

SONY
make.believe

Professional quality in your pocket



NEX-7

Interchangeable-lens
Digital Camera

NEX-7



Actual size



Imagine the infinite potential

Envision all the power and flexibility of an interchangeable-lens camera in your pocket. Breathtaking image quality and lightning-swift response previously reserved for high-end photography. Feature-rich flexibility and advanced movie-making capabilities. Plus meticulous craftsmanship that inspires a sense of pride. Imagine the new one-of-a-kind **α** NEX-7 from Sony. Now nothing can stop you from realizing your vision.



- 24.3 megapixel image resolution
- World's fastest³ release time lag
- World's first⁹ XGA OLED Tru-Finder™ viewfinder
- Intuitive TRINAVI operation
- AVCHD™ Ver. 2.0 (Progressive) Full HD 60p movies



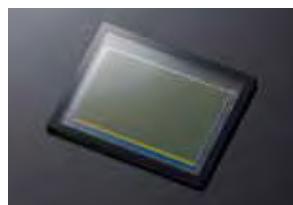




Indulge in sophisticated imaging technology

New 24.3 megapixel Exmor™ APS HD CMOS sensor

Enjoy breathtaking image quality in almost any lighting, thanks to Sony's new proprietary Exmor APS HD CMOS sensor with astounding 24.3 megapixel resolution. The sensor's extra-large surface area raises sensitivity in low-light conditions and strengthens background defocusing effects so you can add depth and drama to virtually any scene.



Exmor
APS HD CMOS

Furthermore, dual noise reduction significantly reduces noise during analog and digital signal conversion to ensure smooth, crystal-clear reproduction even in low-light conditions. Discover the dramatic difference that rich detail, accurate color and smooth tonal gradations can make.



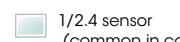
Exmor APS HD CMOS sensor
23.5 x 15.6 mm



MICRO Four Thirds™ sensor



13.2 x 8.8 mm sensor



1/2.4 sensor
(common in compact digital cameras)

The APS-C size sensor is more than 13x larger than 1/2.4-size sensors, 3.1x larger than 13.2 x 8.8 mm sensors, and 1.6x larger than MICRO Four Thirds™ sensors, resulting in much higher image quality and sensitivity.



BIONZ

Dramatically improved BIONZ® image processing engine

Blazing fast BIONZ® processor has been optimized to bring out the full potential of the new Exmor APS HD CMOS image sensor. Utilizing powerful algorithms, it transforms RAW data from the sensor into beautiful images with extremely accurate color and rich tonal gradations throughout the entire dynamic range. Even during ultra-high-speed continuous

shooting or Full HD movie shooting, it effortlessly handles the vast information generated by the 24.3 megapixel CMOS sensor as well as other processor intensive tasks such as advanced digital compositing. Moreover, RAW image noise reduction complements dual noise reduction in the sensor to deliver images of superb quality with extremely low noise.



E 50mm F1.8 OSS (SEL50F18), 1/5 sec., F8, ISO 3200, Auto white balance

High sensitivity and broad ISO range

Virtually any lighting conditions can be mastered with NEX-7 thanks to extremely high ISO sensitivity and wide-ranging settings from 100 to 16000 — a range of 7 1/3 EV steps. Even when shooting in dimly lit conditions without a flash or tripod, extremely low-noise, high-quality image capturing and processing ensure outstanding results. You can capture the mood of a candlelit wedding ceremony with a high sensitivity setting.

Use a low sensitivity setting and slow shutter speed to photograph the flow of a river. Or clearly shoot athletes competing indoors with a high sensitivity setting and high shutter speed. In regular shooting conditions, the Auto ISO mode can automatically choose the optimal ISO setting between ISO 100 and 1600 or between any range you choose to customize for creative results.



Capture every decisive moment with confidence



Lightning fast response

Don't let special moments slip away in the blink of an eye. The world's fastest release time lag³ — an astounding 0.02 sec. — virtually eliminates any delay when pressing the shutter button. So you'll

never miss another photo opportunity. This amazing performance was accomplished by adopting an electronic front curtain shutter. Overall camera response was further enhanced by improving AF

performance (via accelerated image sensor readout) and increasing image processing capabilities. Now it's easier than ever to capture high-quality shots in dynamic, rapidly changing situations.

E 18-55mm F3.5-5.6 OSS (SEL1855), 1/1000 sec., F6.3, ISO 400, Auto white balance

Fast and precise autofocus

Intelligent contrast-detection autofocusing delivers precision focusing when shooting virtually any type of subject in photos and movies. Simply point and shoot for fast, accurate results. You can also use DMF (Direct Manual Focus) for more creative control or instantly switch from DMF to MF (Manual Focus), or between AF and MF, by pressing the AF/MF button.

The AF system places 25 AF points over a wide area of the frame, making it easy to change the composition and track moving subjects while maintaining focus. Two autofocus modes (Single-shot AF and Continuous AF) along with three Autofocus Area settings (25-point Multi, user-selectable Flexible Spot and Center) utilize an advanced new AF algorithm for outstanding performance and speed.

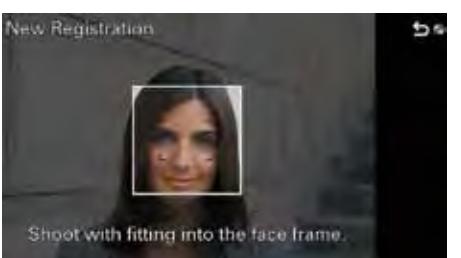
New Tracking Focus function

Now it's easy to keep moving subjects in sharp focus. Once you select a subject as your main target, new Tracking Focus stays locked on that subject and maintains focus even as the subject moves. This hassle-free mode assures that unpredictable subjects stay in focus even while you are zooming or adjusting the composition. It lets you concentrate on the scene without worrying about the focus.



Intelligent Face Registration

Catch familiar faces at their best with the new Face Registration function. This intelligent technology based on Sony's renowned Face Detection lets you easily register up to eight faces in memory. Whenever you shoot, the camera instantly recognizes and focuses on these faces while also adjusting exposure, flash output and more to capture them at their beautiful best. Smile Shutter™ technology can also be used concurrently for the ultimate in automatic shooting ease.



