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Sony Introduces Alpha 7C Camera and Zoom Lens; the World's Smallest and Lightest(i) Full-frame Camera

System

Sony today announced several additions to its impressive imaging line-up – the [Alpha 7C full-frame camera](#) (model ILCE-7C), the **FE 28-60mm F4-5.6** (model SEL2860) zoom lens and **HVL-F28RM** flash.

The **Alpha 7C** is the world’s smallest and lightest^[i] full-frame body with uncompromising performance, featuring advanced AF (autofocus), high-resolution 4K video^[ii] capabilities and more. When paired with the world’s smallest and lightest^[iii] **FE 28-60mm F4-5.6** standard zoom lens, this versatile combination delivers an experience unlike any other, maximising portability and versatility without sacrificing any of the power of full-frame imaging. The **HVL-F28RM** flash allows users to broaden their photo expressions with outstanding compactness and an intelligent light intensity control linked to camera face detection^[iv].

“We are committed to creating the best tools possible based on the needs of our customers,” said Yann Salmon Legagneur, Director of Product Marketing, Digital Imaging, Sony Europe. “The new Alpha 7C camera and FE 28-60mm F4-5.6 zoom lens pack many of our most advanced imaging technologies in a brand new design that is the smallest and lightest full-frame camera and lens system in the world. This opens up a new world of possibilities for creators, giving them the uncompromised power of a full-frame system in the palm of their hand.”



[Watch video on YouTube here](#)

New Alpha 7C: Uncompromised Full-frame Performance in a Compact Design

The new **Alpha 7C** combines Sony’s full-frame image quality, advanced AF capabilities and versatile video shooting functions in a stunningly light and compact design. The new camera features a 24.2MP (approx. effective)

35mm full-frame back-illuminated Exmor R™ CMOS sensor and BIONZ X™ image processing engine, offering high sensitivity, outstanding resolution, 15-stop^[v] wide dynamic range and high-speed image data processing.

Measuring only 124.0mm x 71.1mm x 59.7mm (4.9 inches x 2.8 inches x 2.2 inches) and weighing just 509g (18oz)^[vi], the **Alpha 7C** is a similar size and weight to an APS-C camera^[vii], weighing only 1 percent more than the **Alpha 6600**. The **Alpha 7C** achieves the world's smallest and lightest compact body^[ii] through an upgraded 5-axis in-body stabilisation system, upgraded shutter units and the utilisation of a monocoque construction which is often used in the bodies of cars and aircrafts. Even in this compact body, the **Alpha 7C** offers a 5-step^[viii] stabilisation effect that allows beautiful shots without the need for a tripod. Moreover, the high capacity **NP-FZ100** battery provides enough power to capture an industry-leading^[ix] 740 images^[x] when using the LCD monitor, or 680 images^[xi] when using the viewfinder – making it perfect for long shoots.

Outstanding Full-frame Image Quality

Sony's new **Alpha 7C** combines high resolution with low noise for excellent image quality at all sensitivities, offering the user stunning image quality for shooting everyday photography and movies such as nature, portraits, sports, street photography and more. Standard ISO extends up to 51,200 and is expandable to ISO 50-204,800^[xi] for low-light environment captures with low noise. The **Alpha 7C** also supports 16-bit processing and 14-bit RAW output^[xii] for natural gradations.

Advanced Autofocus

Using AI-driven functions, the **Alpha 7C's** Real-time Tracking^[xiii] maintains accurate focus automatically while the shutter button is half-pressed. In addition, "Tracking On + AF-On" now is assignable to a custom key and can now be activated at once while the AF-ON button is pressed. Moreover, the intended subject can be specified just by touching it on the monitor when "Touch Tracking" has been turned ON via the menu and is available for both stills and movies. The **Alpha 7C's** AF functions also feature Real-time Eye AF for both humans and animals^[xiv] to achieve fast and accurate focus^[xv]. When using Real-time Tracking (while "Face/Eye Priority in AF" is ON) with a human subject, the subject's eye and face is detected and locked on in real-time with extremely high precision.

