

**SONY**  
make.believe



Interchangeable-lens  
digital camera

**NEX-7**



Professional quality in your pocket

# Distinctive personality. Infinite shooting potential.



- Exmor™ APS HD CMOS sensor with ultra-high 24.3 megapixel (effective) resolution and BIONZ™ image processing engine
- The world's fastest release time lag of 0.02 sec.\* and high-speed AF for lightning-quick response
- Customizable and intuitive TRINAVI operation
- High-resolution XGA OLED viewfinder — The world's first\*\*
- Support for new AVCHD Ver. 2.0 (Progressive) for 60p movies
- Ultra-high, wide-ranging sensitivity of ISO 100 to 16000
- Auto-lock Accessory Shoe for increased scalability — The first in an E-mount camera
- 3.0-type (7.5 cm) wide, tiltable, 921K-dot, Xtra Fine LCD monitor with TruBlack technology and LED backlighting
- Compact, rigid magnesium-alloy body of uncompromising beauty with built-in flash

\* Among interchangeable-lens cameras as of August 2011 (approximate value).  
 \*\* Among interchangeable-lens cameras with APS-C size sensors as of August 2011.

## New lenses and accessory



**Sonnar T\* E 24mm  
F1.8 ZA  
(SEL24F18Z)**



**E 50mm  
F1.8 OSS  
(SEL50F18)**



**E 55-210mm  
F4.5-6.3 OSS  
(SEL55210)**



**Mount Adaptor  
LA-EA2**



## Main specifications

Image sensor	APS-C size (23.5 x 15.6 mm) Exmor APS HD CMOS sensor
Number of pixels (approx.)	24.3 megapixels (effective); 24.7 megapixels (total)
Recording media	Memory Stick PRO Duo, Memory Stick PRO-HG Duo, SD memory card, SDHC memory card, SDXC memory card
Anti-dust system	Charge-protection coating on optical filter and ultrasonic-vibration mechanism
Focus points	25
Metering type	1200-zone evaluative metering
ISO sensitivity range	Auto (ISO 100 - 16000); Manual (ISO 100 - 16000)
Viewfinder	XGA OLED, 1.3 cm (0.5-type) electronic viewfinder with 2,359,296 dots
Viewfinder field coverage (approx.)	100%
LCD monitor	Tiltable, 7.5 cm (3.0-type) wide, TFT, Xtra Fine LCD with TruBlack technology
Shutter	Electronically controlled, vertical-traverse, focal-plane type
Shutter speed	1/4000 to 30 sec., Bulb

Flash	Built-in flash (Guide No. 6). Optional flash mountable on Auto-lock Accessory Shoe.
Movie format and image size (pixels)	AVCHD: 1920 x 1080 (60p/28 Mbps/PS, 60i/24 Mbps/FX, 60i/17 Mbps/FH, 24p/24 Mbps/FX, 24p/17 Mbps/FH) NTSC* MP4: 1440 x 1080 (30 fps/12 Mbps), 640 x 480 (30 fps/3 Mbps)
* NTSC/PAL compatibility depends on region	PAL* AVCHD: 1920 x 1080 (50p/28 Mbps/PS, 50i/24 Mbps/FX, 50i/17 Mbps/FH, 25p/24 Mbps/FX, 25p/17 Mbps/FH) MP4: 1440 x 1080 (25 fps/12 Mbps), 640 x 480 (25 fps/3 Mbps)
Battery pack	InfoLithium W Series
Other features	0.02 sec. release time lag (approx.), Speed Priority Continuous mode up to 10 fps, Tracking Focus function, Picture Effect (11 modes, 15 effects)

## Trademarks & Remarks

- \* α is a trademark of Sony Corporation.
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The 2012 Sony World Photography Awards is now accepting entries until January 4, 2012. For more details, visit the website at [www.worldphoto.org](http://www.worldphoto.org).

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