Screen shown when registering faces

10 fps continuous shooting speed

Capture the decisive moment during fast-breaking action by shooting continuously at up to 10 frames per second. Powerful BIONZ® processing combines with rapid data readout to easily process the 24.3 megapixels of data from the Exmor™ sensor at accelerated speed.



Express your movie-making aspirations

HDMI AVCHD Full HD
Progressive 1080



Extra-large image sensor

Whenever you capture movies, the extra-large dimensions of the Exmor™ APS HD CMOS sensor empower you to express your full creativity. The large size enables beautiful background defocusing effects for a cinematic sense of depth and drama. It also contributes to extremely high recording sensitivity for effective shooting in very dim lighting. The large sensor additionally lets you take full advantage of P/A/S/M modes to manually adjust exposure.



AVCHD™ Ver. 2.0 (Progressive) Full HD 60p movies

Now you can capture HD movies at a much higher frame rate for the ultimate in smooth movie playback. Thanks to the accelerated performance of the large Exmor™ sensor and BIONZ® image processing engine, as well as Sony's adoption of the new AVCHD Ver. 2.0 (Progressive) format, you can shoot Full HD movies at 60 fps¹². Moreover, image quality is outstanding even at this accelerated speed: the beautiful 1920 x 1080 pixel movie footage is the same resolution as HDTV broadcasts.

Heightened creative potential

Sony makes it easy to exaggerate the mood or completely transform the look of your movies by applying Creative Style and Picture Effect¹⁰ modes, which are digitally applied to your images in real-time as you shoot. For example, the Toy Camera mode creates a rough, amateurish look, while Posterization reduces the number of colors to make a vivid, high-contrast statement.

24p film-like expression

Cinematic films are traditionally captured at 24 fps, creating a subtle but unmistakable look that movie lovers everywhere associate with the cinema. Simply by capturing your movies at the same frame rate, in the progressive 24p format, you can recreate this look and endow your movies with an added sense of quality and drama.

Full manual movie shooting

NEX-7 expands your control over camera settings so you can carefully craft each scene for maximum impact. Using manual focus and P/A/S/M modes (Program Auto, Aperture Priority, Shutter Priority and Manual Exposure), you can flexibly adjust background blur and manually control exposure. On-screen prompts provide assistance to make full manual operation quick, easy and comfortable.

One-touch movie access

With one press of the MOVIE button, NEX-7 is ready to roll. The camera immediately enters movie recording mode regardless of whether you were shooting photographs continuously, in single-frame mode or not at all. It's the quick and easy way to capture every movie-making opportunity.



Clear audio recording quality

A built-in stereo microphone ensures outstanding audio quality. Advanced circuitry improves recording quality and reduces noise to make a big difference when shooting in quiet settings. Optional Stereo Microphone ECM-ALST1 can be attached to the camera's Auto-lock Accessory Shoe to provide directional audio coverage from 90° to 120°.



Optional clip-on LCD monitor

For extra shooting and playback comfort, as well as the most accurate manual focusing possible, simply add the Clip-on LCD Monitor CLM-V55.¹¹ It boasts a 5.0" WVGA LCD screen with a wide viewing angle, pixel magnification and sunshade.

Clip-on LCD Monitor
CLM-V55



Accessory Shoe
Auto-lock
Accessory Shoe

Dial your way to fine-tuned perfection



TRINAVI

Control dial L

Navigation button

Control dial R

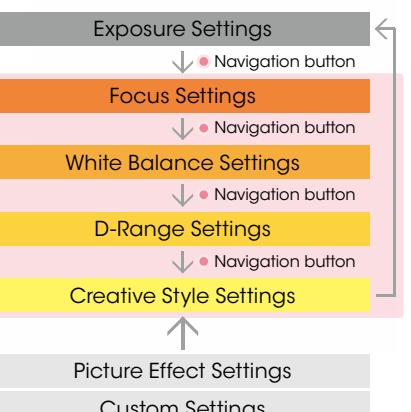
Control wheel

TRINAVI — Navigation made simple

Sony proudly introduces TRINAVI, an innovative new approach to camera operation that enables faster and more intuitive fine-tuning of camera settings. Through the use of a navigation button and three easily accessible dials, it virtually eliminates the need to hunt through menu hierarchies to find desired settings. You simply press the navigation button located next to the shutter button to select a major settings category (Exposure Settings, Focus Settings, White Balance Settings, D-Range Settings, Creative Style Settings, etc.). Then use the three dials on the top and back of the camera to quickly and easily adjust parameters as desired. Only parameters related to your chosen category are displayed to ensure simple operation. With TRINAVI, operation is always satisfying. You spend less time searching for settings and more time expressing your creative vision.

Customizable navigation button

NEX-7 makes it easy to customize what categories are selectable with the navigation button. By default, Exposure Settings, Focus Settings, White Balance Settings, D-Range Settings and Creative Style Settings are selectable. But Picture Effect Settings and Custom Settings — which lets you assign parameters to the three dials from a list of alternatives including ISO and Metering Mode — can be chosen to replace other categories (except Exposure Settings). Moreover, the categories can be customized to appear in any order you like.



The order of categories can be customized.

Exposure Settings



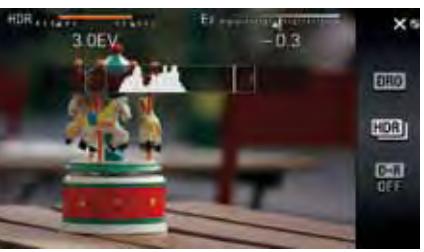
Focus Settings



White Balance Settings



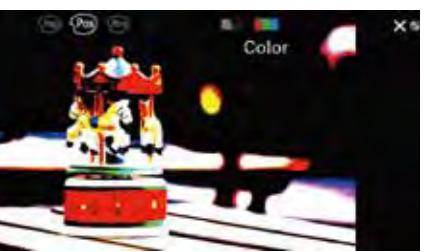
D-Range Settings



Creative Style Settings



Picture Effect Settings



Custom Settings



Control dial L Control dial R Control wheel

P mode	Program Shift		
A mode	Aperture	Exposure compensation	
S mode	Shutter speed	ISO	
M mode	Shutter speed	Aperture	

AF mode	AF area mode	Focusing area (horizontal)	Focusing area (vertical)
MF mode	Enlarging area (vertical)	Enlarging area (horizontal)	Enlarging area (vertical)

Note: Pressing the center of the control wheel or bottom soft key changes the magnification.

