

#1 MIRRORLESS CAMERA BRAND



reddot winner 2021

* Lens sold separately

Source: The NPD Group/Retail Tracking Service, Canada, Detachable Lens Camera, Mirrorless Detachable Lens, Based on Dollars, Annual 2021.

		α7 IV	α7 III	α7C	
Image Quality	Resolution	33 MP	24.2 MP	24.2 MP	
	Sensor Stabilization	5.5 stops	5 stops	5 stops	
	Processor	BiONZ XR	BiONZ X	BiONZ X	
	Expanded ISO	204,800	204,800	204,800	
Hybrid Performance	Burst Mode	Max Speed	10 FPS	10 FPS	
		Buffer	800+ JPG/RAW	182 JPG only	223 JPG Only
	Autofocus	AF Points	759 phase detection	693 phase detection	693 phase detection
		Real-time Tracking	Yes	-	Yes
		Eye AF (stills)	Humans / animals / birds	Humans / animals	Humans / animals
		Eye AF (video)	Humans / animals / birds	-	Humans
Video	Video Recording	4K @ 24p / 30p / 60p	4K @ 24p / 30p	4K @ 24p / 30p	
	HDR Recording	S-log 2,3 / HLG / S-Cinetone	S-log 2,3 / HLG	S-log 2,3 / HLG	
	4K Color Sampling	10 bit / 4:2:2	8 bit / 4:2:0	8 bit / 4:2:0	
	Movie Stabilization	Active Mode	-	-	
	Video AF Features	Focus mapping / focus assist / breathing compensation	-	-	
Connectivity & Specs	Native USB Streaming	4K @ 15p UVC/UAC	-	-	
	EVF	3.68 million dot	2.36 million dot	2.36 million dot	
	LCD	Vari-angle LCD	Tilt LCD	Vari-angle LCD	
	Touchscreen	Full touch / touch menu	Touch focus	Touch focus / touch shutter	
	Memory Card Slot	2 (1 CFE-A/UHS II + 1 UHS II)	2 (1-UHS II)	1 (UHS II)	
	Battery Life	580 shots	710 shots	740 shots	