For Immediate Release

Alex Garth, (02) 7209 9100
alex.garth@adhesivepr.com.au
Adhesive PR

Kate Hammond
PR.sanz@sony.com
Sony Australia & New Zealand

The New Standard in Full-Frame Mirrorless

Introducing Sony Alpha 7 IV. A true hybrid stills & video camera

Two new flashes also added to evolve Alpha Lighting System

(SYDNEY AUSTRALIA, 22 October 2021) – Today, Sony announces three new additions to its imaging line-up — the Alpha 7 IV (ILCE-7M4) with a newly developed 33- megapixel (approx., effective) full-frame image sensor and two new flashes, the **HVL-F60RM2** and **HVL-F46RM**.

The Alpha 7 IV takes 'basic' to the next level for full-frame cameras with excellent image quality and performance. This new model, redefines the original standard set by the Alpha 7 III.

Featuring many of Sony's most advanced imaging technologies including the latest BIONZ XR™ processing engine and advanced AF (autofocus) capabilities based on the flagship Alpha 1 model, the Alpha 7 IV is the perfect all-around camera for today's imaging enthusiasts and professionals.

The Alpha 7 IV also boasts a new 33 MP image sensor that will produce rich images and various new features to support the growing demand for remote communication, redefining what a 'basic' camera can accomplish.

"In 2018, the Alpha 7 III set the benchmark for what full-frame cameras should deliver, and now Sony has redefined those standards," said Jun Yoon, Head of Digital Imaging Sony Australia & New Zealand. *"The Alpha 7 IV brings together the best of Sony imaging technology to deliver an exceptional experience in both stills and video, allowing users to capture their creative vision, in any situation they find themselves in."*

Alpha 7 IV: Innovation never ends

The new Alpha 7 IV is the ultimate hybrid camera packed with outstanding still image quality and evolved video technology with advanced autofocus, enhanced operability and workflow capability. The model was also developed with environment in mind by using Sony's original recycled plastic SORPLAS™ for the camera body and the packaging with recyclable[i] materials and less plastic.

Outstanding image quality

With a newly developed 33MP full-frame back-illuminated Exmor R™ CMOS image sensor, superior image quality and Wide ISO sensitivity range expandable to ISO 50-204800 is achieved. The high resolution enables the camera to express smooth gradation, fine details and textures of the subject while reducing noise. Its 15-stop dynamic range allows a wide expressive range while Creative Look settings can help to create original looks effortlessly for both stills and video.

Next level AF performance

The latest processing engine BIONZ XR, also used in the flagship Alpha 1, delivers high-speed AF, uninterrupted continuous shooting at 10fps[ii] with AF/AE tracking and a large buffer for a smooth shooting experience. Alpha 7 IV tracks subjects with tenacious Real-Time Tracking and 759 phase-detection AF points in a high-density focal plane phase-detection AF system that covers approximately 94% of the image area. Additionally, for the first time, Real-time Eye AF can now track birds and animals' eye for both still images and movies, in addition to humans. The detection accuracy for human face and eyes is also approximately 30% more improved, compared with Alpha 7 III.

Evolved movie technology

The **Alpha 7 IV** inherits technology taken from real-world movie production including S-Cinetone™ - adopted from Sony's highly regarded Cinema Line cameras used by a broad range of filmmakers and content creators – to deliver a rich, cinematic look. High quality movie is achieved with 4K 60p recording in Super 35mm mode and up to 4K 30p recording with 7K oversampling in full-frame mode. The new camera also features 10-bit depth 4:2:2 colour sampling to enable natural gradation, XAVC S-I™ intra-frame encoding for more efficient editing workflows and XAVC HS™ for doubled compression efficiency.

To meet the growing need for precise AF performance when shooting videos, unique AF features are achieved when using the **Alpha 7 IV** with selected Sony E-mount lenses, including AF Assist[iii] that supports focus transitions when using AF and Focus Map that visualises depth of field. For the first time in the Alpha series, the new camera features Breathing Compensation[iv] to combat focus breathing and maintain a consistent angle of view throughout focus changes and can be switched on or off.

