

Sony Alpha 7 III + 28-70mm OSS



Perfection for all. Everything you need. Capture the peaks of more decisive moments with the 7 III from Sony packing newly developed back-illuminated full-frame CMOS sensor and other advanced imaging innovations, high-speed response, ease of operation, and reliable durability that are ready for various shooting needs.

Rating: Not Rated Yet

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Manufacturer [Sony UK](#)

Description

Rendering scenes in realistic detail

A newly developed back-illuminated image sensor and evolved image processing system fulfill various shooting needs with high-quality imaging capabilities that you would expect only of a full-frame camera.

4D FOCUS — AF performance evolves

AF performance is improved using the same AF advancements as in the 9 and applying it optimally, so once the 7 III captures such unpredictably moving subjects as dancers, boxers, and wild animals in action, it won't easily let them go.

Eye AF revolutionises portraiture

With the 7 III, Eye AF can now be used with AF-C mode, for fast, effective eye detection/tracking performance when shooting stills. The easy maintenance of optimum focus on moving subjects can totally transform your portraiture.

Focus control via touch screen

The 7 III has Touch Focus function, and a Touch Pad function for you to fingertip-drag the focus frame intuitively while using the viewfinder.

AF in Focus Magnifier

Use autofocus for stills while focus area is magnified in viewfinder/monitor, and magnify view after autofocusing. This is ideal for focusing on a

small area and other precision-focus photography.

More versatile AF settings all around

AF tracking sensitivity for stills is adjustable in five steps. AF areas/points are changeable as you switch between horizontal and vertical orientation. Focus point settings can be assigned to custom buttons.

High-resolution 4K HDR

As well as new capability of recording stunning 4K movies¹ through 2.4-times³ higher oversampling, the camera features a new HLG (Hybrid Log-Gamma) picture profile, supporting instant HDR workflow.

HLG (Hybrid Log-Gamma)² for instant HDR workflow

A new HLG picture profile supports instantaneous HDR workflow. Movies recorded in HLG picture mode will appear true-to-life with minimised black-crush or blown highlights that can deteriorate gradation and details, without colour grading.²

Supports S-Log³ and Slow and Quick Motion⁴

S-Log³ improves gradation from shadows to mid-tones and widens dynamic range up to 14 stops. Also, select a frame rate from 1 to 120/100 fps⁵ for up to 60x quick motion and 5x slow motion.