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Sony ILCE7M3K

Sony a7 III (ILCE7M3K) Full-frame Mirrorless Interchangeable-Lens Camera with 28-70mm Lens Instruction Manual

Advanced 24.2MP Full-frame Image Sensor with 1.8X readout speed. Improved AF and tracking, plus up to 10fps continuous shooting. Reliable operability and a light, compact body enhance mobility. Features 4K HDR movie recording capability.

1. Introduction

This manual provides essential information for operating your Sony a7 III Full-frame Mirrorless Interchangeable-Lens Camera. Please read it thoroughly to ensure proper use and to maximize your camera's potential. The Sony a7 III combines a 24.2MP back-illuminated full-frame sensor with advanced autofocus and high-speed shooting capabilities, making it a versatile tool for both photography and videography.

2. Setup

2.1. Installing the Battery

Insert the supplied rechargeable battery (NP-FZ100) into the battery compartment located at the bottom of the camera. Ensure it clicks into place securely. Charge the battery fully before first use using the provided AC Adapter (AC-UUD12) and Micro USB cable.

2.2. Inserting a Memory Card

The camera supports two SDXC memory cards. Open the memory card slot cover on the side of the camera. Insert the memory cards into Slot 1 and Slot 2 with the label facing the front of the camera until they click. Close the cover securely.

2.3. Attaching the Lens

Align the white index mark on the lens with the white index mark on the camera body. Mount the lens by rotating it clockwise until it locks into place. To remove, press the lens release button and rotate counter-clockwise.



Figure 1: Front view of the Sony a7 III camera with the 28-70mm lens attached.

3. Operating the Camera

3.1. Power On/Off

To turn the camera on or off, rotate the ON/OFF switch located on the top plate of the camera.

3.2. Mode Dial

The mode dial allows you to select various shooting modes, including AUTO (iAuto), Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), and Movie modes. Rotate the dial to your desired mode.



Figure 2: Top view of the Sony a7 III, highlighting the mode dial and other control buttons.

3.3. Autofocus System

The a7 III features a 693 phase-detection / 425 contrast AF points system with 93% image coverage, ensuring fast and accurate focusing. Various focus modes are available, including Single-shot AF, Continuous-Servo AF, and Direct Manual Focus (DMF).

3.4. Using the LCD Monitor and Viewfinder

The 3-inch tilting LCD monitor provides a clear view for composing shots and reviewing images. It also features touch screen functionality for intuitive control. The electronic viewfinder offers a detailed display of your scene and settings.



Figure 3: Rear view of the Sony a7 III, displaying the tilting LCD screen and various control buttons.

4. Key Features

- **Advanced 24.2MP Full-frame Image Sensor:** Back-Illuminated 35mm Full-frame Exmor R CMOS sensor with 1.8X readout speed.
- **High Dynamic Range:** 15-stop dynamic range and 14-bit uncompressed RAW output.
- **Wide ISO Range:** ISO 50 to 204,800 (expandable).
- **Fast Continuous Shooting:** Up to 10fps with Silent or Mechanical Shutter and AE/AF tracking.
- **Advanced Autofocus:** 693 phase-detection / 425 contrast AF points with 93% image coverage.
- **4K Video Recording:** 4K UHD 2160p movie recording capability.
- **In-body Image Stabilization:** 5-axis optical image stabilization.

5. Media Integration

5.1. Product Images



Figure 4: Side view of the Sony a7 III, showing the open battery compartment and tripod mount.



Figure 5: Close-up of the Sony a7 III's connectivity ports, including Micro USB and HDMI.



Figure 6: Front view of the Sony a7 III camera with the 28-70mm lens, showcasing its compact design.



Figure 7: Another front view of the Sony a7 III camera with the 28-70mm lens, emphasizing the lens details.

5.2. Official Product Videos

Sony A7III - Watch Before You Buy

Your browser does not support the video tag.