Advanced operability as a genuine hybrid model

The **Alpha 7 IV** is a hybrid still and movie camera with outstanding operability and reliability that easily allows the user to switch from photo to movie and back at their convenience. New to Sony's line-up of Alpha cameras is a dual layer mode dial with the lower layer for selecting Still/Movie/S&Q and the top layer for Auto/P/A/S/M and MR (Memory Recall), enabling users to quickly select and switch between the dedicated settings. It also has 5-axis optical in-body image stabilisation for a 5.5- step[v] shutter speed advantage, as well as an improved grip for greater comfort and a CFexpress Type A compatible media slot to support media with faster writing and clearance. Additionally, the 3.68 million-dot (approx.) OLED Quad-VGA viewfinder

is 1.6 times the resolution of the **Alpha 7 III** viewfinder, allowing users to benefit from the upgraded live-view image quality that minimises false colour and increases resolution.

Videographers can record 4K 60p 10-bit 4:2:2 video continuously for more than an hour thanks to the camera's heat-dissipating structure. Optical 'Active Mode'[vi] image stabilisation helps optimum video shooting. They can also benefit from the 3.0-type 1.03 million-dot (approx.) side-opening vari-angle touch-panel rear LCD monitor, top-panel REC button and high-capacity Z-series battery.

The ALPHA 7 IV body is built with magnesium alloy to achieve a robustness while minimising its weight. In addition, the redesigned structure and lens lock button contribute to enhanced dust and moisture resistance[vii].

Enhanced workflow capabilities
By offering a variety of connectivity options, the Alpha 7 IV enables on-the-spot streaming and sharing of high-quality content to meet the growing need for remote communication in real-time without sacrificing excellent image and sound quality. The connection between the camera and mobile application Imaging Edge Mobile™[viii] is simplified via Bluetooth, and fast data transfer is possible by 5 GHz/2.4 GHz Wi-Fi[ix].

The camera also has a new feature called "Shot Mark" to enable easy access to the marked scenes in a video clip, within camera and on Sony's Catalyst Browse/Prepare applications.[x]

Furthermore, the camera has a range of new features to support live streaming and remote communication without the need of dedicated software. UVC (USB Video Class) and UAC (USB Audio Class) turn the **Alpha 7 IV** into a high-performance live streaming camera when connected to a computer or smartphone. High image quality such as 4K 15p and 1080 FHD 60p deliver realistic video for remote sharing and the **Alpha 7 IV**'s digital audio interface can be paired with a range of mics and accessories to deliver high quality sound.

Designed with the environment in mind
According to Sony's environmental efforts based on the "Road to Zero", environment was an important factor in the development of **Alpha 7 IV**'s design, production and packaging. The camera uses recycled plastic, SORPLAS™, which does not depend on non-renewable resources and is produced at the sites using renewable energy such as solar power generation. The product packaging also adopts recyclable[xi] plastic-reduced materials.

HVL-F60RM2 and HVL-F46RM: Powerful flashes to evolve Alpha Lighting System

The **HVL-F60RM2** with GN 60 and 20-200mm[xii] coverage and HVL-F46RM with GN 46 and 24-105mm[xiii] are powerful wireless flashes that offer precise control, enhanced high-speed and intuitive operability. They are designed to meet the needs of both professional and advanced content creators when shooting with a Sony Alpha camera, including the **Alpha 7 IV**, to offer the ultimate Alpha Lighting System through the flash and camera communicating in detail with each other.

Both flashes have upgraded continuous shooting flash performance, up to 200 times at 10 frames per second[xiv] for the HVL-F60RM2 and 60 times for the HVL-F46RM. The optimised flash algorithm ensures both flashes are overheat-resistant, and a set of four Ni-MH (Nickel-metal hydride) batteries can power up to 240 flashes with a 1.7 second recycle time for the HVL-F60RM2 and up to 320 flashes with a 2.0 second recycle time for the HVL-F46RM[xv].

When used in combination with an Alpha camera, they allow users to experience the unique communication and system benefits of the Alpha Lighting System. For example, with the ALPHA 7 IV, P-TTL flash control metering for every frame in Mid, and Hi continuous mode has become possible in addition to Lo continuous mode. The flash release time lag is also shortened to capture momentary facial expressions and movements of the subject.