Modes (AWB, Daylight, Shade, Cloudy, Incandescent, Fluor.: Warm White, Fluor.: Cool White, Fluor.: Day White, Fluor.: Daylight, Flash, C.Temp./Filter, Custom)	Amber-blue color tone	Green-magenta color tone
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DRO level/ HDR level (incl. Auto)	Exposure compensation	OFF
		DRO

Image style	Adjustment (contrast, saturation, sharpness)	Saturation
		Sharpness

Modes	Option adjustment	No item assigned
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Custom Settings lets you assign any of the following parameters to the control dials and control wheel: Exposure Comp., Autofocus Mode, ISO, Metering Mode, White Balance, DRO/Auto HDR, Creative Style, Picture Effect, Quality, Not Set.

View every detail with astonishing clarity



Remarkably clear XGA OLED Tru-Finder™ EVF — A world first⁹

Every detail of your scene is displayed with incredible contrast, clarity and color accuracy on the amazing new XGA OLED Tru-Finder display. Since you can see exactly what will appear in your photo, including defocusing effects that faithfully reflect your aperture settings, you can fine-tune every aspect of the foreground and background to achieve the results you desire. Moreover, viewing is supremely easy in any type of lighting — an advantage over LCD monitors that are difficult to view

in bright sunlight and optical viewfinders that are difficult to view in the dark. This viewing ease makes it simpler to concentrate on the scene, adjust settings and shoot without removing your eye from the finder.

The backlight-free design of OLED technology delivers incredible contrast (10 times greater than high performance LCD electronic viewfinders) and dramatically broadens the dynamic

range. Accelerated OLED response also virtually eliminates both motion blur and residual images when tracking moving objects or displaying recorded movies. Slim unit dimensions gave Sony extra freedom to achieve advances like a wide 33.1° viewing angle, high 23.3mm eye-point and 100% frame coverage. A high-precision 2,359K dot resolution allows fine-adjustment of focus via MF Assist.



Variable information display

The OLED viewfinder clearly displays detailed shooting information at high XGA resolution for quick and easy reading. You can display the data in your choice of three display modes (Display Basic Info, Level or Histogram) by pressing DISP. The level gauge indicates whether the camera is level in the horizontal and front-back directions. The histogram displays the luminance distribution of pixels in the image, which can be adjusted through exposure compensation.

Tilttable Xtra Fine LCD™ monitor with TruBlack™ technology

The big, bright LCD monitor is perfect for shooting both movies and still images. Featuring a crisp 921K dot resolution and wide 16:9 aspect ratio, this 3.0" LCD monitor incorporates Sony's original TruBlack technology to suppress light reflections and deliver more vibrant colors, deeper blacks and excellent contrast. Monitor brightness can be adjusted manually or automatically, and Sunny Weather mode boosts brightness when viewing under exceptionally bright light. The monitor also angles approx. 90° up and 45° down, allowing you to shoot from unusual perspectives.

Generic LCD monitor with troublesome reflections



TruBlack display eliminates reflections



Tilttable display



Hold the camera high to shoot from above. Or place it low to the ground for a startling view of life looking up.

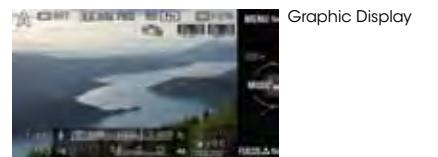
8 LCD display modes

When viewing the LCD, you can display shooting information in your choice of 8 convenient display modes (Graphic Display, Display All Info., Big Font Size Disp., No Disp. Info., Live View Priority, Level, Histogram, or For Viewfinder). The selection process is simplified by narrowing down the choices to your favorite modes with the DISP Button (Monitor) menu. Thereafter, selecting a mode is as simple as pressing DISP.

DISP Button(Monitor)



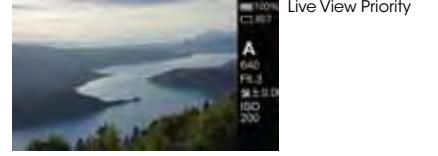
Narrow down the number of selectable modes



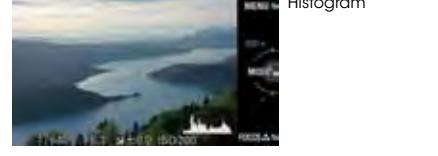
Graphic Display



Big Font Size Disp.



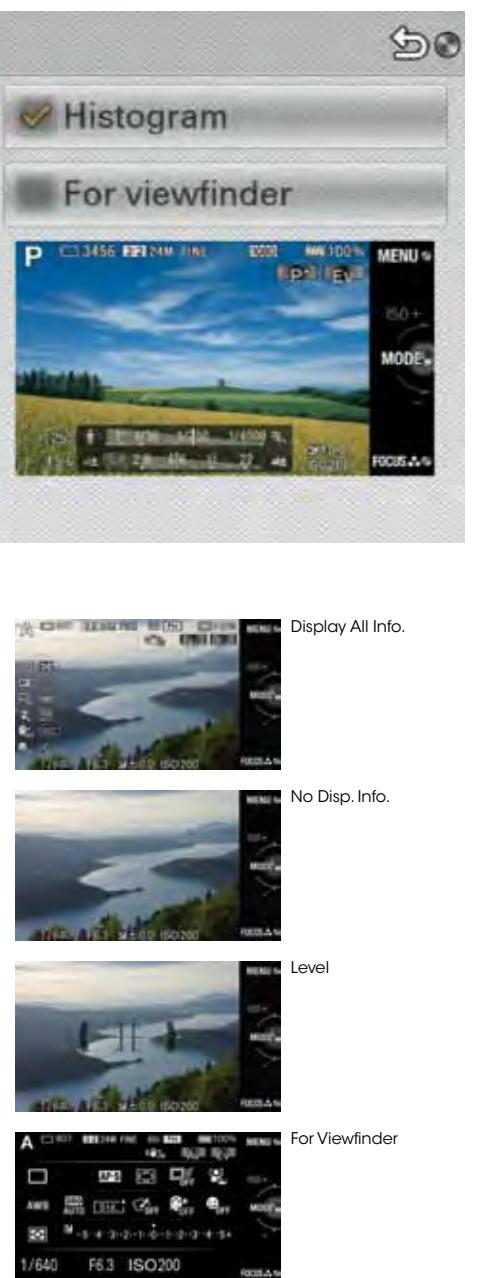
Live View Priority



Histogram

Three handy grid displays

Whenever you desire assistance aligning the horizon or achieving a balanced composition, you can overlay one of three types of grids in the viewfinder. These include a 3x3 grid that follows the rule of thirds, a 4x4 grid that includes two 45-degree lines passing through the center, and a 6x4 grid that simplifies the alignment of multiple visual elements.



