



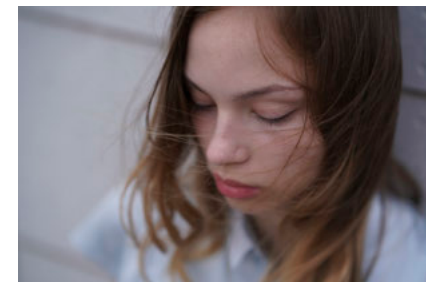
Eye AF can lock on even while the subject is turning around

* Compared to the **α7R II**, approx.

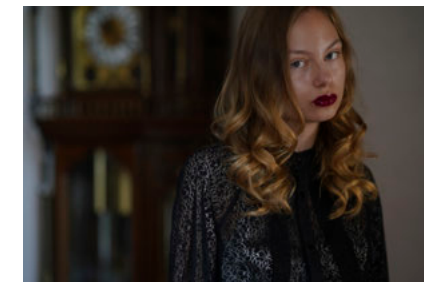
** With SSM or SAM lenses only. With the LA-EA3 mount adaptor. Eye AF not supported for movie recording. AF-C can only be used when the "Phase detection" AF system is selected, but focus is fixed at the first frame during continuous shooting in any mode other than "Continuous: Lo" (Hi+, Hi, Mid).



FE 70-200mm F2.8 GM OSS (SEL70200GM), 1/1000 sec., F5.6, ISO 800



Subject looking down



Indoor shots when the face is dimly lit



Obstacles obscure part of the face (glasses, hands, etc.)

* Eye AF may not function as expected in some situations.

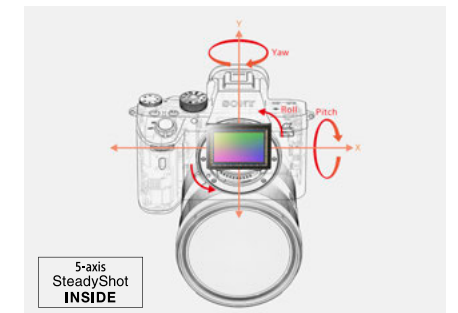
In-body image stabilization enhances shooting freedom

5-axis optical in-body image stabilization for a 5.5-step* exposure advantage NEW

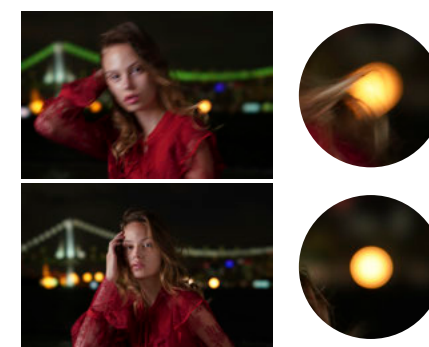
A new precision stabilization unit and gyro sensors work with optimized image stabilization algorithms to achieve a 5.5-step* shutter speed advantage. Camera shake is effectively compensated for in 5 axes, and stabilization is effective for movies as

well as stills. The viewfinder image is stabilized too, making it easier to frame and focus. Effective stabilization is achieved with a wide range of lenses, including non-stabilized E-mount lenses, and A-mount lenses mounted via an adaptor.

* CIPA standards. Pitch/yaw shake only. Planar T* FE 50mm F1.4 ZA lens. Long exposure NR off.

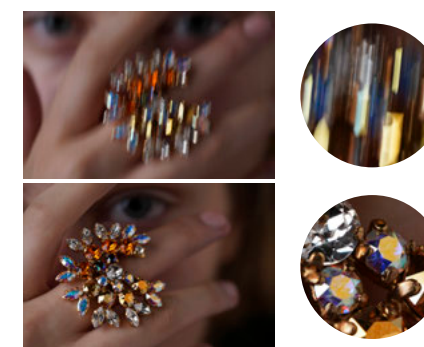


Pitch and yaw compensation



Compensation for commonly experienced pitch and yaw shake at long focal lengths.

Horizontal and vertical shift compensation



Compensation for X and Y-axis shift shake at high magnification (during macrophotography, etc.).

Roll compensation



Compensation for roll shake on the Z-axis during long exposures. Most in-lens systems for interchangeable-lens cameras cannot compensate for roll shake.

Smooth studio workflow

Features and operation related to PC remote shooting and flash lighting have been updated in many important ways, complementing improved response and higher efficiency for professional studio applications.

Speed and flexibility for tethered shooting

USB 3.1 Gen 1 compatible USB Type-C™ connector for fast transfer NEW

A USB Type-C™ connector that supports fast USB 3.1 Gen 1 data transfer makes high-speed PC Remote data transfer available for smooth

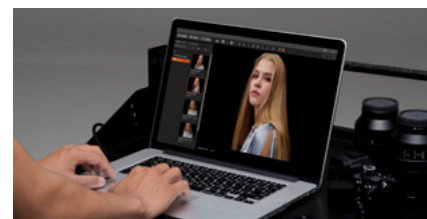
handling of large RAW image files. Quickly review images on a PC, and continue shooting without having to wait for slow file transfers.



Image storage selection for PC remote NEW

When the camera is tethered to a computer, still images can be stored in the camera as well as on the computer so they can be reviewed without having to leave the camera position.

And when shooting RAW & JPEG it is possible to transfer only the JPEG files to the computer to reduce data volume and allow transferred images to be reviewed immediately.



