

OFFICIAL NAMES	
Product Name:	Alpha 7S III
Model Name:	ILCE7SM3/B
Short Description:	Sony Alpha 7S III Full-frame Mirrorless Camera
Long Description:	Sony Alpha 7S III Full Frame Mirrorless Interchangeable Lens Camera with 12.1MP ¹ backside illuminated sensor with 2x readout speed* for ultra-clean low-light images up to ISO 409,600 ³ with 15+ stops dynamic range ⁴ -- ILCE7SM3/B Body

SETUP INFORMATION	
UPC	027242920569
Product weight:	1.35 lbs. (614g)
Product Dimension (Φ D*L):	5.075" x 2.745" x 3.8" (128.9 mm x 69.7 mm x 96.9 mm)
Sub-Carton Gross weight:	3.09 lbs. (1.4 kg)
Sub-Carton Dimension (L*W*H):	9.6" x 6.1" x 5.6" (244 mm x 155 mm x 142 mm)
QTY of Sub-carton per Master Carton:	2
Master Carton Gross weight:	6.74 lbs. (3.06 kg)
Master Carton Dimension (L*W*H):	12.6" x 6.0" x 10.7" (320 mm x 152mm x 272 mm)
Country of origin:	Thailand
Price at launch – USA:	\$3,499.99 USD
Price at launch – Canada:	\$4,799.99 CAD

ANNOUNCEMENT/SHIP TIMING	
Product announcement date:	28 July 2020 @ 10:00AM EDT (7:00AM PDT)
Web page, Image & video Embargo date:	28 July 2020 @ 10:00AM EDT (7:00AM PDT)
Pre-sales date:	28 July 2020 @ 10:00AM EDT (7:00AM PDT)
RDD (Requested Delivery Date):	23 Sep 2020
CDD/FCS (First Customer Ship):	24 Sep 2020

INCLUDED IN THE BOX	
Camera body	ILCE7SM3/B
Rechargeable Battery	NP-FZ100
Battery Charger	BC-QZ1
Power cord	
Cable Protector	
Shoulder strap	
Body cap	
Accessory shoe cap	
Eyepiece cup	
USB-A to USB-C cable (USB 3.2)	

RECOMMENDED ACCESSORIES	
CFexpress media card 160GB	CEAG160T
CFexpress media card 80GB	CEAG80T
CFexpress/SD media card reader	MRWG2
Shotgun Microphone	ECM-B1M
XLR Adaptor Kit	XLR-K3M
Vertical Grip	VG-C4EM
Flash	HVL-F60RM
Multi Battery Adaptor Kit	MPA-MQZ1K
Z Battery	NP-FZ100
Z Battery Charger	BC-QZ1

<u>(DO NOT USE THIS COPY IN MARKETING – THIS IS FOR REFERENCE ONLY)</u>	
Target Audience	<ul style="list-style-type: none"> Primarily designed for professional video creators, but with strong still features that will appeal to professional still photographers as well. Professional still and video creators: Wedding, commercial, advertising, promotional, documentary, movie, journalists. B-cam/ supplementary camera for professional movie/documentary/TV. B-cam to Venice and FX-9 users.
Major Competitors	<ul style="list-style-type: none"> Canon EOS R5, 1DX III Panasonic S1H
Competitive Features	<ul style="list-style-type: none"> Class leading low-light performance up to ISO 409,600 with low noise Up to 120p 4K 10-bit 4:2:2 Full pixel readout in all rec. modes 16-bit 60p RAW output via HDMI 15+ stops dynamic range Effective heat management with long recording times for 1-hour 4K 60p No 29min. 59sec. rec. limit Reduced rolling shutter from low 12.1MP and fast sensor readout Dual card slots, both compatible with CFexpress Type A and SD 9.44 million dot EVF Flip out vari-angle touch panel LCD 5-axis IBIS with Active mode Long battery life extendable via USB Type C with Power Delivery Picture Profiles including 10-bit 4:2:2 HLG and S-Log 2 & 3 10 customizable creative looks MI shoe with digital audio interface Full size HDMI Type-A connector USB-C to Ethernet wired LAN (via optional adaptor) Small size and light weight
Line-up Positioning	<ul style="list-style-type: none"> Step up from Alpha 7S II. Flagship technology as of July 2020.

ADVERTISING & MESSAGING		
	Copy	Words
Main Headline	Sensitivity, speed and image supremacy	
10-word	The Alpha 7S III – a new milestone in sensitivity, speed and image supremacy	13
25-word	Introducing the Alpha 7S III – a new milestone in sensitivity, speed and image supremacy, featuring an all-new 12.1MP ¹ backside illuminated full-frame sensor and 8x faster ² BIONZ XR processing engine.	29
50-word	Introducing the Alpha 7S III – a new milestone in sensitivity, speed and image supremacy. Featuring an all-new 12.1MP ¹ backside illuminated full-frame sensor with twice the readout speed* for ultra-clean low-light images up to ISO 409,600 ³ with 15+ stops dynamic range ⁴ and 3x reduction in rolling shutter, plus Sony’s acclaimed fast hybrid autofocus with 759 phase detection AF points. A new BIONZ XR processing engine deliver 8x more processing power ² for up to 120p ⁵ 4K 10-bit 4:2:2 and full pixel readout in all recording modes.	84

