

# Preliminary Press Release



## SUBAL (Alpha) $\alpha$ 7 Housing

March 2015

***SUBAL is pleased to announce the release of the professional underwater housing SUBAL  $\alpha$  7 for the Sony Alpha 7, 7r and 7s digital full frame mirrorless camera.***

Subal, the world leading professional underwater housing manufacturer based in Austria, is proud to present the **SUBAL  $\alpha$  7 housing**. SUBAL has entered the system camera segment using their experience gathered in the SLR and video housing manufacturing. With its new revolutionary design, ergonomic handling and renowned quality, **SUBAL  $\alpha$  7 housing offers the lightest, most compact and ergonomic housing available for the SONY Alpha 7 in the market**, setting a new standard in the underwater imaging industry.

With over 40 years of tradition in housing manufacturing design, the new **Subal  $\alpha$  7** housing features high quality European craftsmanship and comfortable ergonomic controls. The handling and feel of a SUBAL is unmistakable and the unmatched reliability is unbeatable! **Subal  $\alpha$  7** is the newest housing designed for one of the first mirrorless full frame digital camera on the market. Design and perfect handling are required by every photographer and nothing can be left to chance when shooting in demanding conditions. Professional photographers insist on robust, highly reliable equipment allowing access to all camera functions. In SUBAL we understand that just hundredths of a second can make the difference when capturing the decisive moment.



The housing will be available toward the end of April 2015 with a MSRP of **USD \$ 2,850.00**

**(Port not included)**

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The **Sony Alpha 7, 7R and 7 S** are identical in terms of physical design, with the main differences being the sensor, low light sensitivity and autofocus system. The Alpha 7 features a full-frame 24 megapixel CMOS, while the Alpha 7R has a 36 megapixel CMOS sensor with no optical low-pass filter. The innovative Alpha 7S camera features a newly-developed 12.2 effective megapixel sensor that offers extraordinary sensitivity, low noise and spectacular 4K video quality in the hands of professional videographers. It has an impressive wide ISO sensitivity range from 50 - 409,600. All Alpha cameras use Sony's latest Bionz X processor and have XGA electronic viewfinders. Sony's Alpha 7 dynamic range offers new low-light shooting advantages for photographers.



## ***European Craftsmanship and Design !***

SUBAL incorporates decades of experience and technology, pushing the boundaries further in the underwater housing industry. Innovation and design have crystallized in **Subal α 7** creating the most ergonomic housing for the Sony Alpha 7 camera in the market.

## ***Features and Control with handling in mind***

The ease of operation, superior construction features and reliability of SUBAL underwater housing form part of our tradition and engineering DNA. We provide innovative solutions that achieve maximum user-friendliness and comfort.



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Designed with handling in mind, the Subal engineering team played a key role in delivering the ergonomics and perfect arrangement of the Sony Alpha 7 controls and functions. This allows easy operation for the photographer and access to all photo and video functions while holding the camera. This includes video function, menu, white balance, ISO, exposure compensation, OK, multi function keys, info, AFL and AEL among others.

## ***Technical Specifications***

The **SUBAL  $\alpha$  7** housing is produced from a solid block of high grade, seawater-resistant aluminum. The housing is anodized and put through a chemical hardening process. Subal is the only underwater housing manufacturer to use this patented, hard-coat anodizing. A 3 layer powder-coating is added giving the SUBAL housing an elegant finish and further protecting it from the environment. All shafts, screws are made of high-alloy chrome-nickel steel to extend operational lifetime. The advanced manufacturing process and high-grade materials ensure that your investment will last a lifetime. The housing, like every other Subal housing, is equipped with the **SUBAL Quick Lock** closure system for maximum safety.

- Designed for professional underwater use
- Depth rated 80 meter with a 120 meter Tec version available on request
- Access to all camera and video functions
- Equipped with leak alarm as standard
- Standard equipped with Subal Lock Port System.
- 2 pc pin-connectors with optional N5, Ikelite and S6 connector connected in parallel or 2 x fiber optic connectors.

## **SUBAL $\alpha$ 7 Black Angler Version**



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## Optional accessories for the ALPHA 7:

- Optional viewfinders: GS180° , WS 45° easy to swap
- Extensive line of SUBAL high quality dome and flat ports available.
- Zoom and Focus Gears for all major underwater SONY E Mount FE lenses available.
- Vacuum Valve System
- Subal Q7 Monitor / Recorder Housing for Odyssey Q7 Convergent
- Fiber Optic connectors for Sea & Sea and INON strobes
- Multiple wet diopter lenses and holders for macro images
- Complete line of mounting accessories: lighting, strobes, strobe adapters, arms systems, clamps, and special items including mount balls

## Subal Viewfinder Options

SUBAL supplies a wide range of viewfinders to support the ALPHA 7 housing. Beside the standard viewfinder we offer a straight GSV 180° enlarging viewfinder and the WSV 45°, 360° rotatable enlarging viewfinder with click stops every 90° - excellent for macro shooting and split shoots. Subal viewfinders are easy interchangeable by the end user.



## Strobe Connectors Options

- 2 X optional pin connectors available for Nikonos V, Ikelite and S6 connected in parallel.
- 2 X optional fiber optic connectors to fire strobes via fiber optic cable.

## SUBAL Dome and Flat Port Ports Option

An extensive range of exchangeable front ports allows the use of a wide variety of camera lenses from fisheye to zoom and macro lenses. Subal front port optics are made from precision high quality optical glass that ensures the best reproduction performance along with maximum impact and abrasion resistance. Secure and effortless port changes are facilitated by a bayonet mount which features the greatest possible overlap and exact positioning with a backstop.