The **Alpha 7C** provides wide, fast, reliable AF that locks onto the intended subject instantly without losing focus, thanks to its 693-point focal-plane phase-detection AF system covering approximately 93 percent of the image area, with an additional 425 contrast-detection points to ensure reliable focus, even in busy environments.

The **Alpha 7C** also features continuous shooting at up to 10 fps^[xvi] with AF/AE (autoexposure) by using a newly developed shutter unit and refined

image processing system. It is also possible to shoot continuously at up to 8 fps[xvii] in live view mode, with minimal viewfinder/monitor display lag for easy, stable framing, even with intense subject motion. The **Alpha 7C** allows up to approximately 223 JPEG (Fine L) images, 115 compressed RAW images, or 45 uncompressed RAW images to be captured in one continuous burst[xvii], and achieves highly accurate and reliable AF precision in light down to EV-4[xviii]. These features make it easier to capture fast moving objects with challenging environments.

Expanded Video Capabilities

Full-frame full-pixel readout without the need for pixel binning makes it possible to capture more than twice[xix] the amount of data required for 4K video (QFHD: 3840 x 2160)iii, which is then oversampled to produce high quality 4K footage with exceptional detail and depth. In addition, the **Alpha 7C** supports HDR (HLG[xx]) and S-Log/S-Gamut profiles, Slow & Quick motion, high-speed full HD recording at 120 fps[iii] and other advanced video features for additional creative freedom.

Furthermore, the **Alpha 7C** features Real-time Eye AF (human) for video shooting. The eye is automatically tracked with high precision and reliability so that the operator can concentrate on the content rather than focus operation. Users can also customise AF Transition Speed in seven settings, and AF Subject Shift Sensitivity in five settings, in their preferences. Touch Tracking functionality is also available for movie shooting.

The **Alpha 7C** features a side-opening vari-angle LCD monitor, making it easy to record selfies, overhead shots, ground-level shots or whatever the user requires. The MOVIE button has been placed to the top of the camera making it easier to operate while recording in selfie mode. Additionally, the **Alpha 7C** also captures sound in high quality to match that of the image capture and deliver harmonious high-quality video. A digital audio interface has been added to the camera's Multi Interface (MI) Shoe, allowing the **ECM-B1M** Shotgun Microphone or **XLR-K3M** XLR Adaptor Kit to be connected to input digital audio signals directly to the MI shoe for cleaner, clearer audio recordings. Like other MI shoe accessories, no cables or batteries are required, providing unrestrained freedom for Alpha system movie making. Headphone and a microphone jacks are also provided to accurately monitor recorded sound, and metadata attached to movie footage shot vertically on the camera allows the footage after transfer to a smartphone to also be replayed and edited in portrait mode.

Designed for Reliable Operation

The **Alpha 7C** is designed with the user in mind. The touch panel LCD monitor is a large touch-sensitive 3.0 type with approximately 921K dots, providing optimal visibility even in bright outdoor conditions, and supporting touch operations. The **Alpha 7C** also features a high-quality view

mode for finer, more natural detail in addition to a 2.35 megadot (approx.) XGA OLED Tru-Finder™ EVF. The **Alpha 7C** offers functions that simplify operation during and after shooting, such as Fn button customisations and more. It is also dust and moisture resistant[xxi] to support shooting needs in challenging environments.

To simplify workflow needs, Wi-Fi compatible wireless-communication functions allows images and movies to be directly transferred[xxii] to a smartphone or tablet for convenient sharing, viewing or saving. In addition to the conventional 2.4GHz band, support for the 11ac standard allows transfer via 5GHz band(IEEE 802.11a/b/g/n/ac)[xxiii] so that users can select that stable and high-speed transfer with low interference. A USB Type-C® connector that supports SuperSpeed USB 5Gbps (USB 3.2) is also provided, allowing fast transfer of images during PC remote shooting and power supply from external mobile batteries.