Savor the quality of precision craftsmanship



Rigid magnesium alloy body

You can depend on the ruggedness of NEX-7. High-intensity magnesium alloy panels on the top and front provide solid protection of the lightweight body, which offers a high degree of structural integrity and long-lasting durability.

Slip-free rubberized grip

Confident handling is assured by a compact camera body that fits comfortably in your hand and a durable grip covered in thick rubber to assure slip-free usage no matter how you hold the camera.

Elegantly crafted, intuitive controls

Beautifully refined dials and buttons are crafted from solid metal for a feeling of utmost quality and anodized for enhanced toughness. The flat topmost panel further contributes to a highly sophisticated, unified design.



Meticulous attention to detail

Every minute detail of NEX-7 — from easy-to-read button icons to anodized dials with easy-to-grip ribbed rims — demonstrates elegant craftsmanship and thorough attention to detail.

Built-in flash

When the lighting is dim, this built-in flash unit with a Guide Number of 6¹³ can provide the supplemental lighting you need. Combined with high ISO sensitivity, it enables shooting in nearly any environment.

Auto-lock Accessory Shoe

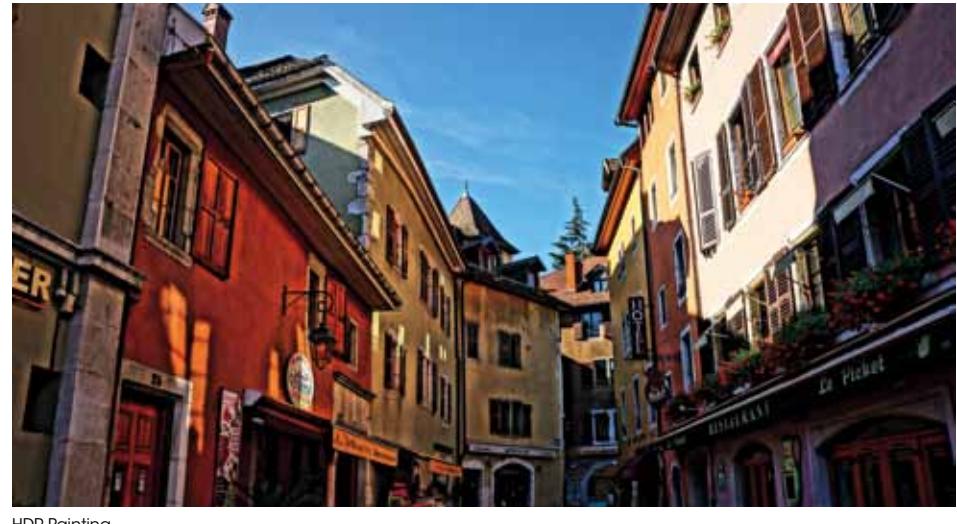
This is the first E-mount camera with an Auto-lock Accessory Shoe, which provides easy connection to options including Flash HVL-F43AM, Macro Twin Flash Kit HVL-MT24AM and Sync Terminal Adaptor FA-ST1AM.

Open the door to unlimited creativity

Add character with Picture Effect

Realize your creative potential with Picture Effect, a fun and simple way to convert everyday scenes into exciting works of art. 11 modes with options give you a total of 15 effects for endless artistic possibilities. Real-time preview is available for most effects, letting you experiment to satisfy your creative urges. New modes include HDR Painting, Rich-tone Monochrome, Soft Focus, Soft High-key and Miniature, a unique effect that transforms scenes to look like photos of miniature models.

Note: Some Picture Effect modes cannot be applied to movies.



HDR Painting



Soft Focus



Miniature



Rich-tone Monochrome



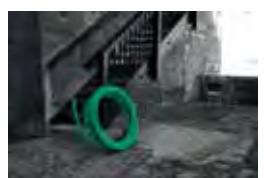
Partial Color (Red)



Partial Color (Yellow)



Partial Color (Blue)



Partial Color (Green)



Pop Color



Soft High-key



Toy Camera



High Contrast Monochrome



Posterization (Color)



Posterization (B/W)



Retro Photo

Manage difficult lighting with Auto HDR

Delight in the remarkable depth and realism that Auto HDR mode lends photos. This mode is ideal for capturing dramatically lit scenes that are difficult to record conventionally due to great variances in light and shadow. NEX-7 takes three shots at different exposures — one each for highlights, mid tones and shadows — then digitally combines them into a single high dynamic range (HDR) photo with rich shadow and highlight detail. For enhanced creative control, you can set the HDR exposure range to cover six steps, from 1 EV to 6 EV.



Final photo with highlights, mid tones and shadows properly exposed

Sweep Panorama™ mode in 2D or captivating 3D

Simply press the shutter button and sweep the camera in a smooth arc, either horizontally or vertically. NEX-7 takes a series of shots then stitches them together

into a seamless, high-resolution panoramic photo ready for large-format printing or HDTV playback. And now there's 3D Sweep Panorama mode, which produces

dynamic 3D panoramas for playback on 3D-compatible HDTVs.¹⁴



Hand-held Twilight

Discover how easy it is to produce night shots with all the vibrancy of the original scene. In Hand-Held Twilight mode, NEX-7 fires off six photos at high speed and composites them to create one low-noise photo. Thanks to the excellent performance of the Exmor™ sensor and BIONZ® image processing engine, your night shots will sparkle with markedly reduced noise even when shooting without a tripod.



