

SONY

For Immediate Release

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Sony Australia Ltd

Sony introduces high-resolution Alpha 7R IV camera with world's first 61.0 MP back-illuminated, full-frame image sensor

Unprecedented highest resolution and widest dynamic range for α^{TM} (AlphaTM) system, combined with high-speed performance and a lightweight, compact body



- *World's first¹ 35mm full-frame 61.0 MP² back-illuminated Exmor RTM CMOS image sensor with latest-generation BIONZ XTM image processor*
- *15-stop³ dynamic range at low sensitivities, resulting in smooth, natural gradations ranging from deep shadows to highlights*
- *High-speed continuous shooting at up to 10 fps⁴ with full AF / AE tracking for approximately seven seconds⁵ in full-frame mode with an increased buffer memory, and approximately three times as long in APS-C mode*
- *567 focal-plane phase-detection AF points covering 74% of image area and 425 contrast AF points*

¹ As of July 2019, based on Sony survey of digital cameras with a full-frame image sensor

² Approximately, effective

³ Still images. Sony test conditions

⁴ Up to 10 fps in continuous "Hi+" mode, and up to 8 fps in continuous "Hi" mode. Maximum fps will depend on camera settings

⁵ In JPEG (Extra fine / Fine) or compressed RAW mode

SONY

- *Debut of Real-time Eye AF for movie recording⁶ and advanced Real-time Tracking⁷ plus Real-time Eye AF for still image recording*
- *Features an APS-C crop mode delivering stunning high resolution images of 26.2MPⁱ*
- *5.76 million dot UXGA (Ultra-XGA) OLED Tru-Finder™ electronic viewfinder with outstanding detail, brightness and contrast*
- *Upgraded connectivity and operability including high-speed Wi-Fi support, wireless PC remote connectivity⁸, FTP wireless transfer, faster data transfer via USB and more*
- *Professional 4K movie recording functionality including full pixel readout with no pixel binning in Super 35mm mode⁹, S-Log3, HDR workflow support*
- *Multi Interface Shoe™ with digital audio interface delivers the high-quality sound recording with Sony's new microphone and XLR microphone adaptor*
- *Additional enhancements to the body design include an improved grip and button layout for improved control with compact, lightweight body*

SYDNEY, 17 July 2019 — Sony today announced the latest addition to its acclaimed Alpha 7R series full-frame mirrorless camera line-up: the extremely versatile, powerful Alpha 7R IV (model ILCE-7RM4).

Sony's highest resolution full-frame camera ever, the new Alpha 7R IV delivers stunning image quality with high resolution and wide dynamic range while maintaining outstanding focusing performance, high-speed continuous shooting and much more.

“The launch of the Alpha 7R IV with its ground-breaking new 61.0 MP sensor, demonstrates Sony's commitment to driving innovation and continually redefining the expectations of digital camera performance,” said Jun Yoon, Head of Digital Imaging, Sony ANZ. *“This camera certainly sets an exciting new benchmark for full-frame image quality.”*

“We've heard the voice of our customers and to manage the challenging shooting conditions of the Australian landscape, we've created a more rugged, ergonomic design with comprehensive weather sealing.”

A new level of image quality

The new Alpha 7R IV features a newly developed 35mm full-frame, back-illuminated CMOS image sensor with a resolution of 61.0 MPⁱⁱ, the world's first^{ti} of its kind. The new sensor's back-illuminated structure and effective noise reduction techniques combine to deliver extremely low-noise and high-sensitivity performance, ensuring the absolute maximum image quality. The camera also boasts an impressive 15-stopⁱⁱⁱ dynamic range at low sensitivities, resulting in smooth natural gradations

⁶ This function does not track animal eyes

⁷ “Tracking” in the menu. This function does not track animal eyes

⁸ Image Edge desktop application Ver. 2.0 or later is required

⁹ Super 35mm 4K recording results in a slightly narrower angle of view

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ranging from deep shadows to highlights, and utilises algorithms from many of the latest Alpha™ cameras to maintain outstanding colour reproduction.