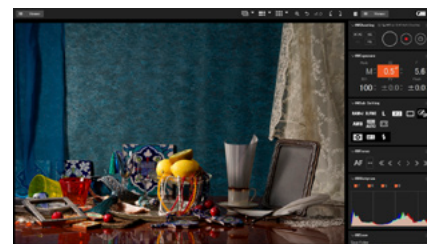
Powerful software support

New Sony imaging software suite* NEW

A new suite of imaging apps from Sony provides top-quality RAW development, convenient PC tethering, and efficient viewing/management. Live viewing on the computer screen with semi-transparent reference overlay capability is available

during tethered shooting. Focus points can also be set from the computer. The new Pixel Shift Multi Shooting feature can also be used while tethered, and the pixel-shifted images can be immediately composited and viewed.

* Refer to the download page for details: <http://www.sony.net/disoft/d/>



Capture One (for Sony)*

Capture One Express (for Sony) is free software for precise, high-quality finishing of RAW data.

Capture One Pro (for Sony) can be purchased for local adjustment and PC Remote compatibility.

* Please contact Phase One regarding all inquiries as to usage and support including functional compatibility of Capture One Express (for Sony) and Capture One Pro (for Sony).



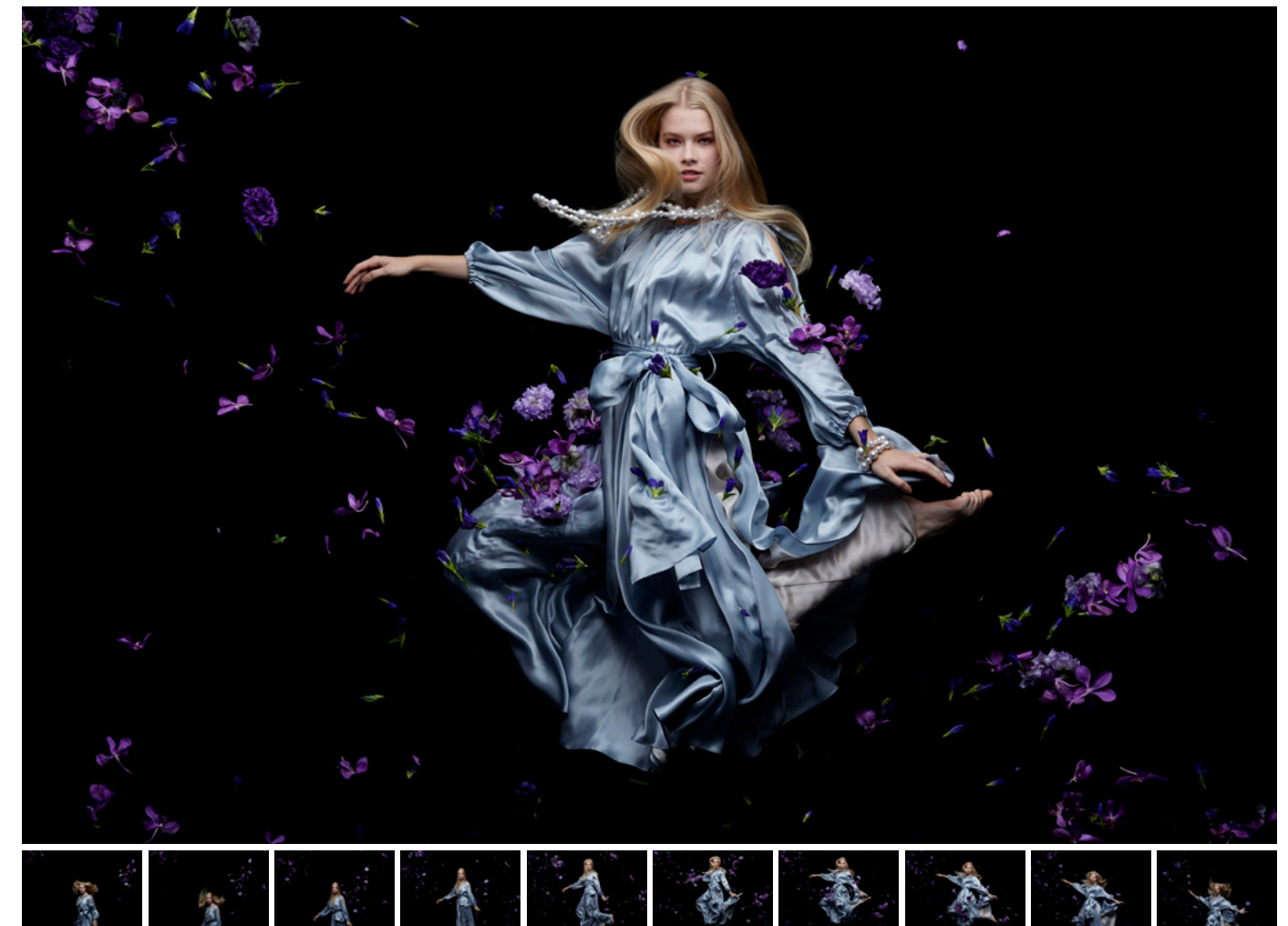
Professional lighting capability

Improved flash compatibility NEW

A standard sync terminal is provided for convenient synchronization with studio flash units and other external lighting equipment. Release time lag has been minimized for smooth, responsive flash photography. Con-

tinuous flash shooting at up to 10 fps* offers advanced capture capability. Slow sync and rear curtain sync** can be selected when shooting with wireless off-camera flash for even further enhanced versatility.

* Maximum continuous shooting speed will depend on the flash and shooting settings used.
** Rear curtain sync is not available with optical wireless flash units.