Video 1: A comprehensive overview of the Sony a7 III, detailing its features and performance for potential buyers.

Beautiful camera for content creators & photographers

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Video 2: Showcasing the Sony a7 III's capabilities for content creation and professional photography.

This is WORTH IT, here's why!

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Video 3: A review highlighting the value and benefits of the Sony a7 III camera.

Sony A7 C Vs Sony A7 3

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Video 4: A comparison between the Sony a7C and Sony a7 III cameras, discussing their differences and advantages.

#thisorthat Great Lens to Start Creating Content

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Video 5: A short video discussing a great lens choice for content creation with the Sony a7 III.

One of the best camera to get

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Video 6: A brief testimonial on why the Sony a7 III is considered one of the best cameras available.

Is the Sony A7 iii Still Good?

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Video 7: An evaluation of the Sony a7 III's continued relevance and performance in the current market.

Everything you need to know: Sony's High Frame Rate tools

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Video 8: A detailed guide on utilizing Sony's high frame rate tools for video recording with the a7 III.

Full Review Sony a7iii Is it still worth the money in 2025

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Video 9: A comprehensive review of the Sony a7 III, assessing its value and performance in 2025.

Quick MENU TOUR - Sony A7 III Mirrorless Camera

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Video 10: A quick tour of the menu system on the Sony a7 III Mirrorless Camera.

6. Maintenance

To ensure the longevity and optimal performance of your Sony a7 III camera, regular maintenance is recommended:

- **Cleaning the Lens:** Use a lens brush or blower to remove dust, then gently wipe with a microfiber cloth and lens cleaning solution.
- **Cleaning the Sensor:** If dust spots appear on images, use a sensor cleaning kit or consult a professional.
- **Cleaning the Body:** Wipe the camera body with a soft, dry cloth. Avoid using harsh chemicals.
- **Battery Care:** Store batteries in a cool, dry place. Avoid fully discharging batteries for extended periods.

7. Troubleshooting

If you encounter issues with your camera, consider the following general troubleshooting steps:

- **Camera not powering on:** Ensure the battery is fully charged and correctly inserted.
- **Images not saving:** Check if a memory card is inserted and has sufficient free space. Ensure the card is not locked.
- **Autofocus issues:** Verify that the lens is properly attached and clean. Check focus mode settings.
- **Poor image quality:** Review your shooting mode and exposure settings (ISO, aperture, shutter speed).

For more detailed troubleshooting, refer to the comprehensive help guide available on the Sony support website.

8. Specifications

Feature	Specification
Model Name	Sony a7 III
Model Number	ILCE7M3K/B
Sensor Type	35mm full frame (35.6×23.8mm), Exmor R CMOS sensor
Effective Still Resolution	24.2 MP
Compatible Mountings	Sony FE
Image Stabilization	Optical
ISO Range	50 - 204800 (Expanded)
Continuous Shooting	10 FPS
Video Resolution	4K UHD 2160p
Screen Size	3 Inches

Display Fixture Type	Tilting
Touch Screen Type	Capacitive
Memory Slots Available	2 (SDXC)
Connectivity Technology	HDMI, NFC, Bluetooth, Wi-Fi
Item Weight	1.8 Pounds

9. What's in the Box

- Camera body
- SEL2870 lens
- Lens hood
- Lens cap
- Lens rear cap
- Rechargeable Battery (NP-FZ100)
- AC Adapter (AC-UUD12)
- Shoulder strap
- Body cap
- Accessory shoe cap
- Eyepiece cup
- Micro USB cable

10. Warranty and Support

This product comes with a 1-year manufacturer's warranty. For detailed warranty information, product support, and service, please visit the official Sony support website or refer to the documentation included in your product packaging. For additional resources and to explore other Sony products, visit theSony Store.

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Question

Example: How do I reset this device or fix this error?

Details

Model number, symptoms, what you tried, or the section of the manual you are using.

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