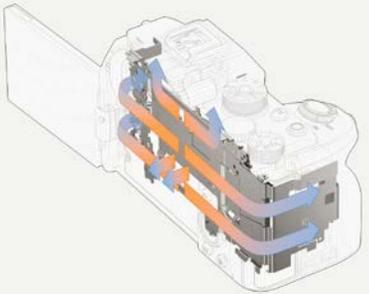
SEO – Search Engine Optimization

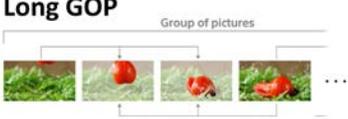
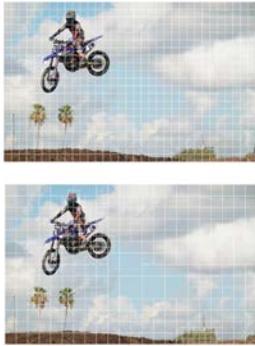
Alpha, 7S, 7SM2, 7S II, 7SII, 7Sm3, 7S III, 7SIII, a7S, a7SM2, a7S II, a7SII, a7Sm3, a7S III, a7SIII, ILCE7SM3, ILCE-7SM3, Canon R5, Panasonic S1H, Sony, camera, full-frame, new, mirrorless, video, professional, ILC, low-light, ISO, cinema

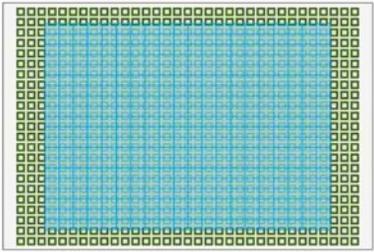
VIDEO**SHORT BULLETS**

Rank	Feature	Char.
1	12.1MP ¹ Exmor R sensor, optimized for 4K, sensitivity and speed	62
2	New BIONZ XR processing engine delivers 8x more processing power ²	64
3	Low noise images w/ ISO up to 409,600 ³ and 15+stop dynamic range ⁴	64
4	Up to 4K 120p ⁵ 10-bit 4:2:2 and full pixel readout in all rec. modes	67
5	Up to 4K 120p ⁵ in XAVC S (AVC), XAVC HS (HEVC) and XAVC S-I (All-I)	67
6	16-bit RAW movie output up to 4K 60p via HDMI Type-A connector ⁶	62
7	Effective internal heat dissipation enables 1-hour 4K 60p recording ⁷	67
8	Fast readout for high frame rates, faster AF, minimal rolling shutter	69
9	No 29m 50s continuous recording limit for movie shooting	56
10	3" flip-out, vari-angle LCD monitor w/ touch menu and controls	62
11	Dual card slots, both compatible with CFexpress Type A and SDXC/SDHC	68
12	World's first 9.44M ⁸ dot 0.64" QXGA OLED eye-level viewfinder	60
13	Incredible autofocus w/ 759 phase detection AF points, 92% coverage	68
14	30% improved ⁹ Real-time Eye-AF ¹⁰ and Real-time AF tracking down to EV-6 ¹¹	68
15	5-axis in-body image stabilization with selectable Active mode ²⁴	62
16	New menu layout w/ intuitive 3 level structure and touch navigation	67
17	Robust magnesium alloy body w/ dust and moisture resistant sealing ¹²	66
18	MI shoe with digital audio interface up to 4ch. 24bit capability ¹³	64
19	SuperSpeed USB-C with power delivery and Ethernet wired LAN ¹⁴	59
20	Long Z-battery life extendable via USB Type C with Power Delivery	65
21	Picture Profiles including 10-bit 4:2:2 HLG ²² and S-Log 2 & 3	59
22	10 in-camera customizable Creative Looks for stills and movies	62
23	7x adjustable AF Transition Speeds, 5x AF Subject Shift Sensitivity	67
24	Up to 1000 RAW+JPEG at 10fps ¹⁵ w/ continuous autofocus and exposure	65
25	10-bit HEIF HLG still capture with selectable 4:2:0 or 4:2:2 sampling	69
26	Class leading compact size and weight	37
27	Visible Light and IR Sensor improves WB accuracy in artificial light	68
28	High-speed 2.4 and 5GHz Wi-Fi ¹⁵ / FTP transfer and wireless PC remote ¹⁶	69