FE 85mm F1.4 GM (SEL85F14GM), 1/250 sec., F8, ISO 100, Profoto Pro-10 flash units

A new dimension of subjective resolution

Still images of art and architecture take on a new dimension of reality with unprecedented subjective resolution.



Lifelike detail, texture, color, and atmosphere

Pixel Shift Multi Shooting : Superior resolution from 42.4 megapixel RGB information NEW

This new feature takes advantage of the advanced in-body image stabilization system control capability available in the **α7R III**, precisely shifting the sensor in 1-pixel increments to capture four pixel-shifted images containing a total of approx-

imately 169.6 million pixels* that are later composited using a computer to achieve overwhelming subjective resolution in a single image. Still images are captured with true-to-life details, texture, and color, with minimal moiré and color artifacts.

Even the atmosphere of the subject and surroundings are reproduced with breathtaking fidelity, making Pixel Shift Multi Shooting an ideal technology for archival images of art, architecture, and more.

* Image size after compositing is approx. 42.4 million (7952 x 5304) pixels.

Notes A dedicated software application is required for compositing. Image compositing may not be successful if camera or subject movement causes blur. The use of a tripod is recommended, as is the use of PC tethered control or a remote commander (when PC tethered control is not being used) where possible. Uncompressed RAW and silent mode are automatically selected for Pixel Shift Multi shooting. Some restrictions apply to flash and other devices. Refer to the Sony support site for details.
<http://www.sony.net/psms/>



Normal single shot

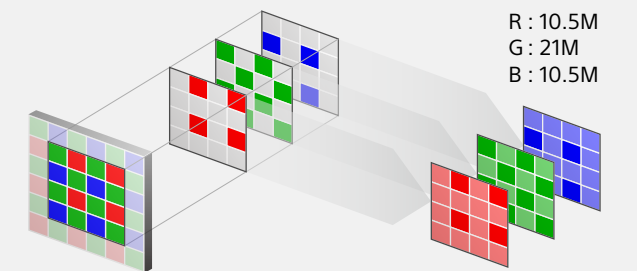


Pixel Shift Multi Shooting after compositing

The Pixel Shift Multi Shooting principle

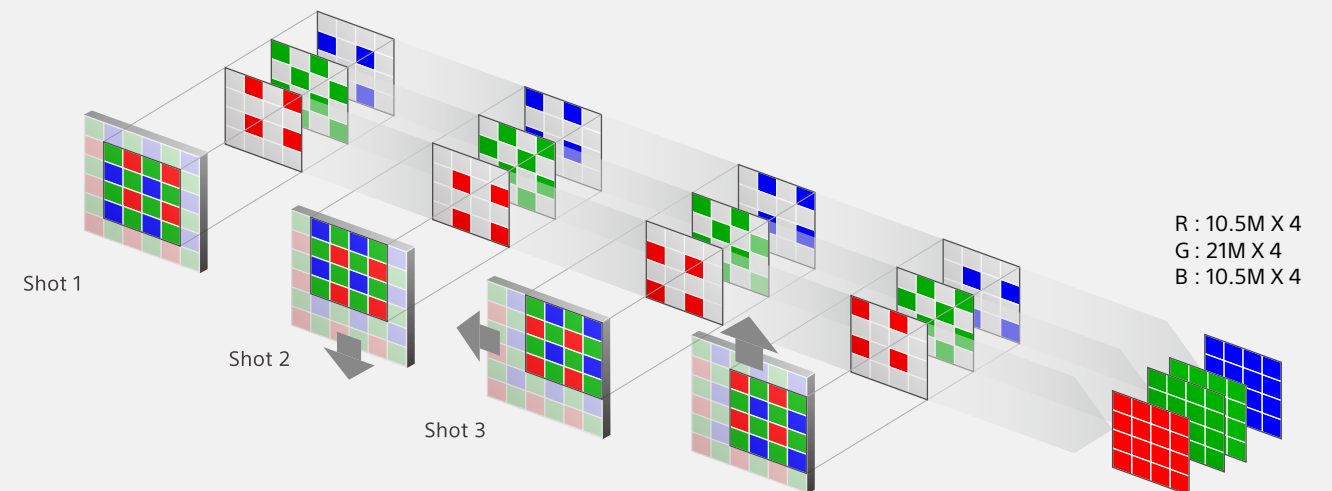
In a "normal" digital capture each pixel represents just one color: red, green, or blue. The surrounding pixels are used to supply the necessary extra information required to interpolate and reproduce the remaining two primary colors. Pixel Shift Multi Shooting, however, composites four pixel-shifted images so that each of the sensor's 42.4 million effective pixels can represent red, green, and blue values simultaneously. Extra interpolation becomes unnecessary so the data from the sensor can be directly synthesized to recreate the final colors. The result is unprecedented reproduction accuracy and detail for true-to-life textures. Images shot using this feature can be processed using the dedicated PC software from Sony running on a personal computer.

Normal single shot



- 1) RGB color information acquired at a 1:2:1 ratio.
- 2) Demosaicing provides the remaining color information.

Pixel Shift Multi Shooting



- 1) The image sensor is moved in 1-pixel increments while shooting four sequential frames.

- 2) Each pixel represents R, G, and B information.

Breathtaking movie reality

5K (15-megapixel) oversampling results in 4K movies with an overwhelming sense of depth and detail, while a new HLG picture profile supports high-quality HDR content creation. High resolution and wide dynamic range come together with stunning realism.



