The apt focus system also lends itself to a variety of focusing functions for refined accuracy, including Lock-on AF, which maintains focus on moving subjects throughout the use of a configurable frame that is set over the desired moving subject, and Expand Flexible Spot, which employs neighboring focus points to retain focus on moving subjects even if the originally selected point loses focus. Additionally, Eye AF can be used to base focus on recognized subjects' eyes for portraits and is available in both AF-S and AF-C modes. Autofocus can also be used in conjunction with the Focus Magnifier function for critical focus when homing in on minute subject details. The rear touchscreen can also be used for Touch Focus control, and a Touchpad Focus Control mode lets you use the rear screen intuitively while keeping your eye to the viewfinder.

5-Axis SteadyShot INSIDE Image Stabilization

Packed into the robust a7 III is a 5-stop effective 5-axis SteadyShot INSIDE image stabilization system that compensates for five different types of camera shake encountered during handheld shooting of stills and video. This allows users to confidently use any lens, even adapted lenses, for critical imaging without encountering blur from camera shake.

For long focal lengths, the system will correct for pitch and yaw adjustments. Macro and high-magnification imagery, on the other hand, will benefit from the inclusion of horizontal and vertical shift compensation. All shooting styles will get usage out of the roll compensation. All 5 axes of stabilization will function at all times, even when used with third-party lenses and adapters or lenses with built-in optical stabilization.

UHD 4K Video Recording in XAVC S Format

Internal recording of UHD 4K movies is possible in multiple frame rates up to 30 fps and using 2.4x oversampling renders greater detail and full pixel readout is possible, that is void of pixel binning, for higher quality imagery with reduced moiré and aliasing. Full-frame 4K recording has also been dramatically improved for improved quality when working at mid to high sensitivities to permit full use of the entire sensor width. Full HD 1080p recording is also supported in frame rates up to 120 fps, and both resolutions utilize the 100 Mb/s XAVC S format contained within an MP4 wrapper with 4:2:0 sampling. The high-speed, 120 fps recording also enables 4x and 5x slow-motion movie recording with the frame rate set to either 30p or 24p. In addition to high-resolution internal recording, uncompressed HDMI output also enables the use of an optional external recorder for clean 4K recording with 4:2:2 sampling.

Affording extensive customizable color and gamma controls, the a7 III allows users to adjust the gamma, black level, knee, color level, and more. Also, users can use the same S-Log2 Gamma Curve that is found on high end Sony Cinema cameras that squeezes up to 1300% more dynamic range into the video signal then traditional

REC709, for increased post-production flexibility. HLG (Hybrid Log-Gamma) support is also available, along with the BT.2020 color space, for recording within a wide color gamut and, in addition to S-Log2, S-Log3 is also available for producing an effective 14-stop dynamic range with increased grading control in the shadow to mid-tone regions of the image.

Body Design and Built-In Wi-Fi/Bluetooth

- An XGA OLED Tru-Finder EVF is featured, and has a 2.36m-dot resolution and 0.78x magnification for bright, clear viewing in high detail. This viewfinder design also affords the use of autofocus in the Focus Magnifier mode as well as improved focusing peaking to benefit manual focus operation.
- In addition to the EVF, a 3.0" 922k-dot rear LCD is also available, which has a touch panel design for intuitive operation and focusing control. The screen also tilts upward 107° and downward 41° to benefit working from high and low angles.
- Magnesium-alloy chassis assures rigidity, durability, and stability while remaining lightweight. The lens mount has also been improved to better support heavy lenses and the grip rigidity has been improved for more comfortable hand-holding.
- Weather-sealing has been employed to resist dust and moisture for reliable operation in harsh weather conditions.
- Using the NP-FZ100 battery, the a7 III has improved battery life and is now rated for approximately 710 shots per charge.
- Dual SD memory card slots allow for flexible file saving and handling, and can be configured to partition raw and JPEG files or can be used for overflow recording. One of the card slots is rated to support UHS-II memory cards.
- A USB 3.0 Type-C port has been added, in addition to a micro-USB port, for faster, more reliable tethering support. The USB Type-C connection allows the camera to be charged from the host power source while connected.
- Built-in Wi-Fi enables the a7 III to instantly share imagery to mobile devices for direct sharing online to social networking, via email, and to cloud storage sites. NFC (Near Field Communication) is also supported, which allows for one-touch connection between the camera and compatible mobile devices; no complex set-up is required. Once connected, the linked mobile device can also display a live view image on its screen and remotely control the camera's shutter.
- Bluetooth connectivity allows for location data acquisition.

Other Camera Features

- A Ratings function lets you assign star values, from 1-5, to images in-camera for faster editing and sorting at home during post-production.

- An advanced 1200-zone evaluative exposure metering sensor delivers consistent and accurate results using multi-segment, center-weighted, or spot metering modes.
- Highlight and Average metering modes helps avoid blown-out highlights and provide stable auto-exposure, respectively.
- Anti-flicker shooting automatically recognizes and times the shutter action to minimize the flicker effect for more consistent results on still images.
- Picture Effect modes: 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), and Soft High-Key.
- Creative Style modes: 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).