This new full-frame model is equipped with an innovative 5-axis, optical in-body image stabilisation system that has been fine-tuned to support its high-resolution shooting capacity, resulting in a shutter speed advantage of 5.5-steps¹⁰. Additionally, the shutter unit assembly has been carefully redesigned to reduce even the slightest movement that may cause blur.

The Alpha 7R IV also includes Sony's highest resolution viewfinder ever, a 5.76 million dot UXGA OLED Tru-finder EVF. About 1.6x the resolution of the EVF in the Alpha 7R III, this new viewfinder provides an extremely accurate, true-to-life depiction of the scene being framed. The display quality can be set to 'Standard' or 'High' mode, and to either 60 fps or 120 fps refresh rate to best match the subject and shooting conditions.

Additionally, the new camera features an evolved Pixel Shift Multi Shooting¹¹ mode that composites up to 16 full-resolution images. In this mode, the camera precisely shifts the sensor in one pixel or half-pixel increments to capture 16 separate pixel-shifted images containing a total of 963.2 million pixels of data, which are then composited into a 240.8 million pixel (19008 x 12672 pixels) image using Sony's "Imaging Edge™" desktop application¹². Ideal for photographing architecture, art or any other still life subject, this enhanced mode produces photographs with a level of detail and colour accuracy that is simply stunning.

Shooting and focusing speed

The innovative new Alpha 7R IV full-frame mirrorless camera can shoot full resolution images at up to 10 fps^{iv} with continuous, accurate AF/AE tracking for up to approximately seven seconds^v in full-frame, full-resolution mode (JPEG / RAW), and approx. three times as long in APS-C crop mode delivering 26.2MPⁱⁱ images. These high-speed options ensure that fast moving subjects can be captured with extreme accuracy and incredible image detail.

The upgraded focusing system of the Alpha 7R IV is comprised of 567 focal-plane phase-detection AF points that cover approximately 74 percent of the image area. There are also 425 contrast AF points that add extra precision and reliability for low light and other situations that are best served by contrast AF. The higher AF sensor density and refined tracking algorithms of the new camera produce a notable improvement in tracking performance, allowing complex subject motion and sudden subject movements to be reliably tracked with greater precision than ever.

¹⁰ CIPA standards. Pitch/yaw shake only. Planar T* FE 50mm F1.4 ZA lens. Long exposure NR off

¹¹ The Imaging Edge (Remote/Viewer/Edit) desktop application Ver. 2.0 or later is required for compositing. Image compositing may not be successful if camera or subject movement causes blur. Some restrictions apply to flash and other device

¹² 'Remote'/'Viewer'/'Edit' version.2.0 will be released in August 2019

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The Alpha 7R IV also supports Real-time Eye AF, which employs artificial intelligence to detect and process eye location data in real-time, locking and maintaining focus on the subject's eye with extreme precision. This is available for both animal and human subjects, with either animal or human Eye AF mode selectable depending on the shooting situation. Real-time Tracking^{vii} is available as well, which utilises a newly developed subject recognition algorithm to ensure the ultimate subject tracking and persistence of the focusing system. There is also an anti-flicker shooting¹³ mode, which automatically detects the presence of fluorescent or artificial lighting in a shooting environment to minimise any impact on the final image.

Enhanced connectivity for professional workflow

Sony's new Alpha 7R IV full-frame camera is equipped with a variety of advanced connectivity features designed to enhance professional workflow. The new model includes wireless LAN functionality to support the conventional 2.4 GHz band, as well as a high-speed 5 GHz¹⁴ band for faster, more stable data transfer. Wireless PC remote connectivity (wireless tethering shooting)^{viii} is also available on the new Alpha 7R IV, a first for Sony cameras. Requested by many working professionals, this allows for much more freedom in studio and location shoots, letting the photographer move around freely and without restriction.