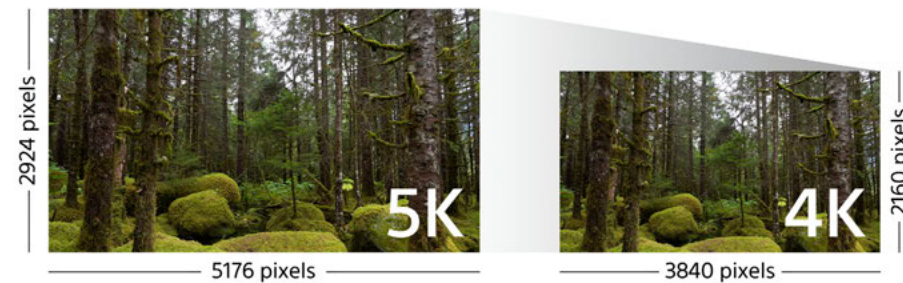
High-resolution, wide-dynamic-range 4K



4K movies from 5K (15-megapixel) data** NEW

Full pixel readout in the Super 35 mode, without the need for pixel binning, makes it possible to condense 5K (15-megapixel) data into high-resolution, extraordinarily beautiful 4K movies with minimal moiré and jaggies. Advanced image processing also allows full-frame 4K movie recording with dramatically improved image quality at mid to high sensitivities. Super 35mm or full-frame recording can be selected as required.

1.8 times Information



* Connect to an HDR (HLG) compatible Sony TV via a USB cable when displaying HDR (HLG) movies.
** A Class 10 or higher SDHC/SDXC card is required for XAVC S format movie recording. UHS speed class 3 or higher is required for 100 Mbps recording.

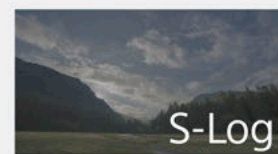
Wide dynamic range

Broad support for HDR content creation NEW

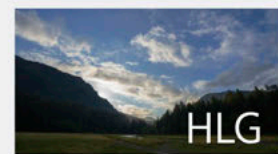
Sony's S-Log gamma curve provides extra flexibility to achieve a "look" that best serves your artistic vision during post-production color grading,

while a newly added HLG (Hybrid Log-Gamma)* picture profile supports instant HDR production without the need for color grading.

Extra care has been taken to ensure that a wide range of HDR content creation requirements are fully supported.



High flexibility to fine-tune images as desired
(Colour grading required)



Instant and High Dynamic Range
(Colour grading not required)



HLG (Hybrid Log-Gamma) support for instant HDR workflow NEW

Movies recorded using the HLG profile will appear true-to-life with no blocked shadows or blown highlights when played back on an HDR

(HLG) compatible TV, without the need for color grading. The BT.2020 color space is supported, providing a wider color gamut.



SDR



HDR (HLG)

S-Log3 for wide 14-stop dynamic range NEW

In addition to S-Log2, S-Log3 is available for better gradation from shadows to mid-tones (18% gray) and a wide dynamic range of up to 14 stops for movies. A new color S-Gamut3 color space that is a refined version of S-Gamut is also provided.



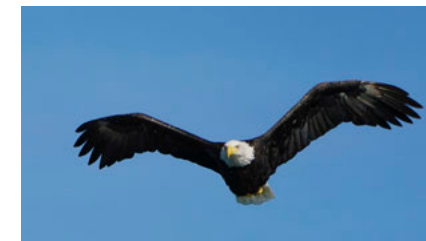
S-Gamut3.Cine/S-Log3

Color Grading

Comprehensive moviemaking control

Improved Fast Hybrid AF for movies NEW

Fast Hybrid AF performance during movie recording has been refined, providing a wide AF area that is similar to that provided for still images. AF now accurately locks onto movie subjects over a wider area.



Auto Power Off Temperature*

This function sets the temperature at which the camera will automatically shut off. "High" allows longer movie recording times when the camera is mounted on a tripod.

* Set to "Standard" for handheld shooting. Use a tripod or other support when "High" is selected. Shooting time may vary according to environmental conditions and camera temperature when set to "High."

Slow and quick motion NEW

Frame rates from 1 fps to 120 fps can be selected in eight steps for up to 60x quick motion and 5x slow motion while recording with full-HD quality.

* Sound not recorded. Class 10 or higher SDHC/SDXC card required.

S&Q Record Setting

NTSC	24p	30p	60p
PAL	25p	50p	

S&Q Frame Rate

NTSC	1fps	2fps	4fps	8fps	15fps	30fps	60fps	120fps
PAL	1fps	2fps	3fps	6fps	12fps	25fps	50fps	100fps

Photo Capture NEW

High-quality stills can be extracted from movies and stored separately: 8 megapixel stills from 4K movies, and 2 megapixel stills from full-HD movies.

Enhanced Zebra function NEW

This function simplifies exposure monitoring, especially when shooting with Log gamma. A new minimum brightness level setting helps to avoid blown out highlights.

Proxy recording NEW

4K movies and lower-resolution proxy movies can be recorded simultaneously. The smaller proxy files are ideal for quick previewing or pre-editing that can reduce the time required for final 4K editing.

Other movie features

Picture profiles, Clean HDMI, Time Code/User Bit, REC control, Gamma Display Assist, and other details provide comprehensive support for advanced video workflows.

