

SONY Alpha 7 IV + 28-70mm (ILCE7M4KB.CEC) Digital camera



The SONY Alpha 7 IV camera is an excellent choice for professional photographers and videographers. Its 33-megapixel full-frame sensor and advanced BIONZ XR image processor work together to deliver detailed images and smooth 4K video recording. The included 28-70mm lens provides versatile options for various photography situations.

Product code: 61493811

Serial number: 35692161

Brand: Sony

2 656 HUF

Netto price: 2 091 HUF



Description

The **SONY Alpha 7 IV** is a premium full-frame mirrorless camera designed for professionals. Its **33-megapixel** Exmor R CMOS sensor ensures exceptional image quality and detail, even in low-light conditions. The next-generation **BIONZ XR** image processor enables fast image processing, improving responsiveness and reducing latency.

The **4K video recording capabilities** are impressive, allowing recording at up to 60 fps in 10-bit 4:2:2 format, making it ideal for professional videographers. The **autofocus system** is exceptional, featuring advanced real-time tracking and eye **autofocus**, which keep the subject perfectly in focus, even in motion.

The camera includes a **3-inch articulating touchscreen** that simplifies shooting from various angles, while the **5-axis image stabilization** helps eliminate hand-shake effects. Wi-Fi and Bluetooth connectivity enable quick transfer of photos and videos and remote control via mobile devices.

The package includes a **28-70mm lens**, offering a wide-angle to telephoto range, making it suitable for everything from landscapes to portrait photography.

Declaration

- **Manufacturer:** Sony
- **Manufacturer headoffice:** California, USA
- **Netto weight:** 0.95 kg
- **Brutto weight:** 1.2 kg
- **Brand:** Sony
- **EAN code:** 4548736134024
- **Attesting:** CE
- **Imported by:** Sony
- **Year of import:** 2023
- **Country of origin:** Hungary
- **Country of import:** Czech Republic

Specification

- **Width:** 13
- **Length:** 8
- **Height:** 9
- **Arc length:** 6
- **Diameter:** 7
- **Type:** Digital camera
- **Color:** Black
- **Image resolution:** 33 MP
- **Max. video resolution:** 4K