In addition to high-speed Wi-Fi[®] and wireless PC connectivity^{viii}, the new full-frame camera is equipped with a SuperSpeed USB (USB 3.2 Gen 1) USB Type-C™ connector that supports extremely fast wired data transmission, with almost doubled data transfer speed achieved in combination with Sony's Imaging Edge software (compared to the Alpha 7R III). It also supports FTP data transfer with background transfer capability, allowing photographers to send images to a specified FTP remote server while they are still shooting or reviewing images.

To support an efficient, high-speed, connected professional workflow, Sony has announced version 2.0 of its "Imaging Edge" desktop applications ('Remote'/'Viewer'/'Edit')^{xiii}. The 'Remote' application allows users to control cameras and monitor live shooting on their PC screen; the 'Viewer' application is used to quickly preview, rate and select photos from large libraries; and the 'Edit' application can develop RAW data into high-quality photos for delivery.

To maximise convenience in image transfer, when utilizing the latest version of Sony's Imaging Edge Mobile™ application¹⁵, the camera can now transfer images to a connected smartphone even if the camera's power is set to OFF¹⁶.

¹³ Only 100 Hz and 120 Hz flicker is detected. Continuous shooting speed may decrease.

Flicker-free shooting is not available during silent shooting, BULB exposure, or movie recording

¹⁴ Models sold in some countries/regions support IEEE 802.11b/g/n (2.4 GHz) wireless LAN only. 5 GHz communication may be restricted in some countries and regions

¹⁵ Imaging Edge Mobile version 7.2 will be released in July 2019

¹⁶ Imaging Edge Mobile Ver. 7.2 or later is required. "Cnct. during power off" setting in camera must be turned ON and the camera and smartphone must be paired using Bluetooth® technology via the Imaging Edge Mobile application



High-resolution 4K and professional filmmaking features

In addition to its impressive still image capabilities, the new Alpha 7R IV performs exceptionally well as a serious filmmaking tool, offering 4K (3840x2160 pixels) video recording across the full width of the image sensor, and full pixel readout without pixel binning in Super 35mm mode^{ix}. This ensures high-quality 4K footage with exceptional detail and depth. S-Log 2 and S-Log 3 are also available to maximize colour grading flexibility, with S-Log 3 offering a total of 14-stops of dynamic range. Hybrid Log-Gamma (HLG)¹⁷ is also available on the Alpha 7R IV to support an Instant HDR workflow.

For video autofocus, the versatile new full-frame camera utilises a refined Fast Hybrid AF system that achieves faster, smoother, more stable autofocus during video shooting – even if an object temporarily moves in front of the intended subject. The camera also includes Touch Tracking functionality during movie shooting, allowing the user to simply touch the screen on their intended subject for instant acquisition.

The new Alpha 7R IV debuts Real-time Eye AF for movie shooting, a first in any of Sony's cameras. When activated, the eye of a subject is automatically tracked with high precision and reliability, allowing the shooter to focus on the content itself as opposed to what is in focus or not. The aforementioned Touch Tracking functionality will also automatically initiate Eye AF when a human subject is selected.

Another notable video feature is the addition of a digital audio interface to the camera's Multi Interface Shoe™ (MI Shoe), allowing a direct, digital connection from the new ECM-B1M Shotgun Microphone or XLR-K3M XLR Adaptor Kit for clear, low-noise and high-quality audio recording. Interval shooting for creating time-lapse videos is available, as well as full HD recording at up to 120 fps, Slow and Quick Motion¹⁸ functions and much more.

Enhanced build, design and customisability

The new Alpha 7R IV has several upgrades to its design and usability, with many adjustments being implemented directly from the voice of Sony's professional community.

To maximise durability, the new Alpha 7R IV features upgraded dust and moisture resistance¹⁹, with additional sealing provided at all body seams, battery compartment cover and media slots. The camera is built with an extremely lightweight and durable magnesium alloy and also has an upgraded six screw, extra-firm lens mount.