Tripod provided by Manfrotto

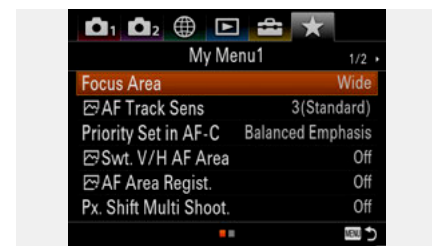
Other features that enhance the α 7R III experience

A well thought out selection of customizable functions, detailed AE and AWB settings, plus image management and sharing features provide handy solutions to a wide range of professional needs.

Customizable functions

My Menu & new menu interface **NEW**

A new My Menu feature allows up to 30 items to be registered for instant recall. Registered items can be arranged in any convenient order, and unused items can be erased as required. The primary menus have also been reorganized for smoother search and operation.



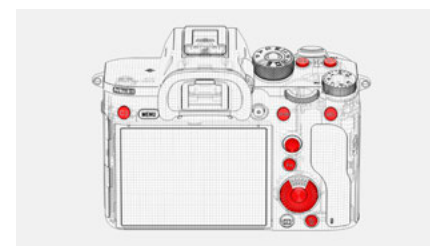
Fast parameter editing via Fn menu

The Fn button can be used to quickly display and select from up to 12 freely assignable functions while shooting. Assign functions you use frequently for fast, efficient selection and operation.



Custom button assignments **NEW**

Custom button assignments allow the camera interface to be customized for individual shooting preferences. Eleven buttons can be reassigned to select functions you choose, and separate functions can be assigned for the still, movie, and playback modes.



Customizable front/rear dials and release button **NEW**

The control direction of the front and rear dials can be set via the menus. It is also possible to assign the large, accessible shutter button to start and stop movie recording, rather than using the MOVIE button.

Instant mode dial recall of memorized camera setups **NEW**

Camera setups, including modes and camera settings, can be registered in memory for instant recall via the mode dial: up to three in the camera, and four on a memory card. Memory card setups can also be loaded into a separate α 7R III body.



Flexible Auto Exposure and Auto White Balance

1200-segment live view exposure analysis enhances stability **NEW**

The live view image is divided into 1,200 segments for detailed analysis of subject color and lighting. The use of focus information to ensure consistent AE control is another innovation that can reduce variations in image brightness in varying situations.

Additional modes expand metering versatility **NEW**

A new Highlight mode detects the brightest area in the frame to avoid blown highlights, and an Entire Screen Average mode can provide stable auto exposure through composition changes.

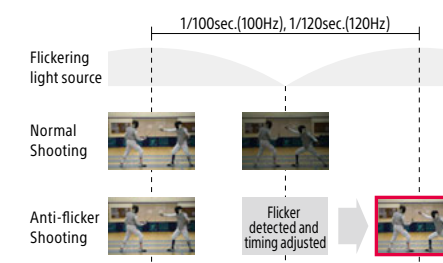
Versatile spot metering **NEW**

When the Focus Area parameter is set to Flexible Spot or Expand Flexible Spot the metering spot location can be linked to the focus area so that the optimum metering point is maintained automatically. Two spot sizes are available to match a wide range of subjects.

Anti-flicker shooting **NEW**

Flicker from fluorescent lights and other artificial lighting can ruin still images if it and the shutter timing are out of sync. The α 7R III automatically detects flicker and adjusts shutter timing to eliminate its effects.

* Only 100 Hz and 120 Hz flicker is detected. Continuous shooting speed may decrease. Anti-flicker shooting is not available during silent shooting, BULB exposure, or movie recording.



Priority Set in AWB **NEW**

When incandescent lamps or similar are the primary light source and white balance is set to Auto, the color tone priority can be set to Standard,

Ambience, or White. Ambience priority produces a warm tone, while white priority is designed to provide accurate white reproduction.

Exposure standard adjustment **NEW**

The standard exposure value can be adjusted from -1 to +1 stop in 1/6 stop increments. This setting can be made separately for each metering mode.

ISO AUTO Min. shutter speed

This function sets the shutter speed above which ISO sensitivity will begin to change when the camera mode is set to "P" or "A" and "ISO AUTO" is selected. It can be used to minimize subject blur when shooting moving subjects.

Data management and sharing

Location Information Link via Bluetooth **NEW**

After the camera has been paired to the PlayMemories Mobile™ app installed on a compatible mobile phone or tablet device, it can acquire location data from the mobile device and record that data with still images or movies. The PlayMemories Home™ application can then be used on a personal computer to organize images imported into the computer on a map.

* Bluetooth connectivity available with the following terminal devices (at the date of release):
- Android (Android 5.0 or later, Bluetooth 4.0 or later)
- iPhone/iPad (iPhone 4S or later, 3rd generation iPad or later)
Please refer to <http://www.sony.net/pmm/btg/> for more information.

* Use the latest version of PlayMemories Mobile.

Wi-Fi / NFC™ / QR code **NEW**

With one-touch remote, a smartphone or tablet functions as a viewfinder/remote control. One-touch sharing transfers photos/videos to the device. Install the PlayMemories Mobile app on an NFC-enabled Android device via Wi-Fi, then touch the device to the camera to connect. The camera now features QR code compatibility

* PlayMemories Mobile must be installed on the smartphone or tablet device.

File Names and Copyright **NEW**

The first three characters of still image file names can now be edited for easier identification, and copyright information can be automatically em-

FTP file transfer via Wi-Fi **NEW**

This function allows convenient Wi-Fi transfer of still image files selected via the menu display to a specified remote FTP server. FTPS (File Transfer Protocol over SSL/TLS) is supported, allowing SSL or TLS encrypted data transfer for maximum security.

bedded in still image files. Recording the photographer's name and author's name along with images provides basic copyright protection.

