

The Sony  $\alpha$  (alpha) DSLR-A700 is the perfect DSLR for serious amateurs -- with 12.24 MP resolution to capture the full imaging precision of Sony zoom lenses, precision Carl Zeiss® lenses and legacy Minolta a-mount lenses. Quick response, creative style modes and high-speed shooting helps you capture your creative vision, Super SteadyShot® image stabilization works with every lens, and the Eye-Start® Autofocus system uses an 11-point center dual-cross AF sensor to improve precision.

- **12.24 MP Exmor™ Imaging Sensor**  
A newly designed APS-C size CMOS imager with on-chip noise-canceling before and after A/D conversion provides over 12 million pixels, drawing out the full image description power of the  $\alpha$  (alpha) DSLR-A700's high-performance lenses and providing spectacular detail for making big prints. Advanced on-sensor A/D conversion yields rich tonal reproduction with high signal-to-noise ratio.
- **Professional Lenses and Accessories**  
The  $\alpha$  (alpha) DSLR-A700 accepts a superb array of precision optics, including new Sony wide-aperture zoom lenses that perform brilliantly over a broad range of focal lengths, Sony "G" Series lenses with advanced motorized autofocus, amazingly bright Carl Zeiss® T coated lenses, and over 16 million Minolta a-mount lenses sold worldwide -- plus professional-quality flash units and system accessories to expand your creative horizons.
- **Super SteadyShot® Image Stabilization**  
Built-in technology moves the image sensor in response to camera shake, enabling every lens to benefit from automatic blur reduction -- and provides an advantage of up to 4.0 shutter speed steps to sharpen images in lower light, for hand-held shots that would normally require a tripod.
- **Bionz™ Image Processor**  
At the heart of the  $\alpha$  (alpha) DSLR-A700 camera is the advanced Sony Bionz™ Image Processor, using hardware-based Large Scale Integrated (LSI) circuitry that improves camera response time, screens out noise before RAW data conversion, handles Dynamic Range Optimization processing and prolongs battery life.
- **Dynamic Range Optimizer**  
To recover details in dark or bright areas of the picture, the  $\alpha$  (alpha) DSLR-A700 provides multiple levels of Dynamic Range Optimization: Standard mode, to improve shadow detail using standard gamma curves; Advanced Auto mode, allowing you to select any of 5 DRO correction levels, or DRO Advanced Bracketing, that automatically takes three shots at different DRO levels with a single shutter press.
- **Continuous 5 Frames-Per-Second Advance at 12.24 MP**  
The high-speed processing power of its Bionz™ engine, a quick-response coreless motor to drive the shutter, and dual mirror stoppers to prevent mirror bounce -- they all enable the  $\alpha$  (alpha) DSLR-A700 to capture action more effectively at either 5 or 3 frames per second, even shooting at full 12.24 MP resolution. You can also shoot continuously to the limit of available memory in JPEG Fine and Standard modes.
- **Advanced Pentaprism Viewfinder**  
With a bright focusing matte, an optical glass prism and glass lenses that prevent ghosts inside the finder, the  $\alpha$  (alpha) DSLR-A700's viewfinder image makes it easier to see your subject, compose your shot and adjust focus manually.
- **Eye-Start® Autofocus System**  
The  $\alpha$  (alpha) DSLR-A700 begins its precision autofocus adjustments the moment you bring your eye to the viewfinder -- so you'll be ready to catch the perfect moment.
- **11-Point Center Dual Cross AF Sensor**  
A newly developed Sony AutoFocus system with a large f2.8 sensor improves your ability to frame the subject and capture moving subjects with greater focusing precision -- and a focus drive clutch lets you switch seamlessly between auto and manual focusing by pressing a simple button.
- **Super-Accurate Exposure Control**  
A 40-segment honeycomb sensing system provides multi-pattern measuring for superior exposure control accuracy in a wide range of lighting conditions.
- **Simple Camera Control Menus**  
Even with all its high-tech features, the  $\alpha$  (alpha) DSLR-A700 is amazingly simple to operate -- and a quick press of the Function (Fn) button switches the LCD display from standard menu information to a new Quick Navigation screen for camera setup via joystick and forward-back controls. The menus are easy and intuitive -- and memory function lets you save and recall personalized camera settings.

**ADDITIONAL FEATURES**

- Creative Custom Settings
- Easy-to-Use Exposure Mode Dial
- Quick Setting Recall
- Stamina® Power
- Built-In Flash
- Anti-Dust Technology
- Rugged Magnesium Alloy Body
- Xtra Fine™ 3.0" LCD Screen with 921K Pixels
- PhotoTV HD Viewing with HDMI™ Output<sup>2</sup>
- Wireless Remote Control
- Versatile Recording Formats



The DSLR-A700: the DSLR for serious photo enthusiasts



## Specifications

### General

Megapixel: 12.24 MP

Imaging Device: 12.24 (effective) APS Exmor™ Sensor; 23.5 x 15.6 mm; RGB primary color filter

### Convenience

White Balance: Auto plus 6 Modes (Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash); +/- 3-step adjustable Kelvin temperature control (2500-9900k w/19-step Magenta/Green compensation).

