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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ManufacturerSony 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.