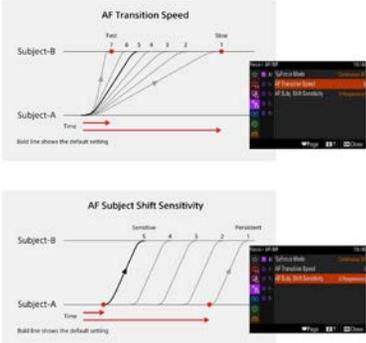
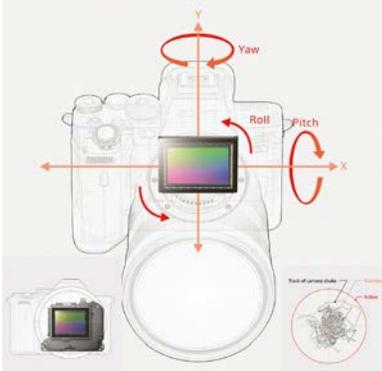
FEATURE BULLETS			
Rank	Feature	Description	Rich Asset
1	Sensitivity, speed and supreme imagery	The Alpha 7S III features a newly developed 12.1-megapixel ¹ Full-frame Backside-illuminated (BSI) Exmor R CMOS sensor that delivers sensitivity, speed and superior images and movie. It takes full advantage of the large pixels and BSI copper wiring structure to more than double the sensitivity and readout speed ² . The results are astounding, with phenomenal low-light capability, up to 15+ stops of dynamic range ⁴ and drastically reduced noise for ultra-sharp and clean images and 3x reduced rolling shutter ² . In addition, this new Exmor R sensor features Sony's acclaimed fast hybrid autofocus with 759 phase detection AF points and 92% coverage. The high sensitivity also allows it to autofocus in light as low as EV-6 ¹¹ .	 <p>Exmor R CMOS Sensor</p>
2	8x more processing power ²	A new BIONZ XR processing engine delivers 8x more processing power than previous models. It not only supports the high sensitivity and wide dynamic range that has become hallmarks of the "S" series, but also high-speed features such as real-time AF tracking and up to 10fps continuous shooting of more than 1000 RAW still images. ¹⁵ This new BIONZ XR engine can process large volumes of data in real time, making full-frame readout without pixel binning possible in all recording modes, including 4K 120p ⁵ All-I 10-bit 4:2:2. Whether shooting stills or movies, the Alpha 7S III offers overwhelming image quality with stress-free operation.	
3	Legendary low-light and 15+ stops dynamic range ⁴	The Alpha 7S III builds on the legendary low-light performance synonymous with Sony's 'S' series. The 12.1MP ¹ sensor is optimized for 4K with full-pixel readout and to make use of much larger individual pixels for maximum light gathering capabilities and low signal-to-noise ratio. Fewer pixels mean each individual pixel is larger than on other higher pixel-count full-frame sensors. The Alpha 7S III also employs Sony's industry-leading Exmor R backside-illuminated CMOS image sensor technology for additional low light performance and to double the readout speed. Base ISO is lower than previous 'S' models, with a still and movie range from 80 to 102,400, expandable to 40 to 409,600 for stills and 80 to 409,600 for movies. Thanks to the high-sensitivity, Exxmor R sensor and fast processing, the dynamic range for movies is an impressively wide 15+ stops ⁴ .	 <p>FE 85mm F1.4 GM (SEL85F14GM), 1/125 sec., F9, ISO 12800</p>

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4	High speed for slow motion	The Alpha 7S III offers several in-camera 4K recording modes to match your creative need and desired format. 4K resolution at up to 120 frames per second ⁵ delivers extraordinarily smooth 5x (max.) slow-motion imagery ¹⁷ . In addition to supporting 10-bit 4:2:2 recording, this feature can be used with efficient inter-frame (Long GOP) compression or high-quality intra-frame (All-I) compression. A maximum bit rate of 1200 Mbps (4:2:2 10-bit, H.264, All-I) ⁵ delivers supreme image quality when directly replaying movies in slow or quick motion in the S&Q mode ¹⁸ . Up to 10x slow motion with Full HD resolution is possible at 240 fps ¹⁹ (24p recording), providing fresh perspectives on dynamic sports and other types of action.	
5	Effective heat dissipation for extended recording times	Heat buildup from processing large volumes of data when recording high-bitrate, high-resolution 4K 60p and 120p ⁵ movie can plague other systems, but not the Alpha 7S III. Camera-wide passive heat dissipation is optimized using Sony's unique Σ (sigma) graphite heatsink to keep the image sensor and image processing engine temperatures within their normal operating range, preventing overheating. This makes it possible to record 4K 60p video continuously for up to an hour ⁷ . Even XAVC S-I 4K 60p 10bit 4:2:2 All-I can be recorded for over an hour until battery ends ²⁰ and XAVC S-I 4K 120p 10bit 4:2:2 All-I can record over 30 minutes until 2nd media gets full ²⁰ . Impressive heat management is achieved without sacrificing weather sealing and class leading small size and weight, which has become a hallmark of Sony's α series E-mount cameras.	 Σ (sigma) graphite heatsink
6	10-bit 4:2:2 video reaches new levels of realism	The α 7S III can record 10-bit 4:2:2 video internally when using Long GOP or All Intra compression, making it possible to grade for fuller, more natural gradations while generally providing greater editing freedom. Maximum frame rate when recording full-frame 4K is 120p ⁵ .	

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7	All Intra (for XAVC S-I™ recording)	In addition to the Long GOP inter-frame compression used in previous models, the α7S III supports intra-frame (All-I) recording for the first time in an α body, allowing internal 4K recording at bitrates up to 1200 Mbps ⁵ . Intra-frame recording provides extra margin for post production and still image extraction when needed.	<p>All-Intra (All-I)</p>  <p>Long GOP</p> 
8	Efficient MPEG-H HEVC/H.265 (XAVC HS™) coding	In addition to Sony’s common XAVC S™ (MPEG-4 AVC/H.264) codec found on current models, the α7S III adds XAVC HS format recording ²¹ using the MPEG-H HEVC/H.265 codec for approximately twice the efficiency of XAVC S. You can record more detailed 10-bit 4K video at higher bit rates while keeping data volume within a manageable range. Image quality is better than XAVC S at a comparable bit rate, and equal to XAVC S at lower bit rates. H.265 video can be recorded internally to SDXC or CFexpress Type A memory cards ⁵ .	 <p>AVC H.264</p> <p>HEVC H.265</p>
9	16-bit RAW output for movie	The α7S III is capable of 16-bit RAW output up to 4K 60p to an external device ⁶ via HDMI, to answer the increasing demand for RAW recording for applications that demand the highest quality and post-production flexibility provided by RAW output. Full-frame 4264 x 2408 (16:9 aspect ratio) 16-bit image output is possible, with a choice of frame rates (60p/50p/30p/25p/24p). You can also output RAW video via HDMI while recording XAVC HS 4K, XAVC S 4K, or XAVC S-I 4K to internal card media. Proxy recording is available during RAW output.	<p>16-bit RAW output</p> 
10	Easy S-Log matching with professional camcorders	In many moviemaking workflows the ability to match the color of footage from multiple cameras is essential. The α7S III includes S-Log2 and S-Log3 gamma curves, the latter emphasizing shadow to mid-tone gradations and making it possible to achieve a dynamic range of 15+ stops ⁴ . Three color gamut settings are provided: S-Gamut, S-Gamut3, and S-Gamut3. Cine. The S-Gamut3 and S-Gamut3.Cine color gamut settings make it easy to match α7S III footage with that shot on professional camcorders equipped with S-Log3 gamma curve settings. Minimum ISO when shooting S-Log has been reduced to 640, and the 160 to 500 range of expanded ISO can be used as well. Sensitivity can be lowered by as much as 2 stops below the normal ISO range for extra-low-noise recording.	 <p>S-Log (Pre-graded) S-Log (Post-graded)</p>