With the **Alpha 1**, the **HVL-F60RM2** achieves a phenomenal up to 20fps of continuous shooting[xvi] and approximately 20 flashes per second can be produced for more than 10 seconds with the external flash battery adapter FA-EBA1. When Alpha 1 is used with Sony's flashes including HVL-F60RM2 and HVL-F46RM, users can sync up to 1/400 second shutter speed to expand expressive capabilities when shooting in full-frame mode.

Other system benefits of HVL-F60RM2 and HVL-F46RM with an Alpha camera include:

- Flash parameters controlled directly from the menu of a compatible camera[xvii]
- Flash control linked to camera face detection[xviii]
- Automatic correction of white balance based on the colour temperature information from the flash

Both flashes also feature improved robustness and operability. The Multi Interface shoe with Sony's unique metal shoe foot with rugged side frame significantly increases strength and reliability. Shoe sealing helps the flashes to be more dust and moisture resistant.[xix] The HVL-F60RM2's original rotating head mechanism, "Quick Shift Bounce" that enables flexible positioning and optimum lighting control has also been improved to prevent unintended change in the bounce angle.

They support wireless radio communication and can control up to 15 flashes and/or receiver units in 5 groups via wireless radio communication for enhanced lighting control versatility.

The camera is also compatible with the [Camera Remote Software Development Kit](#) (SDK).

PRICE & AVAILABILITY

The **Alpha 7 IV** will be available in Australia for SRP $4,299 from late **November 2021**.
For a full list of specs and information, please visit:
https://www.sony.com.au/electronics/interchangeable-lens-cameras/ilce-7m4

The **HVL-F60RM2** flash will be available in Australia for SRP $849 from mid **November 2021**.

The **HVL-F46RM** flash will be available in Australia for SRP $649 from mid **November 2021**.

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About Sony mirrorless range: Sony is the leader in mirrorless technology with 10 Full-Frame and 4 APSC cameras. Complemented with 65 native E-mount lenses available in Australia. The Alpha mirrorless system gives all creators an unmatched range of creative options.

About Sony Corporation
Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, image sensors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: http://www.sony.net/.

About Sony Australia: 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, Alpha digital interchangeable lens cameras and Cyber-shot digital cameras, headphones, Walkman MP3 players and other audio products, and professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Images: Product images can be downloaded from the Sony Australia & NZ Flickr site: https://www.flickr.com/photos/sony-anz/. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.com.au

Social Media: Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - www.facebook.com/sonyaustralia, Instagram www.instagram.com/sonyaustralia and YouTube www.youtube.com/sonyaustralia.

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[i] This product packaging is recyclable only in the communities that have appropriate recycling programs.
[ii] Up to 10 fps in continuous "Hi+" mode, or up to 8 fps in continuous "Hi" mode. Continuous shooting speed may vary depending on shooting conditions. Sony tests.
[iii] Not available when using the SELP1650, SEL18200LE or A-mount lenses.
[iv] Angle of view and image quality may change slightly when this feature is turned ON. Breathing compensation is not available for unsupported lenses, 120/100p movie recording, S&Q recording at 120/100p, or stills. For the supported lens, please check here
[v] CIPA standards. Pitch/yaw shake only. Planar T* FE 50mm F1.4 ZA lens. Long exposure NR off. Still-image mode.
[vi] Slight image crop in Active Mode. "Standard" setting recommended for focal lengths of 200mm or longer. Active mode not available when recording at 120 (100) fps.
[vii] Not guaranteed to be 100% dust and moisture proof.
[viii] Ver. 7.6 (to be released soon) or later.
[ix] 5 GHz communication may be restricted in some countries and regions.
[x] Supported in Catalyst Browse/Prepare Version 2021.1 or later.
[xi] This product packaging is recyclable only in the communities that have appropriate recycling programs.
[xii] 35mm full-frame equivalent.
[xiii] 35mm full-frame equivalent
[xiv] 1/32 flash output level using Ni-MH batteries
[xv] When using Ni-MH batteries. Sony tests
[xvi] Alpha 1 electronic shutter in continuous Hi+ mode. Flash output level manually set to 1/32.
[xvii] Visit Sony support webpage for functional compatibility information.
[xviii] Visit Sony support webpage for functional compatibility information.
[xix] Not guaranteed to be 100% dust and moisture proof. Dust and moisture resistance will vary also according to the body to which the unit is attached.