Sony Alpha 7 IV Body

Standards redefined For a new generation of creators With groundbreaking performance in both still and movie recording, the ?7 IV is the ideal hybrid, providing breathtaking imagery along with on-the-spot delivery and distribution. The ?7 IV is a camera designed to bring to life the artistic visions of today's creators.

Rating: Not Rated Yet
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ManufacturerSony UK

Description

Newly developed 33MP1 full-frame back-illuminated CMOS image sensor
Delivering outstanding performance and excellent image quality in both stills and movies, the ?7 IV's new 33.0 megapixel1 Exmor R™ CMOS image sensor provides high-speed readout, high sensitivity, low noise, and highly accurate colour reproduction.

Flagship-level image processing with BIONZ XR™
The ?7 IV uses the latest image processor to offer greatly enhanced performance, with improved image quality and colour reproduction. Fast processing speeds facilitate comfortable continuous shooting as well as responsive operation while performing data transfers.

Fast Hybrid AF, evolved
The Fast Hybrid AF system, combining phase-detection AF and contrast-detection AF, has evolved even further to achieve greater speed, accuracy and tracking performance. With Sony's 4D FOCUS, a wide, dense AF area covers roughly 94% of the image area for both stills and movies with 7591 phase-detection AF points.

Ten continuous-shot images of a person engaging in a fast-moving sports activity
10-frame-per-second2 continuous shooting with fast buffer release

Both the mechanical and electronic shutters allow you to shoot more than 800 frames 3 at up to 10 fps2 with AF/AE tracking, thanks to the ?7 IV's high-capacity buffer memory, speedy BIONZ XR processor and improved memory-card writing speed.

Sony's smart AI-based Real-time Tracking4
Sony's unique subject recognition algorithm uses colour, pattern (brightness), and subject distance (depth) data to rapidly process spatial information in real time. AI is used to detect and track the eyes and face of the subject (human, animal or bird) with extremely high precision. Just select the subject to track, then leave it to the camera.

Improved Real-time Eye AF
Keeping the targeted eye in focus so you can concentrate on composition
The high speed of the latest image processing engine provides a significant boost to Real-time Eye AF performance, even when the subject is looking up, down, or sideways. It is also possible to use Touch Tracking to initiate Real-time Tracking of any subject in the frame, simultaneously initiating Real-time Eye AF if an eye is detected, simply by touching the screen.

Pet photos made easy
Fast, accurate focus for difficult animal shots5
By setting the camera's subject detection type to "Animal" in advance, you can automatically detect and track an animal's eyes4, for greater success in both wildlife shots and photos and movies of your pets at home. Animal-eye detection has been improved, with reliable tracking and accurate focus even when the animal's face is upside down.

Real-time Eye AF for birds5
Bird-eye detection supported for both still shots and movies
For the first time in the ? series, bird-eye detection is available in movies as well as still shots – simply preset the subject to "bird". The camera's astonishing speed and precision allow automatic tracking of a specific bird5, whether it's perched somewhere or in flight, keeping the eye in steady focus despite any fast and unpredictable movements.