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11	10-bit 4:2:2 HLG (Hybrid Log-Gamma) ²²	The α7S III provides HLG ²² (Hybrid Log-Gamma) high-dynamic-range picture profile that supports the wide-gamut BT.2020 color space for true-to-life imagery with detailed shadows and highlights, with no need for color grading. Video recorded with this picture profile can be directly played back on an HDR (HLG) compatible Sony TV. 10-bit recordings reproduce finer gradation and detail for extraordinary realism. Gamma can be selected from four presets: HLG (corresponding to IYU-R BT.2100), HLG1, HLG2, and HLG3. These gamma settings provide varying blends of dynamic range and noise performance, generally achieving wider dynamic range that still blends well with images from previous cameras.	
12	Fast Hybrid AF in all modes	The α7S III incorporates Sony’s highly acclaimed Fast Hybrid AF in all modes for both still and movie shooting. The Exmor R sensor and powerful BIONZ XR processing engine make it possible to provide a high-density array of 759 selectable phase-detection AF points ²³ for high-speed autofocus tracking capability with the precision of 425-point contrast-detection AF to quickly lock onto subjects that move erratically or change speed suddenly and track them with tenacious reliability across 92% (approx.) of the imaging area.	 <p> ■ Phase-detection AF coverage (759 points) ■ Contrast-detection AF coverage (425 points) </p>
13	Tenacious Real-time Tracking	AI-based Real-time Tracking with a 30% improvement in subject detection performance thanks to the new BIONZ XR processing engine and a new subject recognition algorithm uses color, pattern (brightness), distance (depth), face and eye information to process spatial information in real time at high speed. The focus area will seamlessly change between face and eye to object tracking according to the condition of the subject.	

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14	Real-time Eye AF	Real-time Eye AF employs artificial intelligence to detect and process eye data and track the subject's eye with unprecedented precision. The superior real-time data processing capability of the new BIONZ XR image processing engine provides a 30% improvement in subject detection performance over previous BIONZ X systems, ensuring accurate, reliable detection even when faces are looking away at extreme angles. Real-time Eye AF is simultaneously initiated when the Touch Tracking feature is used. Sony's Eye AF easily tracks a subject's eye in all movie and still shooting modes with human Eye AF available in both modes while animal Eye AF is selectable for stills. In addition to automatic eye selection, it's possible to manually preselect the subject's right or left eye.	
15	Intuitive touch AF control	Simply touch the desired subject on the monitor screen to initiate autofocus and tracking on that subject. The powerful real-time processing capabilities of the new BIONZ XR image processing engine, use Real-time AF tracking with advanced AI (artificial intelligence) algorithms to reliably track the selected subject while you concentrate on composition and shooting. This can be huge advantage when using a gimbal or shooting solo. Touch Focus can be used to temporarily engage AF when focusing manually. It is also possible to remotely control Touch Tracking during AF or Touch Focus during manual focus from the Imaging Edge Mobile application (Ver. 7.4 or later) running on a mobile device.	
16	Advanced features augment manual focus	Autofocus support can be useful even when primarily using manual focus, it is sometimes advantageous to temporarily activate autofocus quickly to acquire focus on a subject before reverting to MF. Focus can automatically be acquired at full AF speed in the same way as when shooting stills when half depressing the shutter button or pressing the AF-ON button. AF can also temporarily be activated via the Touch Focus feature, and Real-time Eye AF can be initiated via a custom button assignment, with AF smoothly locking on at the preset AF Transition Speed.	