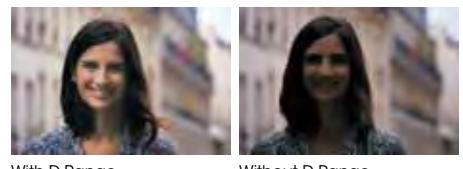
Anti Motion Blur

It's easy to prevent blurry results when shooting in dimly lit settings or at telephoto focal lengths. Simply shoot in the Anti Motion Blur mode. After taking six shots at high speed, NEX-7 aligns and combines them into a single photo by fully leveraging Sony's image analysis and compositing technologies. This mode also improves portraits by eliminating the need for a flash.



D-Range Optimizer (DRO)

In tricky lighting conditions, DRO produces natural-looking images with optimal brightness and tonal gradation. If a backlit subject's face is dark, for example, DRO recovers details hidden in the shadows and delivers a naturally bright image. DRO can even be used effectively during continuous shooting and when capturing moving subjects. You can shoot in Auto mode or manually select from five levels of compensation.



With D-Range Optimizer (Auto)

Without D-Range Optimizer

Creative Style

Thirteen Creative Style modes let you add distinctive looks and moods to photos and movies while you shoot. Choose from Standard, Vivid, Portrait, Landscape, Sunset, Black & White, Clear, Deep and other modes depending on the scene. Contrast, saturation¹⁵ and sharpness can also be fine-tuned to get just the right look.



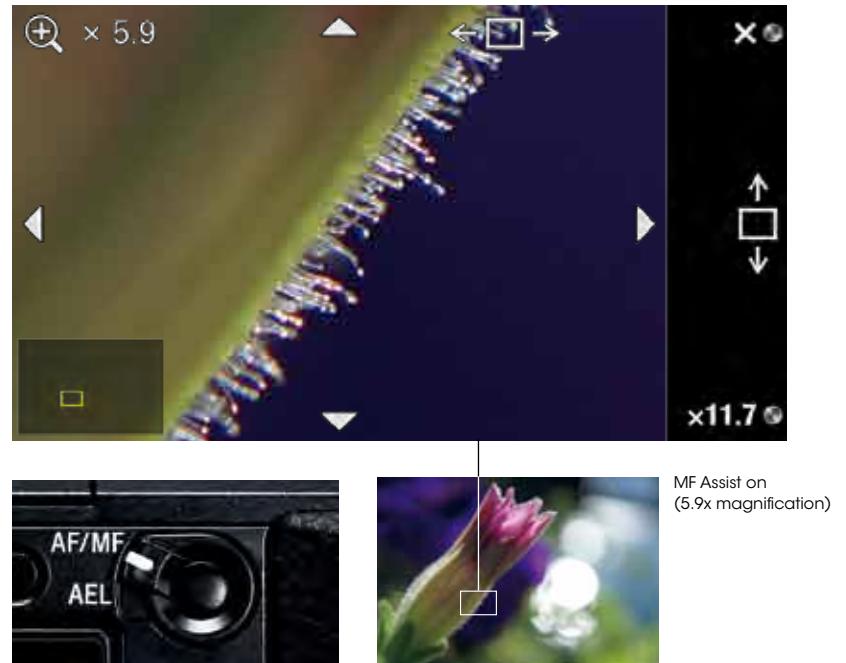
Scene Selection

When you select one of eight Scene Selection modes to match the type of scene, NEX-7 will automatically adjust basic shooting parameters like aperture, shutter speed, white balance and others to match the scene. The wide range of settings — Portrait, Sports Action, Macro, Landscape, Sunset, Night Scene, Night Portrait and Hand-held Twilight — cover just about any shooting situation.

Discover unrivaled freedom and flexibility

Fast and precise MF Assist

When your creative vision demands extremely fine-tuned focusing, the MF Assist function delivers all the precision of manual focusing at a magnified view. Simply press the AF/MF button to select the MF mode. Or choose the DMF (Direct Manual Focus) mode and start by letting the sophisticated AF system achieve nearly the focusing results you desire. Then fine-tune the focus with the focusing ring in either mode. As soon as you adjust the ring, the MF Assist function lends a helping hand by enlarging the portion of the composition on which focus is being performed, making it a snap to obtain razor-sharp focus. Choose from two magnifications — 5.9x or 11.7x — depending on the subject you are shooting. The remarkably convenient MF Assist function is an especially big help during macro photography or when shooting at large apertures.

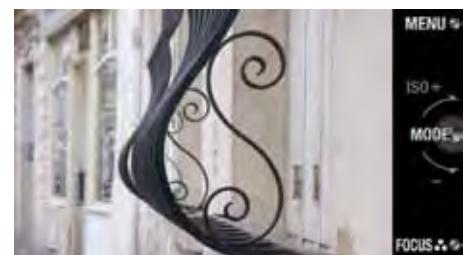


Peaking function for focus confirmation

Make sure your subject is properly focused with the Peaking function. This detects the most sharply reproduced area of the image and highlights it for confirmation. Both the level of sensitivity and highlight color are adjustable.



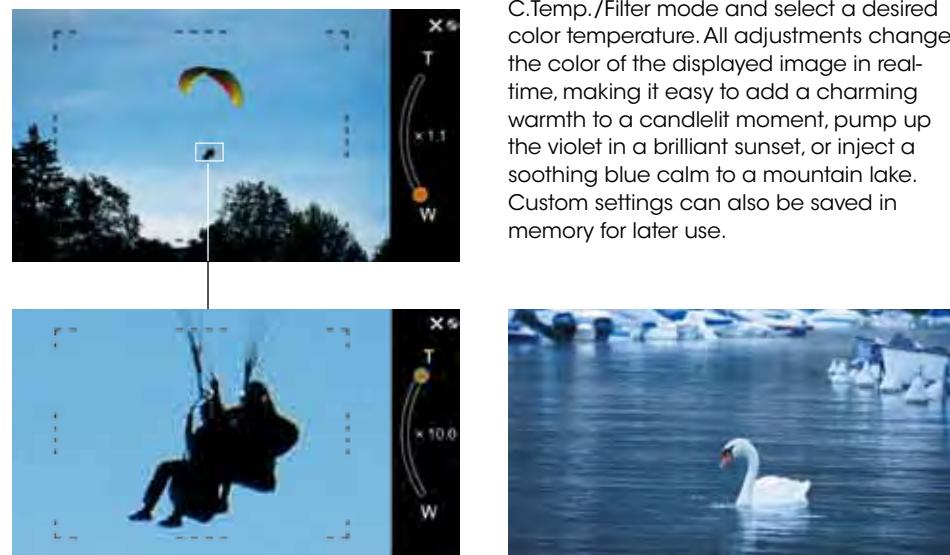
Peaking function on



Finely focused image

Precision Digital Zoom

Even when you've maxed out the reach of a telephoto zoom lens, you can still get closer with Precision Digital Zoom. Delivering up to 10x magnification of the central area of the frame, this convenient feature works with any E-mount or A-mount lens¹⁶, including fixed-focal length lenses.