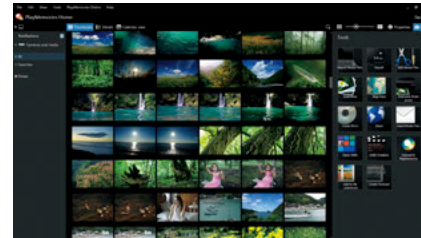
Essential apps

PlayMemories Home™



It's easy to install this image management software onto a Windows or Mac computer, then use it for

easy viewing, editing and printing. You can also upload and share content via network services.



PlayMemories Mobile™



The PlayMemories Mobile app can be installed on a compatible smartphone or tablet to provide remote camera control and easy image transfer. The new PlayMemories

Mobile version provides updated remote camera control, with the same operability as available on the camera itself.



Number of recordable frames for single media

(Image size L 42M, aspect ratio 3:2)

	8GB	32GB	64GB	256GB
Standard	770	3,100	6,200	24,500
Fine	520	2,100	4,200	16,500
Extra fine	270	1,050	2,150	8,700
RAW & JPEG (Compressed RAW)	130	520	1,050	4,200
RAW (Compressed RAW)	170	700	1,400	5,600
RAW & JPEG (Uncompressed RAW)	75	300	600	2,400
RAW (Uncompressed RAW)	88	355	710	2,850

- Recommended memory cards for movie recording in AVCHD/MP4 formats: Memory Stick PRO Duo (Mark2), Memory Stick PRO-HG Duo, SD memory card/SDHC memory card/SDXC memory card(Class 4 or more)
- Recommended memory card for movie recording in XAVC S format: SDHC/SDXC memory card of Class 10 or higher
- The numbers in the table show approximate maximum recordable time obtained by totaling all movie files.
- AVCHD movies are automatically divided into separate files up to a maximum of 2GB each.

Movie recording time for single media

(Hours:Minutes:Seconds)

		8GB	32GB	64GB	256GB
XAVC S 4K	30p 100M/ 25p 100M	0:08:00	0:35:00	1:15:00	5:15:00
	30p 60M/ 25p 60M	0:10:00	1:00:00	2:05:00	8:35:00
	24p 100M	0:08:00	0:35:00	1:15:00	5:15:00
	24p 60M	0:10:00	1:00:00	2:05:00	8:35:00
XAVC S HD	120p 100M/ 100p 100M	0:08:00	0:35:00	1:15:00	5:15:00
	120p 60M/ 100p 60M	0:10:00	1:00:00	2:05:00	8:35:00
	60p 50M/ 50p 50M	0:15:00	1:15:00	2:30:00	10:25:00
	60p 25M/ 50p 25M	0:30:00	2:25:00	5:00:00	20:15:00
	30p 50M/ 25p 50M	0:15:00	1:15:00	2:30:00	10:25:00
AVCHD	30p 16M/ 25p 16M	0:50:00	3:50:00	7:45:00	31:25:00
	24p 50M	0:15:00	1:15:00	2:30:00	10:25:00
	60i 24M (FX)/ 50i 24M (FX)	0:40:00	2:55:00	6:00:00	24:15:00
	60i 17M (FH)/ 50i 17M (FH)	0:55:00	4:05:00	8:15:00	33:15:00

Controls

- Hook for shoulder strap
- Microphone jack
- Flash sync terminal
- Headphones jack
- HDMI micro jack
- USB Type-C™ terminal
- Charge lamp
- Multi/Micro USB terminal
- Mode dial
- Mode dial lock release button
- Microphone
- Image sensor position mark
- Speaker
- Multi Interface Shoe
- Front dial
- Power switch
- Shutter button
- C1 (Custom 1) button
- C2 (Custom 2) button
- Exposure compensation dial
- AF illuminator/Self-timer lamp
- Remote sensor
- Lens release button
- Mount index
- Mount
- Image sensor
- Lens contacts



- Battery insertion slot
- Tripod socket hole
- Eye sensor
- Viewfinder
- Eyepiece cup
- C3 button (Custom button 3)
- MENU button
- Monitor
- Playback button
- MOVIE button
- Rear dial
- For shooting: AEL button
For viewing: Image index button
- For shooting: AF-ON button
For viewing: Enlarge button
- Multi-selector
- For shooting: Fn (Function) button
For viewing: Send to Smartphone button
- Control wheel
- Access lamp
- For shooting: C4 button (Custom button 4)
For viewing: Delete button
- Diopter-adjustment dial
- Media slot cover switch
- Hook for shoulder strap
- N mark