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17	Advanced AF transition and sensitivity settings	Inherited from Sony’s professional large-format FX9 camcorder, [AF Transition Speed] and [AF Subject Shift Sensitivity] parameters allow more detailed AF control. [AF Transition Speed] provides 7 speed settings, and is ideal for creating rack focus effects to effectively guide the viewers’ eye. [AF Subject Shift Sensitivity] provides 5 sensitivity settings that determine how “sticky” AF will be (how easily AF will switch to another subject or how tenaciously it will stay with the locked-on subject). Both these parameters can be assigned to custom keys for fast access while shooting.	 <p>The diagram illustrates two AF settings. The top part, 'AF Transition Speed', shows a graph where Subject-B is in focus and Subject-A is out of focus. A red arrow indicates the transition speed from Subject-B to Subject-A, with a scale from 1 to 7. A bold line indicates the default setting. The bottom part, 'AF Subject Shift Sensitivity', shows a graph where Subject-B is in focus and Subject-A is out of focus. A red arrow indicates the sensitivity of the AF system to switch from Subject-B to Subject-A, with a scale from 1 to 5. A bold line indicates the default setting. Both diagrams include a small inset image of the camera's menu system.</p>
18	Accurate AF in low light	Updated AF algorithms achieve high AF precision down to light levels as low as EV-6 (ISO 100 equivalent, F2.0 lens, AF-S mode). Focus can be accurately and reliably acquired in light so low that the subject would be difficult to see clearly with the naked eye.	 <p>A photograph showing a person from behind, holding a camera up to their eye, capturing a scene in low light. The background is dark with some blurred lights, suggesting an indoor or night-time setting.</p>
19	Active Mode ²⁴ stabilization for handheld movie shooting	The α7S III features highly effective 5-axis in-body image stabilization with any lens attached. The powerful BIONZ XR image processing engine with advanced real-time processing, utilizes gyro sensors, plus optimized image stabilization algorithms to combine the new high-precision 5-axis stabilization unit with electronic Active Mode ²⁴ stabilization for movie shooting in 4K and other formats. This makes handheld shooting as stable as you can get without having to use a gimbal. Using optically stabilized lenses further enhance stability as the camera uses both in-body and optical lens stabilization together as well.	 <p>A diagram showing a camera with a 5-axis in-body image stabilization system. The axes are labeled: Yaw (rotation around the vertical axis), Roll (rotation around the horizontal axis), Pitch (rotation around the horizontal axis), and X and Z (other axes). A small inset image shows the camera's sensor and lens assembly.</p>
20	Digital Audio Interface for superior sound	The camera’s Multi Interface Shoe allows for MI shoe microphones and accessories to be attached and features a built-in Digital Audio Interface for superb audio quality. Sony’s optional ECM-B1M Shotgun Microphone and XLR-K3M XLR Adaptor Kit transfers digital audio directly to the MI shoe for exceptionally high sound recording quality. The XLR-K3M XLR Adaptor Kit provides a choice of three recording formats: 48 kHz/16 bit 2 channel, 48 kHz/24 bit 2 channel, and 48 kHz/24 bit 4 channel. Like other MI shoe accessories, no cables or batteries are required, providing unrestrained freedom for α system moviemaking.	 <p>A photograph showing the XLR-K3M XLR Adaptor Kit attached to the Multi Interface Shoe of a Sony camera. The kit includes a microphone and a cable. The text 'XLR-K3M (optional accy)' is visible in the top right corner of the image.</p>

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21	New menu with touch functionality	The α7S III has a completely redesigned menu structure making navigation quick and intuitive. Menu tabs are now situated on the left with parameter groups in the middle and individual parameters on the right, making functions easier and quicker to find. The new menu stature is also completely touch-responsive and parameters can be instantly selected by directly touching them on the display panel while lists can be scrolled by touch for unprecedented navigation and operation efficiency. Images to be reviewed can be selected by touch, and pinch-out/pinch-in gestures can be used to enlarge or reduce the selected image. Touch operation while shooting is also available for Touch Focus and Touch Tracking modes in addition to operating settings in the Fn menu. Touch sensitivity can be set to “Standard” or “Sensitive” for maximum control response and reliability.	
22	Customizable features	The highly customizable α7S III is designed for content creator with different needs and styles of shooting. Quickly and easily setup the camera to match your specific needs with 137 Functions assignable to 15 custom keys. Independent function sets can be assigned for stills, movies, and playback. Separate functions can be assigned to the Fn button for the still and movie modes. Tailored to your shooting needs, 42-item can be assigned and arranged in any convenient order to the custom My Menu tab. Custom function assignments can also be made to the front/ rear dials and control wheel, so that frequently used functions are instantly available when needed. Up to 3 sets of frequently used camera modes and settings can be registered for fast, easy recall via the 1, 2, and 3 settings on the mode dial. Up to 10 camera setups can be saved to a memory card, and up to 20 setups can be saved to the Imaging Edge Mobile application (Ver. 7.4 or higher). Saved setups can be transferred to a separate body of the same model number.	
23	Simultaneous display on external HDMI device	The α7S III allows 4K video display on three devices simultaneously for maximum monitoring versatility: the camera monitor, an external HDMI recorder/monitor, and the Imaging Edge Mobile app connected via Wi-Fi. Output to an external monitor is also possible during proxy recording, and with appropriate settings the Real-time Eye AF frame can be displayed on the external device as well. Although active in some configurations, touch functions may be limited or unavailable when using external recorders and monitors.	

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24	Independent still and movie settings	Additional enhancements to the new menu structure allow for a subset of the camera’s shooting settings to be linked to the still and movie modes so that appropriate aperture, ISO, and other settings are automatically and instantly recalled when you shoot stills or movies. Multiple settings that will be stored independently for the still and movie modes can be selected via the [Different Set for Still/ Mv] page. The available settings are: Focus Mode, Aperture, Shutter Speed, Exposure Compensation, ISO Sensitivity, Metering Mode, White Balance, and Picture Profile.	
25	Flexible Exposure Mode for movies	Aperture and shutter speed adjustments are frequently required during the moviemaking process, so the α7S III provides a Flexible Exposure Mode that allows quick switching between auto and manual aperture and shutter speed control. This function can be assigned to a custom button for fast on-the-fly auto/manual mode switching.	
26	Custom zoom settings	When using a compatible powered zoom lens, you can select the zoom ring direction to suit your personal preferences and shooting style. It is also possible to assign custom buttons for W (wide: zoom out) and T (tele: zoom in) operation, making it easier to zoom while watching the monitor during movie recording. Eight selectable zoom speeds are provided, and the zoom speeds can be set independently for the camera’s record and standby modes so that a slow zoom speed can be set for recording, while a fast zoom is used when the camera is not recording.	
27	White balance adjustment while recording movies	The ability to change white balance while recording video can be a huge advantage when working with mixed lighting. White balance can be adjusted to match changes in the scene while recording movies, and the adjustments can be made to occur slowly and smoothly without abrupt “jumps” (shockless WB). You can maintain natural-looking white balance when moving from indoor to outdoor situations while shooting a wedding, for example.	
28	Top panel MOVIE button	The MOVIE record button has been moved to the top panel to improve control when shooting from the widest possible range of angles, including the waist-level position often used by moviemakers. The button’s shape, diameter, and height have also been changed to make it more easily recognizable by touch. The REC function can also be assigned to a custom button if required.	