Precision Digital Zoom at 10x magnification

Auto/manual white balance

Easily control the colors of your photos and movies with auto or manual white balance adjustment. Select Auto or one of nine presets for lifelike colors no matter what kind of scene you are shooting. Then manually adjust amber-blue or green-magenta color tones on color chart to further tweak the color. Or switch to the C.Temp./Filter mode and select a desired color temperature. All adjustments change the color of the displayed image in real-time, making it easy to add a charming warmth to a candlelit moment, pump up the violet in a brilliant sunset, or inject a soothing blue calm to a mountain lake. Custom settings can also be saved in memory for later use.



Daylight white balance

1200-zone metering

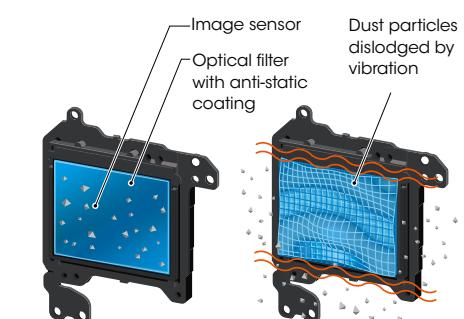
Advanced 1200-zone metering delivers precise exposures, deftly handling the most difficult lighting situations with ease. Employing a sophisticated scene analysis algorithm and BIONZ® image processing, the system evaluates light levels and color distribution, then calculates exposure to suit each image. You can also lock the exposure by simply pressing the AEL button.



Precise exposure even in difficult lighting

Anti-dust system

Advanced dust resistance helps minimize photo blemishes. A special static-free coating on the image sensor's optical filter helps prevent dust from adhering. The filter is vibrated ultrasonically every time the camera is switched off to dislodge any dust particles that settled on its surface. Ultrasonic vibration can also be activated manually at any time.



Bundled software and connectivity

A full software suite — including PMB (Picture Motion Browser)¹⁸ and new Image Data Converter — simplifies content management, photo editing and more on your personal computer.

You can also enjoy watching your photos and movies on various types of connected devices, including Sony BRAVIA® HDTVs, Blu-ray Disc™ players, VAIO® computers and Sony PlayStation® systems which lets you navigate with speed and ease via PlayMemories™ software (for regular photos, panoramic images and 3D images) or Filmy™¹⁹ software (for AVCHD™ movies).



Image Data Converter



PlayMemories



BRAVIA HDTV
BRAVIA



PlayStation®3

Multi-slot memory card support

NEX-7's media card slot supports Memory Stick Duo™ and Memory Stick Pro HG Duo™ as well as SD, SDHC, SDXC and Eye-Fi media.



Long-lasting powerful battery

Improved battery performance lets you take up to 430 (approx.) still images¹⁷ and enjoy longer shooting and playback times on a single charge.



NP-FW50



A host of playback features

Enjoy your photos and movies to the max with NEX-7's playback features. You can enlarge images for closer inspection, view Sweep Panorama™ images, and listen to movie sound with the built-in speaker. Other features include index view for viewing content by date and various slideshow styles.¹⁸

Achieve your creative vision with Sony lenses

Interchangeable lens flexibility

Open the door to your creativity with compact, high-performance Sony E-mount and A-mount lenses.¹⁶ The superb optical performance of these lenses makes them ideal for shooting both photos and movies.



Sony α A-mount lenses

All the power of over 30 A-mount lenses — from fisheye and ultra wide-angle to macro and super telephoto models — is yours to enjoy once you add an optional LA-EA2 or LA-EA1 mount adaptor. The new Mount Adaptor LA-EA2 even features Translucent Mirror Technology that enables super-fast, high-performance full-time phase-detection AF during still and movie shooting.



NEW Mount Adaptor LA-EA2



1/2000 sec., F8, ISO 400, Auto white balance

NEW



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



This fast, wide-angle Carl Zeiss® lens is ideal for landscapes, cityscapes and group photos. The wide maximum aperture and superb optics also make it suitable for shooting in dimly lit settings. A minimum focus distance of 6.3" (16cm) provides close-up capability as well.



1/1250 sec., F8, ISO 400, Daylight white balance

NEW



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

This slim telephoto zoom lens weighs only 12.2 ounces (345g) and beautifully complements the SEL1855. With outstanding optical performance over the entire zoom range, it's an excellent choice for portraits, sports and nature photography.



1/1000 sec., F1.8, ISO 200, Auto white balance

NEW



E 50mm F1.8 OSS
(SEL50F18)

A fast mid-range telephoto model well suited for portraits, this lens creates lovely defocused backgrounds through an ideal combination of focal length and circular aperture. Built-in image stabilization and a wide maximum aperture deliver exceptional low-light performance.



1/2500 sec., F3.5, ISO 100, Daylight white balance



E 30mm F3.5 Macro
(SEL30M35)

This ultra lightweight macro lens offers a minimum focus distance of 3.7" (9.5cm). The quiet autofocus drive and rugged aluminum-alloy body make it an outstanding choice for nature photography.

A selection of fine optics for any situation or subject



E 16mm F2.8 (SEL16F28)



Ultra Wide Converter (VCL-ECU1)

Only compatible with SEL16F28.



Fisheye Converter (VCL-ECF1)

Only compatible with SEL16F28.



E 18-55mm F3.5-5.6 OSS (SEL1855)



E 18-200mm F3.5-6.3 OSS (SEL18200)

Give your photography a professional edge



Planar T* 85mm F1.4 ZA (SAL85F14Z), Mount Adaptor LA-EA2, 1/640 sec., F9, ISO 400, Auto white balance

New mount adaptor for Sony A-mount lenses

It's easy to combine all the power of A-mount lenses with all the convenience of the compact NEX-7. Simply add the new Mount Adaptor LA-EA2, which incredibly includes award-winning Translucent Mirror Technology. It lets you take full advantage of most A-mount lenses from fisheye and ultra wide-angle to super telephoto, including our acclaimed G Lens series and Carl Zeiss® lenses.