New FE 28-60mm F4-5.6: The World's Smallest and Lightest[iv] Full-frame Zoom Lens with High Image Quality

The new FE 28-60mm F4-5.6 offers the world's smallest and lightest[iv] form factor in a standard zoom lens, delivering high optical performance that achieves the high-resolution depiction of full-frame everywhere in the image. Optimal arrangement of the 3 aspherical lens elements effectively suppresses aberrations throughout the zoom range and realises high resolution from corner to corner. A minimum focus distance of 30cm (0.99 feet) (wide-angle) to 45cm (1.48 feet) (telephoto) delivers close-up capability, making it perfect for everyday use or vlogging with a gimbal or grip.



At 5.9oz (167g) and 2.6 inches dia. x 1.8 inches (66.6 mm dia. x 45 mm), along with its mechanical and optimal optical design that features a retracting structure, the FE 28-60mm F4-5.6 achieves unrivalled compactness and lightness, allowing users to easily carry it all the times. From everyday shooting to scenery, portraits and travel, it's the ideal lens for any type of on-the-go shooting in a wide variety of environments. When combined with the **Alpha 7C**, the combination achieves uncompromising full-frame performance with the world's smallest and lightest full-frame camera and lens system. Even with its compact size and light weight, the FE 28-60mm F4-5.6 is dust and moisture resistant^[xxii] and accepts a variety of 40.5mm filters.

The **FE 28-60mm** F4-5.6 delivers high-speed, high-accuracy AF allowing for Real-time Tracking and Real-time Eye AF, using a linear motor. In addition to Sony's advanced AF capabilities, the FE 28-60mm F4-5.6 features an internal focus design which leaves the lens length unchanged with focus motion and close-up shots, enabling users to easily capture a wide variety of content from regular movie shooting to comfortable vlogging.

New HVL-F28RM: Compact Flash with Light Intensity Control Linked to Camera Face Detection^[v]

The **HVL-F28RM** is a compact flash designed to match Sony's mirrorless cameras for a compact, manageable system, and offers the type of reliable, stable performance that only a genuine Sony product can provide. When

compared to the **HVL-F32M**, the **HVL-F28RM** features a 12% reduction in volume and 7% reduction in weight. This compact, easy-to-use flash unit delivers the capabilities and dependability to meet the needs of both professional and advanced amateur content creators.



The **HVL-F28RM** offers consistent GN28[xxiv] light output, optimised light distribution and continuous flash performance that won't interrupt the user's workflow, as well as stable radio wireless communication and multi flash radio control. The new flash also features Sony's newly introduced flash control linked to camera face detection[v] advanced technology. When used with a compatible camera, the balance between the light falling on the subject's face and ambient light is taken into account to automatically adjust accurate white balance so that the subject's face is rendered with natural, lifelike colour. In addition, flash compensation, light ratio, and other detailed flash parameters can be controlled directly from a compatible camera[xxv]. A camera custom key can be assigned to call up the flash parameter display so that adjustments can be made while looking through the viewfinder and gripping the camera. Flash parameters are

shown in the selected camera display language.

A newly developed “Metal Shoe Foot with Rugged Side Frame”^[xxvi] that also houses the unit’s electrical contacts offers improved resistance to physical shock and impact from all the directions. The Multi Interface foot is fabricated from metal for higher strength. The **HVL-F28RM** also features a dust and moisture resistant^[xxii] design. When the **HVL-F28RM** is mounted and locked onto the **Alpha 7C**, **Alpha 7S III**, **Alpha 7R IV** and **Alpha 9 II**, resistance to dust and moisture is improved so it can withstand challenging outdoor environments.

The **HVL-F28RM** also features simple, intuitive operation with minimal controls including +/- light level buttons, pairing button, test button and lock lever. Plenty of light is available for bounce applications. The flash angle can also be set as required via 0, 20, 40, 60, 80, and 120 degree click stops for easy positioning. The new flash also features a built-in wireless radio trigger for reliable flash triggering when mounted on a compatible camera^[xxvi] and paired with an off-camera unit. When used as a transmitter, the **HVL-F28RM** can control up to 15 flash and/or receiver units in 5 groups^[xxvii] at distances of up to 35 metres (114 feet)^[xxviii] for extraordinary lighting control and versatility. The **HVL-F28RM** is powered by two AA (LR6) alkaline or NiMH batteries. A fresh pair of alkaline batteries can provide power for up to 110 continuous flashes (1/1 manual flash with alkaline batteries)^{xxix}.