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29	More moviemaking aids	Like most other Sony cameras, the α7S III includes features to make moviemaking and even still image capture easier. Zebra function can be activated to assist setting exposure while peaking can be used for accurate manual focus control. Gamma display assist is useful when shooting in any of a number of picture profiles and can be set to OFF, Auto, S-Log2, S-Log3, HLG (BT.2020) and HLG (709). TC/UB (time code and user bit) are also useful when shooting with multiple cameras that have to be sync'd for easier post production workflow.	
30	Consistently accurate color reproduction	The high speed and capacity of the new BIONX XR processing engine in the α7S III make it possible to apply more detailed, optimized processing to individual image elements, achieving outstanding color reproduction accuracy. Deep reds and fresh greens are reproduced in all their natural beauty, while skin textures and tones are smooth, realistic, and healthy looking. Consistently accurate colors are easily achieved even under different types of lighting. Another refinement that contributes to improved AWB performance is a new “Visible Light and IR Sensor” on the front of the body. This advanced sensor helps to achieve more precise white balance under artificial lighting, including fluorescent and LED lights that sometimes confuse conventional AWB systems	
31	10-bit HEIF* for smoother gradations in stills	In addition to the existing 14-bit RAW and 8-bit JPEG formats, the α7S III includes the next-generation 10-bit HEIF (High Efficiency Image File) format. Smooth 10-bit gradations provide more realistic reproduction of skies and portrait subjects where subtle, natural gradation is essential. 4:2:2 or 4:2:0 color sampling can be selected from the image quality menu. 4:2:0 is recommended for optimum reproduction in the widest range of display environments, while 4:2:2 offers the highest possible image quality.	
32	HEIF for HDR still images	An HLG (Hybrid Log-Gamma) mode for still images is also provided, supporting the internationally recommended ITU-R BT.2020 color space. HEIF stills shot in this mode can be played back on a compatible Sony HDR (HLG) TV via a direct HDMI connection from the α7S III, delivering true-to-life dynamic range that is difficult to achieve with photographic prints. When viewing HLG images via the camera monitor, the Gamma Display Assist function can be used to display approximately normal gamma and contrast via the monitor and viewfinder.	

FEATURE BULLETS			
Rank	Feature	Description	Rich Asset
33	Use Creative Look to create moods in camera	A selection of 10 new Creative Looks makes it easy to create interesting moods for stills and movies right in the camera. These presets range from Standard, Neutral, Vivid, Black and white to name a few, providing a wide range of variations with different combinations of color, color depth, brightness, contrast, sharpness, and more. Eight customizable parameters including contrast, saturation, shadow and others can be adjusted while viewing the resulting image via the monitor or viewfinder. Customized Creative Looks can be stored as Custom Looks for later recall and use.	
34	Up to 1000 RAW+JPEG at 10fps ¹⁵ w/ continuous AF/AE	Both the mechanical and electronic shutters allow continuous shooting up to 10fps ¹⁵ or up to 8fps ¹⁵ (in live view mode) with continuous AF/AE (autofocus and auto exposure), making it easier to capture the most photogenic moments and expressions of moving subjects. Furthermore, up to 1000 RAW+JPEG can be captured at 10fps ¹⁵ in a continuous burst thanks to powerful new BIONZ XR processing engine. Response is excellent, with minimal viewfinder/monitor display lag for easy framing, even with intense subject motion. The smallest aperture that can be used with focal plane phase-detection AF when shooting continuously in AF-C mode is F11, and all E-mount lenses that are compatible with focal plane phase-detection AF are supported.	
35	Anti-flicker shooting ²⁵	Flicker from fluorescent lights and other artificial lighting can ruin still images if it and the shutter timing are out of sync. The α 7S III automatically detects flicker and adjusts shutter timing to eliminate exposure and color variations, even when shooting continuously at up to 10 fps with AF and AE tracking.	
36	Side-opening vari-angle monitor	A new high-definition 3" (3.0 type) 1.44 million-dot (approx.) touch-sensitive LCD panel with side-opening vari-angle mechanism affords plenty of monitor positioning freedom for high and low viewpoints as well as waist-level, vertical, and selfie positions. Rotating sideways by as much as 176°, up by as much as 180°, and down by as much as 90°, and with ample brightness that provide optimum visibility even in bright outdoor conditions. In addition to supporting the Touch Tracking and Touch Focus functions, the new monitor also provides touch operation for the main and function menus.	

