



Sony α 7 III + 28-70mm MIRC 24.2 MP CMOS 6000 x 4000 pixels Black



Model: ILCE7M3KB.CEC

Manufacturer: SONY

EAN: 4548736079748

Product Code: 501398

R35,363

Perfection for all. Everything you need.

Capture the peaks of more decisive moments with the α7 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.

Gain control of expressive freedom

With outstanding imaging capability and high-speed performance contained in a compact body, the α7 III gives you the power, precision, and flexibility to capture once-in-a-lifetime moments just as you like.

Rendering scenes in realistic detail

A newly developed back-illuminated image sensor and evolved image processing system fulfill

The product information provided is for reference purposes only. Technical specifications, photos, descriptions and prices may change without prior notice. The manufacturer and seller are not responsible for possible data discrepancies or typographical errors. We recommend checking the current information before purchasing.

itworkup.co.za | sales@itworkup.co.za | +27 (11)541-9950

various shooting needs with high-quality imaging capabilities that you would expect only of a full-frame camera.

Newly developed sensor, evolved image processor

The latest technology achieves stunning processing speed

A new version of the 24.2-megapixel Exmor R CMOS sensor, now featuring a back-illuminated structure, is combined with the latest BIONZ X image processing engine and front-end LSI, and this combination achieves a data readout speed that is two times faster and data processing capability that is 1.8 times higher.

Reducing noise in high-resolution images

Up to 1.5-stop improvement in image quality

Standard ISO range is extended to ISO 100-51200 (expandable to ISO 50-204800 for stills), while Detail Reproduction and Area-specific Noise Reduction technologies maintain image details and cut noise. With highly effective performance in mid-to-high sensitivity ranges, you can shoot at high ISO with no concerns about noise or image deterioration.

Steadier shots with 5-axis stabilization

The latest high-precision stabilization uses stabilization unit and gyro sensors and algorithms to achieve a 5.0-step shutter speed advantage in a system that compensates five types of camera shake with a wide range of lenses and delivers excellent performance.

14-bit RAW output for rich gradations

For smoother, more natural gradation, the latest BIONZ X image processor and front-end LSI process image signals in 16-bit form. This processor also allows 14-bit RAW data output, even when in silent or continuous shooting mode.

4D FOCUS—AF performance evolves

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

4D FOCUS: Stunning wide coverage

693. Remarkable number of phase-detection AF points

The product information provided is for reference purposes only. Technical specifications, photos, descriptions and prices may change without prior notice. The manufacturer and seller are not responsible for possible data discrepancies or typographical errors. We recommend checking the current information before purchasing.

itworkup.co.za | sales@itworkup.co.za | +27 (11)541-9950

This camera features 693 phase-detection AF points covering approx. 93% of image area, plus 425 densely positioned contrast-detection AF points to improve focus.

Reliable AF down to EV-315 brightness

Advanced AF algorithms contribute to high AF precision down to light levels as low as EV-3, for more reliable autofocus in dark scenes.

Focal-plane phase-detection AF supports A-mount lenses

693-point focal-plane phase-detection AF not only covers a wide area and responds instantly—it offers the benefits of high tracking performance even with an A-mount lens mounted via mount adaptor LA-EA3.

Eye AF revolutionizes portraiture

With the α7 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 α7 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 the focus area is magnified in the viewfinder/monitor, and magnify the 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.

Fast continuous shooting captures the height of a moment

The α7 III can shoot in a continuous burst at up to 10fps with AF/AE tracking and up to 8fps burst shooting when shooting with live-view mode. The camera also supports silent shooting¹⁸ at up to

The product information provided is for reference purposes only. Technical specifications, photos, descriptions and prices may change without prior notice. The manufacturer and seller are not responsible for possible data discrepancies or typographical errors. We recommend checking the current information before purchasing.

itworkup.co.za | sales@itworkup.co.za | +27 (11)541-9950

10fps with AF/AE tracking at maximum resolution.

Confidence-boosting continuous shooting

Capture an instant action with continuous shooting of up to 10fps—or 8fps for live-view shooting—with AF/AE tracking. Up to approximately 177 JPEG (standard) images, 89 compressed RAW images, or 40 uncompressed RAW images can be captured in one continuous burst.

Shoot continuously in absolute silence

This camera allows silent shooting at up to 10fps with AF/AE tracking. Silence is critical for various scenes, when even slight noise can mean missing a chance at an ideal shot.

Anti-flicker shooting

When artificial lighting flicker is detected, the shutter is timed to minimize possible exposure and color inconsistency in images shot at high shutter speeds, as well as between continuous shots.

Better operation during continuous shooting

Groups of shots taken in continuous mode can be reviewed, deleted, or protected quickly. You can access a menu screen and change settings, as well as operate image playback during data writing.

High-resolution 4K HDR

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

Image resolution uncompromised

Full-pixel readout without binning for high-resolution 4K movies

Full-pixel readout without binning in 35-mm full-frame mode makes it possible to condense approx. 2.4 times the data required for 4K movies (QFHD: 3840 x 2160), minimizing moiré and jaggies. Full-frame or Super 35-mm mode can be selected as needed. Furthermore, 4K recording employs XAVC S format at bitrates as high as 100 Mbps.

workflow

A new HLG picture profile supports instantaneous HDR workflow. Movies recorded in HLG picture mode will appear true-to-life with minimized black-crush or blown highlights that can deteriorate

The product information provided is for reference purposes only. Technical specifications, photos, descriptions and prices may change without prior notice. The manufacturer and seller are not responsible for possible data discrepancies or typographical errors. We recommend checking the current information before purchasing.

itworkup.co.za | sales@itworkup.co.za | +27 (11)541-9950

gradation and details, without color grading.⁴

Supports S-Log and Slow and Quick Motion

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

Reliable features and operation in a compact body

The α7 III's operability is enhanced by fast control during shooting, dazzlingly clear views through the Tru-Finder, versatile connectivity, and extended shooting endurance from various power sources, plus high durability and resistance to wet or dusty conditions.

Longer battery life to shoot for more professional lengths

The α7 III can use a NP-FZ100 battery with approx. 2.2 times as much capacity as a NP-FW50 battery, allowing you to shoot up to approximately 710 photos with one full charge. BC-QZ1 optional battery charger allows quicker charging than charging via USB.

Dual media slots, UHS-II support

With two media slots, including one that's UHS-II-compatible for fast data writing, the α7 III can simultaneously or relay record, separate RAW/JPEG data and stills/movies, and copy data between cards.

My Menu: faster to your favorites

Register up to 30 frequently used items on the new My Menu for instant recall. You can create and customize an optimal menu for your own convenience.

Rating function

With rating function, you can rate recorded still images from 1 to 5 stars anywhere right on the spot, using the playback screen to perform the function if it is assigned to a custom button.

High connectivity for smooth workflow

USB 3.1 Gen 1 compatible USB Type-C port makes high-speed PC Remote data transfer smooth and effortless, for handling large image files produced using PC-tethered shooting.

The product information provided is for reference purposes only. Technical specifications, photos, descriptions and prices may change without prior notice. The manufacturer and seller are not responsible for possible data discrepancies or typographical errors. We recommend checking the current information before purchasing.

itworkup.co.za | sales@itworkup.co.za | +27 (11)541-9950