¹⁷ Connect this product to an HDR (HLG) compatible Sony TV via a USB cable when displaying HDR (HLG) movies

¹⁸ Sound not recorded. Class 10 or higher SDHC/SDXC card required

¹⁹ Not guaranteed to be 100% dust and moisture proof

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Additional enhancements to the body design include an improved grip for greater comfort and a more sure hold within the hand; an increase in the diameter and feedback for the 'AF-ON' button; a new multi-selector joystick design for improvised control; an exposure compensation dial lock button; and a redesigned shape and new position for the rear dial. A strong request from many professional users, the new camera also includes two UHS-II compatible media slots, allowing for higher overall capacity and faster read/write speeds.

For added convenience, camera setting registration is expanded. Now, almost all camera settings can be saved to, and read from, an inserted memory card. Up to 10 combinations can be saved to any individual card and loaded into any camera body of the same model.

Despite its increased pixel count compared to the Alpha 7R III, the battery life has been improved with a CIPA measurement of up to 670 still images per charge using LCD monitor, or 530 images with EVF. For even more uninterrupted operating time, the new optional VG-C4EM Vertical Grip holds two NP-FZ100 batteries, and the optional Multi Battery Adaptor (NPA-MQZ1K) can hold up to four Z batteries. The body can also be powered via the USB connector²⁰.

New Accessories

Sony has also released a variety of new accessories to compliment the new Alpha 7R IV camera, including:

- **VG-C4EM Vertical Grip** – Provides same operation, handling and design as the Alpha 7R IV camera, including upgraded dust and moisture resistance^{xx}; doubles battery life and allows USB battery-charging via the camera body
- **ECM-B1M Shotgun Microphone**²¹ – Eight high-performance mic capsules and advanced digital signal processing provide three selectable directivity patterns in one compact microphone of approximately 99.3mm (4 inches) in length with Super-directional pick up; when connected to the Alpha 7R IV via its Multi Interface Shoe with digital audio interface support, audio is directly transferred to the camera in digital form so that the highest possible quality is achieved without noise or degradation
- **XLR-K3M XLR Adaptor Kit**²² – Two XLR/TRS combo connectors and one 3.5mm stereo mini jack for microphone and line input, with extensive control that helps facilitate the post processing workflow; connected to the Alpha 7R IV via its Multi Interface Shoe with digital audio interface support, audio is directly transferred to the camera in digital form so that the highest

²⁰ A battery must be installed in the body when power is being supplied via the USB connector

²¹ Refer to the Sony support page for details and camera compatibility information
<https://www.sony.net/dics/b1m/>

²² Refer to the Sony support page for details and camera compatibility information
<https://www.sony.net/dics/k3m/>

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possible audio quality is achieved without noise or degradation; supplied extension cable for Audio provides extra flexibility for camera attachment with rig, cage or bracket

- **SF-M series TOUGH** – Ultra-Tough UHS-II SD card with ultra-fast speed up to 277MB/s (read) is ideal for shooting under severe circumstances, and streamlines the post-shooting workflow; supplied with file recovery software (supports both mac OS and Windows)
- **MRW-S3** – Fast USB for PC hub with UHS-II SD/microSD reader, supporting USB 3.1 Gen 2 and 100W USB Power Delivery (USB PD), contributes to efficient workflow by ultra-fast, stable backup to PC or SSD

Pricing and Availability

The new Alpha 7R IV full-frame Interchangeable lens camera will be available in Australia at the end of August for SRP\$5,699.

Pricing and availability for the new VG-C4EM Vertical Grip, ECM-B1M Shotgun Microphone and XLR-K3M XLR Adapter Kit is Tbc.

The new content will also be posted directly at the [Sony Photo Gallery](#).

For detailed product information, please visit:

<https://www.sony.com.au/electronics/interchangeable-lens-cameras/ilce-7rm4>

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About Sony mirrorless range: Sony is the leader in mirrorless technology with 8 full-frame bodies; 4 APSC bodies; 34 full-frame lenses; and 18 APSC lenses in market in Australia. The Alpha mirrorless system gives you an unmatched range of creative options.

About Sony: With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

Images: Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.com.au

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