



# The Sony a7 and a7R: The Unofficial Quintessential Guide

By Brian Matsumoto Ph.D, Carol F. Roulland

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This book is a guide to using the Sony a7 and a7R, the first full frame, autofocus system cameras. At half the weight of a full frame DSLR, they are easy to carry for photographers on the go. The less-expensive a7 has a 24-megapixel sensor for shooting rapidly changing scenes; the a7R has a 36-megapixel sensor designed for ultimate image sharpness. Both use advanced image-processing algorithms and can use any manufacturer's lens when matched with the appropriate adapter. The electronic viewfinder gives the photographer an accurate preview of the image, ensuring the capture of technically excellent photographs by preventing mistakes in color temperature, depth of field, and exposure. All features of the a7 and a7R are covered, including automatic stitching to create panoramas, and multi-shot noise reduction that allows the use of extremely high ISOs. This book guides the photographer in using both the camera's automated features and manual controls to take photographs that are a unique reflection of his or her creative personality.

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### **Editorial Review**

#### **About the Author**

Dr. Brian Matsumoto is a research scientist and lecturer who worked for over 30 years recording experiments with a variety of film and digital cameras. His photographs have been featured on the cover of such periodicals as *BioTechniques* and *American Laboratory*. In addition to the six books he has written for Rocky Nook, Dr. Matsumoto has edited two books on microscopy and published many articles in peer-reviewed journals.

Carol F. Roulland has been an avid photographer since junior high, where she first experimented with black-and-white artistic compositions. Since then, she has continued photographing an expansive array of subjects, ranging from nature's sweeping vistas to urban architectural scenes. She has used an extensive array of photographic tools ranging from simple point-and-shoot to complex professional cameras. More recently, Ms. Roulland started showing and selling her award-winning fine art photographs through galleries, art exhibits, and her website. This is her sixth book to be published by Rocky Nook.

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##### **Kathleen Edwards:**

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