Pricing and Availability

The new **Alpha 7C** compact full-frame camera will be available in October 2020 for an estimated retail price of €2,100 body only. It is compatible with the Camera Remote Software Development Kit (SDK) for Third Party Developers V1.02.

The **FE 28-60mm** F4-5.6 zoom lens will be available in early January 2021 for an estimated retail price of €500.

A new kit featuring the **Alpha 7C** compact full-frame camera and FE 28-60mm F4-5.6 zoom lens will also be available in October 2020 for an estimated retail price of €2,400.

The **HVL-F28RM** flash will be available November 2020 for an estimated retail price of €280.

A variety of exclusive stories, videos and exciting new content shot with the newest cameras and other Sony  products can be found at <https://www.sony.co.uk/alphauniverse>. Sony’s European photography hub is available in 22 languages and details product news, competitions and an up-to-date list of Sony events in each country.

A product video on the new **Alpha 7C** can be viewed at: <https://youtu.be/V->

For more information, please contact your local PR manager or:

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Notes:

[i] Among full-frame interchangeable-lens digital cameras with optical in-body image stabilization mechanism, as of Sept. 2020. Sony survey.

[ii] A Class 10 or higher SDHC/SDXC card is required for XAVC S format movie recording. UHS speed class 3 or higher is required for 100 Mbps recording.

[iii] Among interchangeable zoom lenses for 35mm full-frame format digital camera bodies, as of Sept. 2020. Sony survey.

[iv] This function is only compatible with Alpha 7C as of Sept. 2020

[v] When shooting still images. Sony test conditions.

[vi] With battery and memory card included

[vii] Compared to the size of Alpha 6600, 120.0mm x 66.9mm x 59.0mm and a weight of 503g (With battery and memory card included).

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

[ix] Among full-frame mirrorless interchangeable-lens digital cameras with autofocus function, as of Sept. 2020. Sony survey.

[x] CIPA standards.

[xi] ISO expandable to 50 – 204,800 for stills, 100 – 102,400 for movies.

[xii] Limited to 12-bit when compressed RAW is used for continuous shooting, BULB shooting, or when long-exposure noise reduction is [ON].

[xiii] “Tracking” in the menu.

[xiv] Available on still images only.

[xv] Accurate focus may not be achieved with certain subjects in certain situations.

[xvi] Up to 10 fps in continuous “Hi+” mode, and up to 8 fps in continuous “Hi” mode. UHS-II compatible SDXC memory card required. Sony test

conditions. Maximum fps will depend on camera settings.

[xvii] Continuous “Hi+” mode. UHS-II compatible SDXC memory card required. Sony test conditions.

[xviii] ISO 100 equivalent, F2.0 lens.

[xix] 24p recording. Approx. 1.6x at 30p.

[xx] HDR (HLG) images can be viewed by connecting the camera directly to a Sony TV that supports HDR (HLG) playback.

[xxi] Not guaranteed to be 100% dust and water resistant.

[xxii] Smartphone or tablet must have Imaging Edge Mobile installed. Please use version 7.2 or later.

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

[xxiv] 50 mm, at ISO 100 in meters

[xxv] Visit Sony support webpage for functional compatibility information.

[xxvi] Design registration application pending.

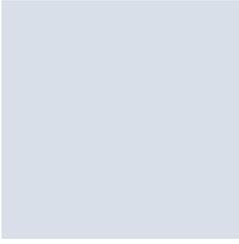
[xxvii] In group flash mode. 3 groups (A-C) in TTL or manual flash mode.

[xxviii] Sony internal test conditions.

About Sony Corporation

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