FEATURE BULLETS			
Rank	Feature	Description	Rich Asset
37	World’s first 9.44M ⁸ dot QXGA OLED eye-level viewfinder	A new high-performance 9.44 million-dot (approx.) QXGA viewfinder with high-definition OLED display and refined optics delivers the highest resolution in its class ⁸ with unmatched 0.90x viewfinder magnification, a 41° diagonal field of view (approx. 43° for the entire display area), and a 25mm high eyepoint for clear, low-distortion corner-to-corner viewing. A selectable “Zoom Out” (APS-C equiv.) mode with a 33° FOV and 33mm eyepoint provides a comfortable view for eyeglass wearers. Viewfinder magnification mode can be switched from the “Finder/Monitor” menu, or by using an appropriately assigned custom button. The finder frame rate can be set to 60 or 120 fps for minimum lag and motion blur when shooting moving subjects. It is also resistant to fogging, responsive.	
38	Dual card slots, both compatible with SD and CFexpress Type A	Professional workflows demand two identical card slots for peace-of-mind redundant recording or extended record times with additional media options. Both upper (Slot 1) and lower (Slot 2) media slots support UHS-I and UHS-II SDXC/SDHC cards as well as new high-speed CFexpress Type A cards for higher overall capacity and faster read/write speeds. CFexpress Type A cards are ideally suited to high-speed continuous still shooting as well as 4K movie recording at high bit rates, providing next-generation write speeds that can quickly clear the buffers of cameras that generate high volumes of still image and movie data. The same data can be simultaneously recorded to both cards for backup, or you can choose to separate stills/movies and (JPEG/HEIF)/RAW formats as necessary. There is also a “relay” mode in which still image or movie recording will automatically switch to the second media card when the first media card becomes full.	
39	Full size HDMI Type-A terminal	More secure than micro and mini HDMI cables, the reliable full size HDMI Type-A connector provides the type of connectivity and durability found in professional video equipment and demanded by professionals.	

FEATURE BULLETS			
Rank	Feature	Description	Rich Asset
40	Refined tactile controls	Every element of the α7S III been refined for more comfortable control and easy operation. The shape and position of the rear dial has been revised for easier access and operation, while the exposure compensation dial features a lock button that alternately locks and unlocks to prevent accidental, unwanted changes while shooting. An AF-ON button features optimized tactile feedback and is positioned for easy access and operation. Smooth, intuitive control allows you to concentrate on photography, not the camera. The carefully designed Multi-selector shape and textured surface provide a solid grip and control feel. Response in all eight directions is excellent, for confident control without having to look at the selector.	
41	Long Z-battery life extendable via USB Type C with Power Delivery	The α7S III features an image processing engine, image sensor, and related circuitry that have been refined to optimize power economy in all shooting conditions, further extending the longevity of the high-capacity Z battery. Shooting and recording capacity can be further increased by using the optional VG-C4EM vertical grip with two NP-FZ100 batteries. In addition, the α7S III supports USB PD (Power Delivery) via the Type C® connector, allowing higher power to be supplied from a compatible external source so that recording can be continued for extended periods without draining the internal battery. A battery must be installed in the camera when supplying USB power and may still drain even if USB power is supplied, depending on the adapter used and camera operating conditions.	
42	Keeping it clean	A new anti-dust system increases dust-removal efficiency. The filter in front of the image sensor oscillates at an ultrasonic frequency of 70,000 cycles per second, powered by a revised drive system that effectively removes dust and particles from the filter surface. The anti-dust system is automatically activated at appropriate intervals when the camera is turned off, and can be activated manually via a menu whenever required. Effective cleaning means that lenses can be changed when shooting stills or movies without having to worry about dust that can require tedious retouching during post production.	

FEATURE BULLETS			
Rank	Feature	Description	Rich Asset
43	Improved dust and moisture resistant design ¹²	In response to feedback from working photographers and videographers, the dust and moisture resistance ¹² of the α7S III is a step above the α7S II thanks to refinements throughout the body. Additional sealing is provided at all body seams as well as the battery compartment cover, and the media slot now has a double sliding cover and lock lever rather than the previous hinged cover to keep water out. A redesigned lens lock button and additional cushioning around the mount are other refinements that contribute to outstanding reliability even in challenging outdoor conditions. Although the dust and moisture resistance and therefore reliability have been significantly improved, the body dimensions remain compact.	
44	Durable magnesium alloy chassis	High body durability has been achieved through the use of a lightweight, high-rigidity magnesium alloy for the top cover, front cover, internal frame, and rear cover. Additionally, the mount is attached by six screws for extra strength and rigidity that can handle heavy super-telephoto lenses.	
45	High-reliability mechanical shutter	A shutter unit with a fast-response coreless motor reduces shutter vibration that can cause blur to a minimum while allowing high-speed continuous shooting at up to 10 frames per second. The shutter mechanism also includes a brake that subdues mechanical front and rear curtain shutter vibration. The shutter is quiet, and has been tested for durability in excess of 500,000 shutter cycles ²⁶ . Additional vibration reduction is provided by dampers between the shutter unit and chassis, and refined image stabilization algorithms minimize blur when shooting stills.	
46	High transfer speed USB Type-C® (USB 3.2) connector	A USB Type-C® connector that supports fast USB Type C® (SuperSpeed USB 5Gbps (USB 3.2)) data transfer is provided. This makes high-speed PC Remote (tethered) data transfer available for smooth handling of large image files. It also provides USB to high-speed wired LAN connectivity via an optional USB-Ether wired LAN adapter cable that provides direct connectivity to 1000BASE-T Ethernet networks for fast wired FTP data transfers. This provides high-speed data transfer capability in environments where wireless LAN is not available. Movie file transfer is supported.	