Notes:

- Compatible with NEX-5, NEX-3, NEX-C3, NEX-VG10 and NEX-FS100 after firmware update.
- Not compatible with teleconverters. AF not supported with the STF lens.



Auto-lock Accessory Shoe

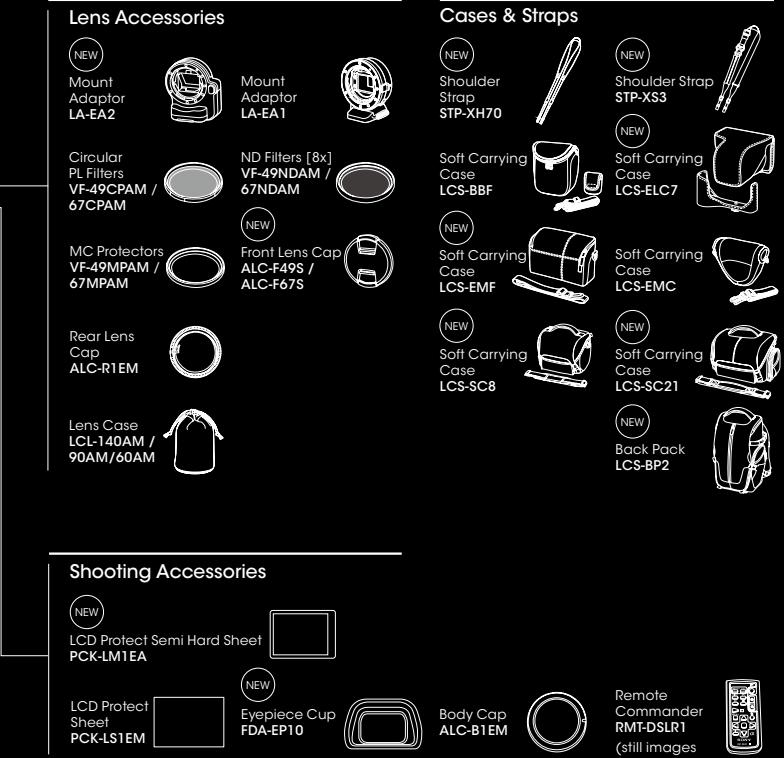
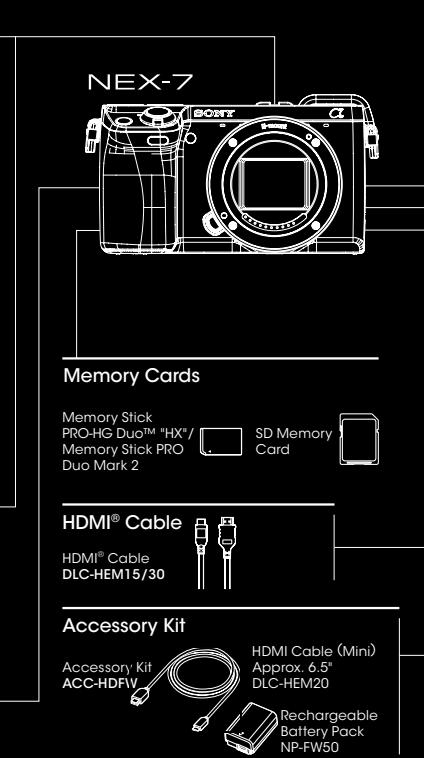
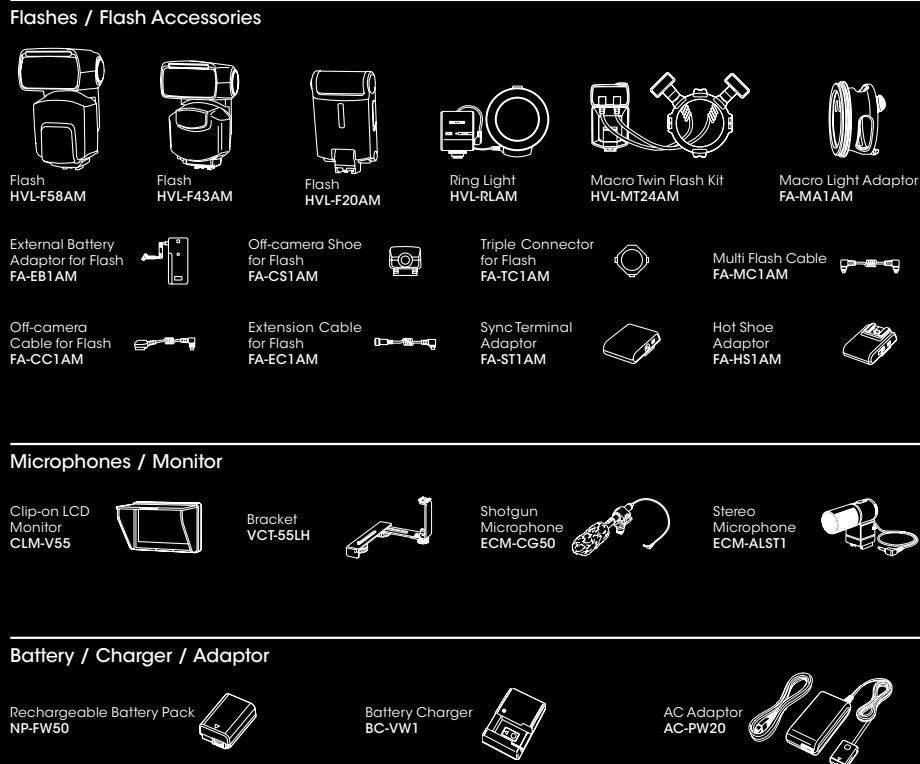
Expand your possibilities

As the first E-mount camera with an Auto-lock Accessory Shoe, NEX-7 opens up new possibilities by providing a fast and secure connection to a wide range of advanced accessories including Ring Light HVL-RLAM, Macro Twin Flash Kit HVL-MT24AM, 5" Clip-on LCD monitor CLM-V55 and Stereo Microphone ECM-ALST1.