α7R II / α7R III comparison

		α7R II	α7R III Improvement
Image quality	Standard ISO	up to ISO 25600	up to ISO 32000 + 1/3 stop
	Low noise		Up to 1 stop improvement for mid sensitivity.
	Gradation		Up to 15 stops low-sensitivity dynamic range. 14-bit RAW* support for continuous and silent shooting.
	Sharpness, color		Large improvement.
	Pixel Shift Multi Shooting		New
Speed	Continuous shooting	5 fps (approx.)	10 fps (approx.) Speed doubled (approx.)
	Continuous shooting (Silent)	Single only	10 fps (approx.) Continuous supported
	No. of recordable frames	23 compressed RAW images	76 compressed RAW images 3.3x improvement
	Basic AF performance		Up to 2x** faster in low light, approx. 2x** faster tracking
	Lower AF detection brightness limit	EV-2	EV-3 1 stop increase.
	Eye AF		Large improvement in detection precision, speed. Approx. 2x** faster tracking. A-mount lens support.
Operability & Reliability	5-axis image stabilization	4.5 steps	5.5 steps + 1 stop
	EVF	XGA OLED Tru-Finder	Quad-VGA OLED Tru-Finder 1.5x resolution, 2x luminance (approx.). 120 fps*** finder frame rate support, 30% faster startup. High quality mode.
	Battery	NP-FW50	NP-FZ100 2.2x capacity
	Media	Single slot (UHS-I)	Dual slot (UHS-II support) Higher write speed, simultaneous write, sequential write (Auto Switch Media).
	USB connector for PC tethering	USB 2.0 (Multi/ Micro USB)	USB 3.1 Gen 1 (USB Type-C™) Faster transfer speed
	Controls		AF-on, Multi Selector, Touch Panel.
	Movies		Improved quality in full-frame 4K high-sensitivity movies, improved movie AF, Hybrid Log-Gamma, S-Log3, Slow&Quick motion, Photo Capture, Proxy Recording.
	Others		Sync terminal, Anti-flicker shooting, improved peaking, Focus magnification with AF support, My Menu, Rating, Display continuous shooting group, FTP over Wi-Fi, and more.

* Limited to 12 bits during compressed RAW continuous shooting, BULB exposure, or when Long Exposure NR is ON.
 ** Sony test conditions.
 *** in NTSC mode. 100fps in PAL mode.

Fast, expressive α lenses

E-mount G Master™



E-mount G Lens™



E-mount ZEISS®



A-mount Explore higher perspectives

See the world from more creative perspectives with the full range of premium Sony A-mount lenses. Fisheye, wide-angle, super telephoto, macro, and legendary ZEISS® lenses offer the ultimate in imaging expression. An optional LA-EA3 or LA-EA4 Mount Adaptor is required to mount A-mount lenses on the α7R III.



Enter the exciting world of Sony α products through α Library, the new photography-themed application for tablets.
 "sony α library"
Go to Google Play for Android Tablet. For iPad, go to App Store. Then search for "sony α library".

Options for expanded photographic capability



Vertical Grip
VG-C3EM

- Optimum hold¹ and control comfort when shooting in vertical orientation
- Houses two NP-FZ100 batteries for longer operation, and supports USB charging via the camera



Multi Battery Adaptor Kit
NPA-MQZ1K

- Allows sequential use of up to four NP-FZ100 batteries
- Also functions as a four-battery rapid charger¹



Radio Wireless Flash
HVL-F45RM

- Compact and lightweight clip-on flash with high GN45¹ output
- Functions as a wireless radio commander or receiver in multi-flash setups

The VG-C3EM Vertical Grip makes shooting in vertical orientation just as efficient and comfortable as horizontal orientation with a full complement of essential controls, including a duplicate Multi-Selector. The grip shape is identical to the grip on the camera body, so no hold adjustment is required. The VG-C3EM features a magnesium alloy exterior for high rigidity and durability, and the design is dust and moisture resistant² for maximum reliability.

The VG-C3EM not only provides space for two NP-FZ100 rechargeable battery packs, significantly extending operating time, but it also allows the batteries to be charged via the camera USB connector so the batteries don't have to be removed from the grip.

This Multi Battery Adaptor Kit houses up to four NP-FZ100 rechargeable battery packs and connects to the camera via a plug-in plate, providing dramatically extended operating time for sessions that can't be interrupted by battery changes. The NPA-MQZ1K also supports power supply from NP-FW50². It includes two USB ports so that power can be delivered to the camera and a USB device simultaneously. LED indicators show the remaining power for each battery. Three tripod mount sockets on the upper surface and three on the lower surface provide flexible mounting options.

In addition to supplying power, the NPA-MQZ1K also functions as rapid charger, Four NP-FZ100 batteries can be charged to 90% level in approximately 480 minutes.



The HVL-F45RM is compact and convenient for use in the field or studio, delivering up to Guide Number 45¹ power with less than a 2.5-second² recycle time. It can be used as a wireless radio commander or receiver, and when used as a commander can control up to 15 compatible off-camera flash units or receivers in up to 5 groups³. Radio wireless works at distances up to 30 meters⁴, providing reliable operation without pairing errors.

The HVL-F45RM also provides high-visibility tabbed menus and a Quick Navi interface for easy, intuitive operation. Customizable keys give you direct access to the functions you use the most. The flash bounce head rotates and tilts for flexible lighting in a wide range of situations, and the overall design is dust and moisture resistant⁵ for high reliability.

- *1 105mm at ISO 100 in meters.
- *2 1/1 manual flash emission, alkaline batteries.
- *3 Up to 5 groups in GROUP mode, and up to 3 groups in TTL or MANUAL mode.
- *4 Internal Sony tests.
- *5 Not guaranteed to be 100% dust and moisture proof.

*1 Simultaneous use with LE-EA2 or LA-EA4 mount adaptor not supported due to narrow clearance between mount adaptor and vertical grip.
*2 Not guaranteed to be 100% dust and moisture proof.