FEATURE BULLETS			
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47	High-speed wireless LAN standards	Photojournalists and sports shooters need to be able to deliver stills or movies as quickly as possible. The α7S III has been designed and configured to support that need with 5GHz/2.4GHz wireless LAN ²⁷ plus new USB to high-speed wired LAN connectivity. Remote shooting and FTP data transfer are also implemented. The benefits of 5 GHz communication include less interference as well as faster, more stable data transfer. The α7S III features revised hardware that takes speed and stability to the next level, and FTP transfer of movie files is supported.	
48	FTP file transfer for stills and movies with 'save and load'	The α7S III can transfer still image and movie files to a specified remote FTP server via wireless LAN, high-speed wired LAN via an optional USB to Ethernet adapter, or a USB-tethered smartphone connection to a cellular network. Both movie files and still images can be transferred. It is also possible to specify protected files for transfer, single-file transfer via custom key assignment, a file format (JPEG or HEIF/RAW), and more. Up to nine FTP servers can be pre-registered. FTP transfer settings can be saved to and loaded from a memory card separately from the camera settings. This can be useful when connecting multiple cameras of the same model number to an FTP server. All FTP transfer settings are applicable. Up to 10 sets of settings can be saved to one memory card.	
49	Smartphone integration	The Imaging Edge Mobile application (Ver. 7.4 or later) allows a compatible mobile device to be used as a remote-control terminal and data transfer hub. This app also supports Touch Focus and Touch Tracking during movie recording. Transfer & Tagging add-on app is supported to transfer full-size still image files via Wi-Fi. New high-speed, stable USB tethering capability allows FTP data transfers to be carried out via some smartphones. GPS Location Information Link via Bluetooth allows the connected mobile device to record that data with still images or movies (refer to manual for more details). It is also possible to transfer files from a memory card in the camera via Wi-Fi even if the camera power is OFF.	
50	Proxy Recording ²⁸	Low-bit-rate HD proxy files can be recorded ²⁸ simultaneously with all recording formats, including XAVC S-I 4K. The smaller proxy video files can be used for offline editing previews prior to final 4K editing, reducing computer load and enabling a faster workflow. 10-bit XAVC HS (1920 x 1080) or 8-bit XAVC S (1280 x 720) proxy file recording can be selected as required.	

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FOOTNOTES

1	Approximate. Effective megapixels.
2	Compared to previous version/model.
3	ISO range: [Stills] 80-102,400 (Standard), 40-409,600 (Expanded), [Movies] 80-102,400 (Standard), 80-409,600 (Expanded)
4	Movie shooting with S-Log 3. Sony test conditions. May require color grading.
5	12p has a 1.1x crop. XAVC S-I (S&Q) 4K 120p 10-bit 4:2:2 requires CFexpress Type A (VPG200 or higher). XAVC S-I 4K 60p 10-bit 4:2:2 requires SDXC V90 or faster. XAVC S / XAVC HS 4K 120p 10-bit 4:2:2 requires SDXC V60 or faster. XAVC S HD 240p 10-bit 4:2:2 requires SDXC V60 or faster. CFexpress Type A supports all internal shooting modes.
6	Requires optional compatible external recorder.
7	Sony internal test. 77 deg F (25 deg C) (ambient, camera when recording started), Auto Power Off Temperature: High. The value will vary depending on the shooting conditions.
8	World's first based on Sony research. 9.44 M dot Approx values.
9	Object recognition compared to cameras with BIONZ X processors.
10	Human & animal. Animal Eye-AF not available in movie mode.
11	ISO 100 equivalent, F2.0 lens, AF-S mode.
12	Not guaranteed to be 100% dust and water resistant.
13	When paired with optional XLR-K3M digital microphone adaptor kit
14	Via optional adaptor
15	Up to 10 fps in continuous "Hi+" mode and up to 8 fps in "H" mode. CFexpress Type A memory card. Sony tests.
16	Latest version Image Edge desktop application is required.
17	Post-production editing or S&Q mode recording required.
18	Audio recording not available in the S&Q mode.
19	1420 x 804 effective sensor readout pixels at 240 fps recording.
19	Sony internal test. 25 deg C (ambient, camera when recording started), Auto Power Off Temperature: High. The value will vary depending on the shooting conditions.
20	Sony internal test. 25 deg C (ambient, camera when recording started), 160GB CFexpress Type-A card, Auto Power Off Temperature: High. The value will vary depending on the shooting conditions.
21	XAVC HS compatible editing software required.
22	HLG is a high dynamic range TV format specified by the international ITU-R BT.2100 standard
23	When shooting full-frame still images. The number of AF points used depends on the shooting mode.
24	Slight 1.1x (10%) image crop in Active Mode. "Standard" setting recommended for focal lengths of 200mm or longer. Active Mode is not available when recording at frame rates of 120 fps (100 fps PAL) or higher, or when using S&Q.
25	Mechanical shutter. Only 100 Hz and 120 Hz flicker is detected. Continuous shooting speed may decrease. Anti-flicker shooting is not available during silent shooting, BULB exposure, or movie recording.
26	Sony internal tests with electronic front curtain shutter.
27	Models sold in some countries/regions support IEEE 802.11b/g/n (2.4 GHz) only. 5GHz communication may be restricted in some countries and regions.
28	Proxy recording is not available in the following conditions: • Normal movie recording at a [Record Frame Rate] of 100p or higher • S&Q movie recording at a [Record Frame Rate] of 100p or higher • S&Q movies at a [Frame Rate] of 100 fps or higher. Proxy files cannot be played back via the camera.