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Depending on the application, SUBAL can supply glass flat ports, custom dome ports for wide-angle, ultra wide-angle and fisheye lenses, as well as focus control ports for macro lenses and protection covers. The SUBAL bayonet system mount allows the user an easy, quick and safe method for changing a port. A backstop ensures the port is positioned correctly and the Subal lock port system secures it in place.



The **SUBAL Alpha 7** housing integrates years of accumulated experience with significant engineering breakthroughs.

- The **SUBAL Quick Lock System** is a precise and robust locking system that eliminates accidental opening and has proven to be the most reliable on the market.
- The new **Port Lock System** secures extension rings (EXRs) to the bayonet housing and provides the means to secure components with ease.
- The optional **SUBAL Optical Strobe Connectors** fire strobes via fiber optic cables (eg. Sea and Sea YS D1 and INON Z240 no sync cords needed)
- A visual and audible warning **Leak Alarm** comes as standard on every SUBAL housing.
- The **SUBAL Special Saddle System** for quick and precise positioning of the camera body inside the housing makes misalignment impossible.

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## Technical Information

	Description
Housing Construction	Machined from single block, specially treated, seawater corrosion-resistant, aluminum alloy. Hardness treatment and coated with 3 layers of powder paint.
Design	Ergonomic placement of all the important controls provides convenient and comfortable handling of all camera functions.
TTL / Strobes Options/ Flash	2 pc pin connector optional Nikonos V, IKELITE or S6 Socket with hot shoe adapter. Optional 2 x fiber optic connectors for Sea and Sea (YSD1 /YS01) and INON ( Z240) strobes
Front Port Mount	Type 2 Bayonet. All SUBAL Domes and Flat ports options available with S2/S3 adapter.
Lens Options	All major underwater Sony FE Lenses supported.
Dome Ports Options	DP 100/3 , SWB and DP FE/3
Viewfinder Options	Standard viewfinder supplied. Optional GSV 180° or WSV 45° Viewfinders.
Leak Alarm	Included with LED indicator and acoustic alarm.
Display	Yes.
Dimensions	Width: 258 Height:151 Depth 112 mm (w/o port and handles)
Buoyancy	All but neutral (depending on port and accessories)
Depth Range	80 meter standard version and 120 meter TEC version available on request.
Color Options	SUBAL standard Color and Black Angler TEC version on request.
Weight	1,46 kg without grips ( estimated)
Controls	All functions of the camera can be operated: Power On-Off, Display Illumination, Shutter Release, Zoom (Manual Focus), Front and Rear Main Dial, Control Wheel, Lens Release, Focus Mode Selector (M-S-C), Metering Mode Control, Menu, Movie Record Button, Play Back, Delete, Mode Selector, AF-Lock, AF-On. Push Buttons for: Mode, Exp. Compensation, Lock, Metering Mode Control, Record, Start/Stop, Playback, Delete, Menu, Thumbnail, Protect, OK, ISO, Quality, White Balance, Microphone, Multi Selector, Info, Live View, and AF Mode.

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## Supported lenses for Sony Alpha 7:

SUBAL evaluates constantly new lenses as soon as they arrive on the market and suggest the best options for underwater use. Sony recently announced new full frame E mount lenses: the 28mm f/2, 35mm f/1.4, 90mm f/2.8 macro and plans to have a total of 15 FE lenses by 2015 including macro and ultra-wide models. Sony is quickly filling gaps in its lens lineup to continue the rapid expansion. The Sony Alpha 7 range has an E-mount and you will need to use Sony's new FE- series lenses to take advantage of its full-frame sensor. The following are some lenses from Sony FE that are supported by Subal suitable for underwater application.

- Sony Zeiss Sonnar ® T\* FE 35 mm F2.8 ZA
- Sony Vario-Tessar® T\* FE 16-35 mm F4 ZA OSS
- Sony Vario-Tessar® T\* FE 24-70 mm F4 ZA OSS
- Sony SEL 28 - 70 FE 28-70 mm F3.5-5.6 OSS
- Sony FE 90 mm f/2.8 Macro G OSS
- Sony FE 100 mm f/2.8 Macro G OSS
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The new Sony 90mm f/2.8 is a medium telephoto macro lens designed for both super-close-up photos and for portraits. It's the first mid-telephoto macro lens offered for the E-mount lineup, and features a 1:1 magnification ratio. The Sony Vario-Tessar T\* FE 16-35mm F4 ZA OSS is a lens from the Sony Zeiss partnership a great rectilinear wide-angle zoom that focuses close and demonstrates very good all-around sharpness. The Subal DP FE dome is an ideal choice for this lens. Subal will support and add more gears for Sony as they come out to the market.

## Wet Diopter Lenses for great Macro images:

SUBAL recently added a new wet diopter lens line to its program. Starting with a + 5 up to + 25 diopter lens with a single, double or even triple flip diopter holder. The easy to mount 67mm threaded diopter lenses screw to the holder and are mounted on the front of the Subal standard Flat Ports or the Flat Ports FP 105 VR series.



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## **Company Background**

SUBAL GMBH is an Austrian-based underwater housing manufacturer for professional camera and video equipment. More than 40 years experience in innovative, cutting edge design and state-of-the art manufacture techniques, has made SUBAL a leader in the market for underwater professional housings.

SUBAL continues to push the boundaries in the industry by providing trusted, innovative and highly reliable solutions for the underwater film-making and photographic industry.

With a global dealer network, we provide after-sales service, technical assistance and support on every continent, anywhere in the world.

SUBAL is committed to meet customers' expectations and provide innovative products to the underwater imaging world.

Please contact your local dealer for more detail information.

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