Rechargeable Battery Pack
NP-FZ100

- Twice the capacity of the NP-FW50 for long life
- InfoLITHIUM[®] support enables remaining battery charge display on the camera LCD screen



Battery Charger
BC-QZ1

- Fully charges one NP-FZ100 battery in approx. 150 min.
- LED indicator shows charge status
- Slim, 33-millimeter portable design



Grip Extension
GP-X1EM

- Provides an ideal resting spot for a finger, improving hold comfort and stability



Screen Protect Glass Sheet
PCK-LG1

- Hard (hardness rating 9H), shatterproof glass provides reliable screen protection
- Compatible with touch-sensitive and tilting LCDs
- AS coating resists staining and finger-prints



Eyepiece Cup
FDA-EP18

- Slides easily into place with a secure locking mechanism
- Soft material for optimum eye fit and comfort

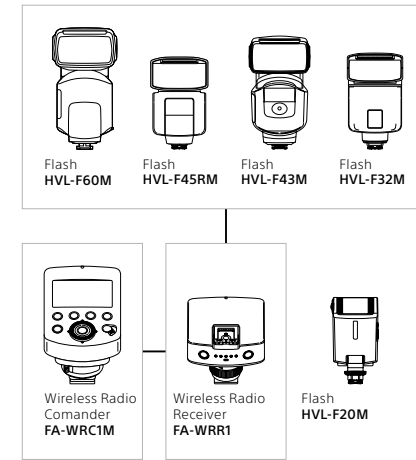


SD Cards (UHS-II)
SF-G Series (32/64/128 GB)

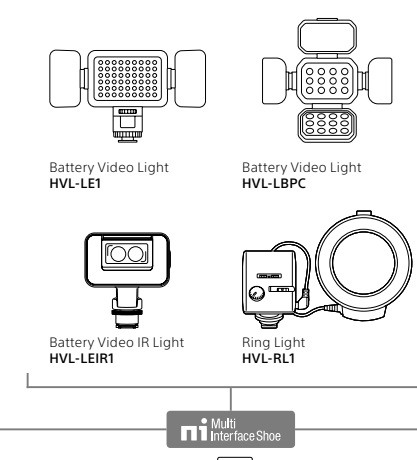
- Ultra-fast write speed up to 299MB/s, read speed up to 300MB/s
- Ideal for high-speed continuous shooting and 4K video recording
- Supplied Sony File Rescue software recovers accidentally deleted photos and video

System chart

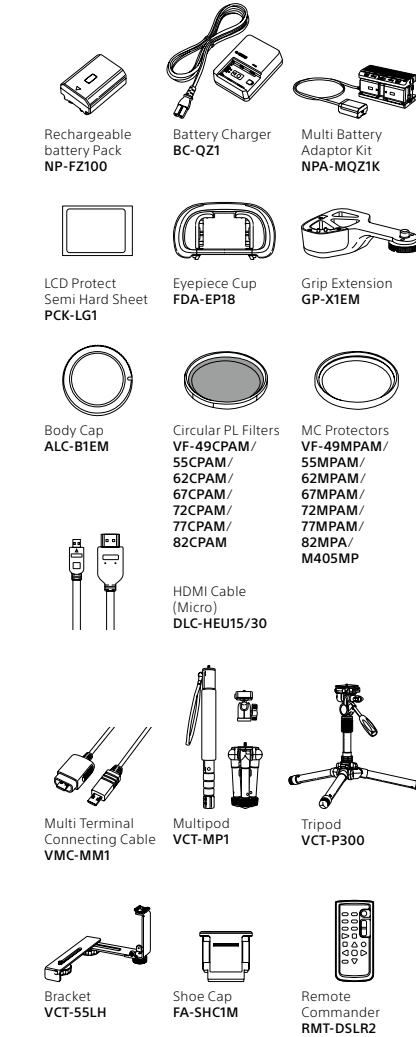
Flash



Light



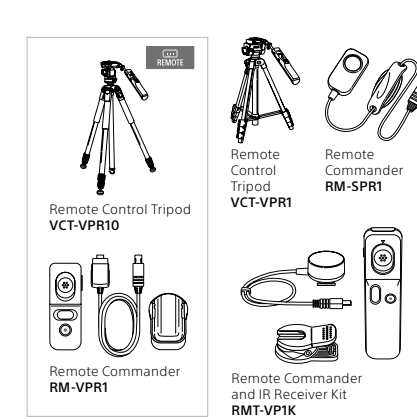
Power / Other



Vertical Grip



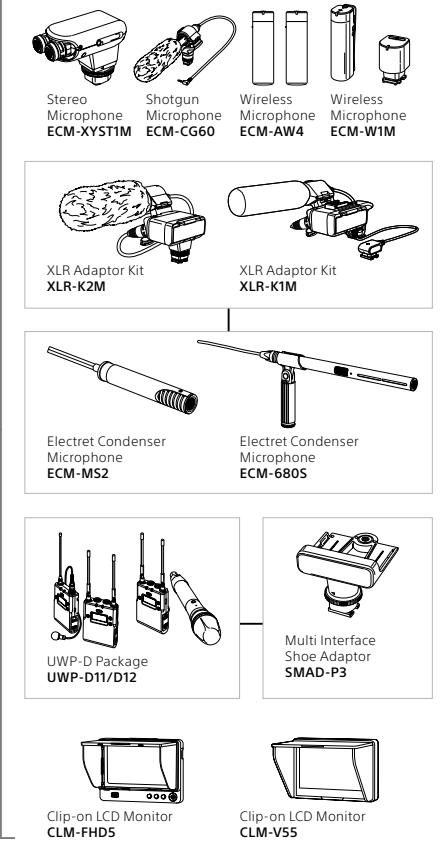
Tripod / Commander



Strap/Grip Belt



Microphone / Monitor



Case



Sony | Photo Gallery:
http://www.sony.net/Products/di_photo_gallery/



Sony | Camera Channel:
<https://www.youtube.com/c/ImagingbySony>