Self Timer: Yes (10 seconds, 2 seconds, Off)

Memory Stick PRO™ Media Compatibility: Tested to support up to 8GB media capacity; does not support Access Control security function

Red-Eye Reduction: On/Off (all modes)

Burst Mode: Selectable Hi(5 FPS) Lo(3 FPS); JPEG Standard/Fine: Unlimited to capacity of media; JPEG Extra Fine: 8; cRAW (compressed): 24; cRAW+JPEG: 12; RAW: 17; RAW+JPEG: 11.

Color Mode(s): Standard, Vivid, Neutral, Adobe RGB, Clear, Deep, Light, Portrait, Landscape, Sunset, Night view, Autumn, B/W, Sepia (Except for Adobe RGB, all other color modes use the sRGB color space)

### Convenience Features

Histogram Display: Yes; RGB display; Playback only

AF Illuminator Light: Yes, On/Off Select Multi-Pattern Measuring: 40-segment honeycomb pattern; Multi-segment, Center Weighted, Spot

Scene Mode(s): Portrait, Landscape, Macro, Sports, Sunset, Night view/portrait

Movie Mode(s): N/A

### Inputs and Outputs

USB Port(s): Yes, Supports USB 2.0 Hi-speed

Output(s): Video: Yes, NTSC/PAL Selectable

HD Output: Yes (w/ optional HDMI™ cable)

### Hardware

LCD: 3.0" TFT Xtra Fine™ (922k pixels) LCD

Viewfinder: Optical: TTL, 0.9x, 95% coverage

Microphone: No/ No

### Operating Conditions

Flash Effective Range: Manual pop-up; Approx. GN 12 (in meters at ISO 100); Coverage of up to 16 mm (in focal length); Approx. 3 sec. recycling time; Flash-ready indicator.

Flash Mode(s): Manual Pop-up: Auto, Fill-flash, Rear flash sync, Wireless off camera flash (with Flash HVL-F56AM, F36AM)

### Optics/Lens

Focus: Auto Focus: TTL Phase Detection Multi-point: 11 Area, 11 Line, 5 center twin-cross lines

Auto Focus Mode: Yes  
Wide focus area (Auto, 11 areas), Spot focus area, Local focus area (11 local areas selectable)

Visual Focus Confirm: Direct via VF Matte Screen

Manual Focus: Yes

Shutter Speed: 30 < 1/8000 sec 55 step, Bulb

ISO:

Auto/160/200/400/800/1600/3200/4000/5000/6400

EV Compensation: ±3.0 EV, 0.3 EV / 0.5 EV steps selectable

Exposure: Manual Exposure: Yes, w/EV indicator

Manual Exposure: Yes; Aperture/Shutter Priority, Manual Program Shift: Yes, Command Dial

Lens Type: Interchangeable A mount

### Power

Battery Type: NP-FM500H Lithium-ion rechargeable battery

Battery Capacity: 7.2V, CIPA standard: approx. 650 pictures<sup>3</sup>

### Processor

Bionz™ Engine: Yes w/ Dynamic Range Optimizer. DRO Modes include Off, Standard, Advanced Auto, Advanced Manual, Advanced 3-frame bracketing. Advanced Manual include 5 adjustable levels.

### Dimensions

Weight: 1 lb. 8 oz. (690 g) body, not including battery, lens and media

Measurements: (WHD) 5-5/8 x 4-1/4 x 3-1/4 (141.7 x 104.8 x 79.7 mm) (excl. protrusions)

### Supplied Accessories

M-series Lithium-Ion Battery (NP-FM500H)

Battery Charger w/cord (BC-VM10)

Wireless Remote Commander (RMT-DSLR1)

Video Cable

USB Cable

Shoulder strap with eyepiece cap and Remote Commander clip

Body cap

Accessory shoe cap

Software/USB Driver CD-ROM

NOTE: No Memory Stick media is included.

### Optional Accessories

Memory Stick Duo™ PRO (MSX-M2GN/GS)

Memory Stick Duo™ PRO (MSX-M4GS)

Color: Black

UPC Code: 027242714151

1: Viewable area, measured diagonally.

2: HD Output requires a Sony® HDMI connector cable: HDTV sold separately.

3: Actual results may vary based on product settings, usage patterns and environmental conditions.

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