Sony A7 III Specs

- Imaging

Lens Mount	Sony E
Camera Format	Full-Frame (1x Crop Factor)
Pixels	Actual: 25.3 Megapixel Effective: 24.2 Megapixel
Maximum Resolution	6000 x 4000
Aspect Ratio	3:2, 16:9
Sensor Type	CMOS
Sensor Size	35.6 x 23.8 mm
Image File Format	JPEG, Raw
Bit Depth	14-Bit
Image Stabilization	Sensor-Shift, 5-Axis

- Exposure Control

ISO Sensitivity	Auto, 100 to 51200 (Extended: 50 to 204800)
Shutter Speed	1/8000 to 30 Seconds Bulb Mode
Metering Method	Center-Weighted Average, Highlight Weighted, Multi-Zone, Spot
Exposure Modes	Aperture Priority, Auto, Manual, Program, Shutter Priority
Exposure Compensation	-5 to +5 EV (1/3, 1/2 EV Steps)
Metering Range	-3 to 20 EV
White Balance	Auto, Cloudy, Color Temperature, Custom, Daylight, Flash, Fluorescent (Cool White), Fluorescent (Daylight), Fluorescent (Warm White), Incandescent, Shade, Underwater
Continuous Shooting	Up to 10 fps at 24.2 MP for up to 89 Frames (Raw) / 177 Frames (JPEG) Up to 8 fps at 24.2 MP Up to 6 fps at 24.2 MP Up to 3 fps at 24.2 MP
Self-Timer	2/5/10-Second Delay

- Video

	XAVC S/H.264
	UHD 4K (3840 x 2160) at 23.976p/25p/29.97p [60 to 100 Mb/s]
	Full HD (1920 x 1080) at 100p/119.88p [60 to 100 Mb/s]
	Full HD (1920 x 1080) at 23.976p/25p/29.97p/50p/59.94p [50 Mb/s]
	Full HD (1920 x 1080) at 50p/59.94p [25 Mb/s]
	Full HD (1920 x 1080) at 25p/29.97p [16 Mb/s]
	AVCHD/H.264
	Full HD (1920 x 1080) at 50i/59.94i [24 Mb/s]
Recording Modes	Full HD (1920 x 1080) at 50i/59.94i [17 Mb/s]
	4:2:2 8-Bit
	UHD 4K (3840 x 2160) at 24.00p/25p/29.97p
External Recording Modes	Full HD (1920 x 1080) at 24.00p/50i/50p/59.94i/59.94p
Recording Limit	Up to 29 Minutes
Video Encoding	NTSC/PAL
	Built-In Microphone (Stereo)
Audio Recording	External Microphone Input
Audio File Format	AC3, Dolby Digital 2ch, Linear PCM (Stereo)

- Focus

Focus Type	Auto and Manual Focus
Focus Mode	Automatic (A), Continuous-Servo AF (C), Direct Manual Focus (DMF), Manual Focus (M), Single-Servo AF (S)
	Phase Detection: 693
Autofocus Points	Contrast Detection: 425
Autofocus Sensitivity	-3 to +20 EV

- Viewfinder and Monitor

Viewfinder Type	Electronic
Viewfinder Size	0.5"
Viewfinder Resolution	2,359,000 Dot
Viewfinder Eye Point	23 mm
Viewfinder Coverage	100%
Viewfinder Magnification	Approx. 0.78x
Diopter Adjustment	-4 to +3
Size	3"
Resolution	921,600 Dot
Display Type	Tilting Touchscreen LCD

- Flash

Built-In Flash	No
Flash Modes	Auto, Fill Flash, Hi-Speed Sync, Off, Rear Sync, Red-Eye Reduction, Slow Sync, Wireless
Maximum Sync Speed	1/250 Second
Flash Compensation	-3 to +3 EV (1/3, 1/2 EV Steps)
Dedicated Flash System	TTL
External Flash Connection	Hot Shoe

- Interface

	Slot 1: SD/SDHC/SDXC (UHS-II)
Media/Memory Card Slot	Slot 2: SD/SDHC/SDXC/Memory Stick Duo Hybrid (UHS-I)

Connectivity	3.5mm Headphone, 3.5mm Microphone, HDMI D (Micro), USB Type-C (USB 3.0)
Wireless	Wi-Fi Bluetooth
GPS	No

- Environmental

Operating Temperature	32 to 104°F / 0 to 40°C

- Physical

Battery	**1 x** NP-FZ100 Rechargeable Lithium-Ion, 7.2 VDC, 2280 mAh
Dimensions (W x H x D)	5 x 3.8 x 2.9" / 126.9 x 95.6 x 73.7 mm
Weight	1.43 lb / 650 g

- Packaging Info

Package Weight	2.5 lb
Box Dimensions (LxWxH)	8.1 x 6 x 5.4"