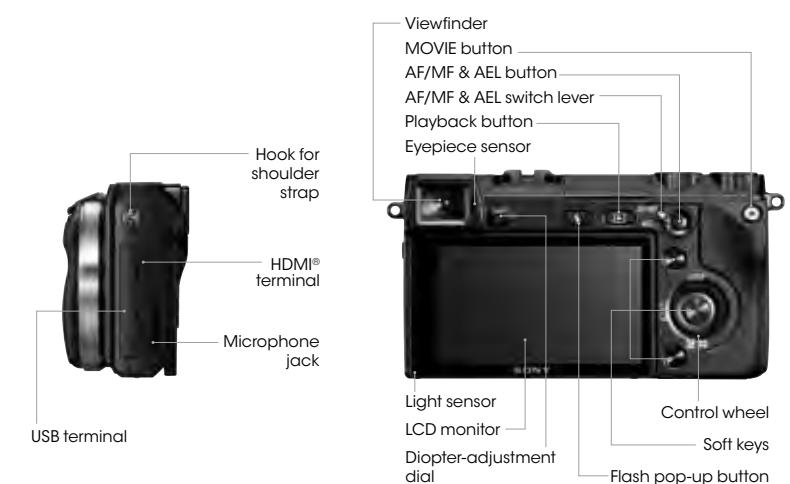
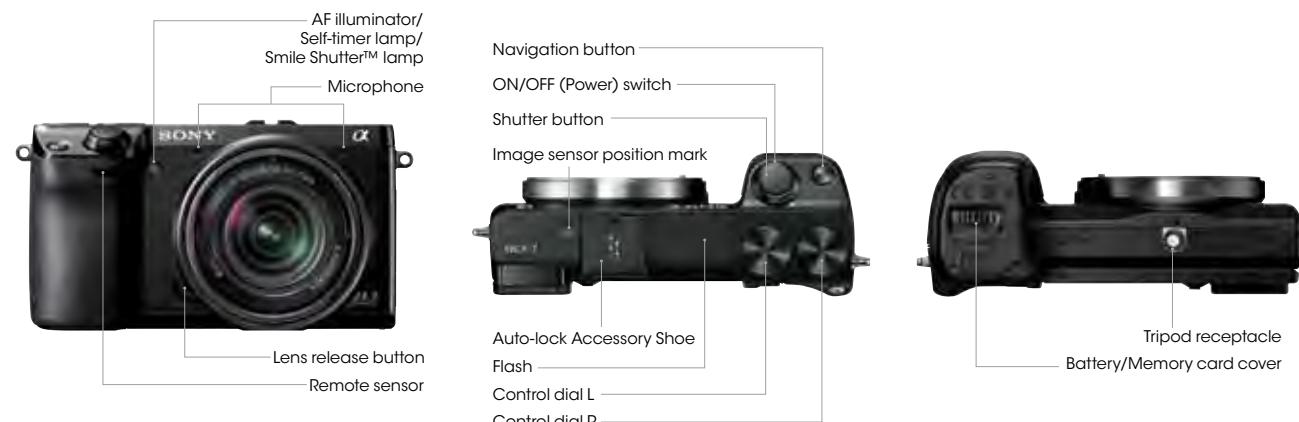
<p>Flash HVL-F20AM</p> <ul style="list-style-type: none"> • Compact body • Guide Number of 20 (50mm, ISO100, meters) • Easy operation • Switching between bounce and direct flash settings • Raising the body turns the power on 	<p>Flash HVL-F43AM</p> <ul style="list-style-type: none"> • Guide Number of 43 (105mm, ISO100, meters) • Quick Shift Bounce for optimum angle at various camera orientations • Wireless ratio control • 22-step power level switching 	<p>Flash HVL-F58AM</p> <ul style="list-style-type: none"> • Guide Number of 58 (105mm, ISO100, meters) • Quick Shift Bounce for optimum angle at various camera orientations • Wireless ratio control • Large LCD panel
<p>Ring Light HVL-RLAM</p> <ul style="list-style-type: none"> • Filter Diameter: 49mm, 55mm 	<p>Macro Twin Flash Kit HVL-MT24AM</p> <ul style="list-style-type: none"> • Guide Number of 24 (combined, 24mm, ISO100, meters). • Filter Diameter: 49mm, 55mm 	<p>Hot Shoe Adapter FA-HS1AM</p>
<p>Stereo Microphone ECM-ALST1</p>	<p>Clip-on LCD Monitor CLM-V55</p>	<p>Bracket VCT-55LH</p>
<p>Shotgun Microphone ECM-CG50</p>		

Meet every need with wide-ranging accessories

Accessories System Chart



Controls and dials



Number of recordable still images
(Memory card formatted with this camera, image size L 24M, aspect ratio 3:2)

	2 GB	4 GB	8 GB	16 GB	32 GB
Standard	335	680	1350	2750	5500
Fine	205	410	830	1650	3300
Extra Fine	100	200	405	820	1600
RAW & JPEG	54	105	220	440	880
RAW	74	145	300	600	1200

• Capacity will vary based on image recorded.

Recording time for movies
(Memory card formatted with this camera, in hours and minutes)

	2 GB	4 GB	8 GB	16 GB	32 GB
60i 24M (FH)	10 m	20 m	40 m	90 m	180 m
60i 17M (FH)	10 m	30 m	60 m	120 m	245 m
60p 28M (PS)	9 m	15 m	35 m	75 m	150 m
24p 24M (FX)	10 m	20 m	40 m	90 m	180 m
24p 17M (FH)	10 m	30 m	60 m	120 m	245 m
1440 x 1080 12M	20 m	40 m	80 m	165 m	330 m
640 x 480 (VGA) 3M	70 m	145 m	295 m	600 m	1205 m

• Recommended memory card for movie recording: Memory Stick PRO Duo™ (Mark2), Memory Stick PRO-HG Duo™, SD memory card/SDHC memory card/SDXC memory card (Class 4 or more).

• The numbers in the table above show the approximate maximum recordable time obtained by totaling all movie files.

• The size of a movie file is limited to approx. 2 GB.

• The maximum length of time you can shoot continuously is about 29 min.

