Beat: Travel

Sony Alpha 7R V: Used at the Zhervana Traditional Costume Festival.

Bulgaria Zhervana

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USPA NEWS - Sony Alpha 7R V: Used at the Zhervana Traditional Costume Festival.
The Bulgarian Traditional Costume Festival is located in Zhervana.
This Festival offers a genuine experience that is almost like a time machine.

The main rule of the festival is that participants must wear an authentic or stylized folk costume. Clothing from the beginning of the twentieth century, as well as traditional clothing for various countries and priestly robes, are also accepted. The men may wear old military uniforms and ancient weapons that fire blanks. It is forbidden to wear modern clothes and accessories, use sunglasses, cameras or telephones. If you don't have national costumes, they can be rented at the entrance.

Even we at Foto ReD Photographic Agency, despite being the official photographers of the event, had to wear traditional Bulgari clothes.

Now we're talking about the new Sony Alpha 7R V
I would like to point out that we at Foto ReD Photographic Agency have been taking photos since 1991 with Canon cameras and that we are not paid by Sony, but we asked Sony Italia Professional Support to lend us a camera with many lenses to create some photographic reports to understand the real potential of the product and give our honest opinion on the camera in question.

As soon as it arrived we immediately picked up the new Alpha 7R V, after a few hours of studying the function menu and having best set the autofocus system, customizing the various buttons based on our shooting needs. From the first frames this Sony immediately showed its skills as a professional camera.
Indeed, the new Sony Alpha 7R V is equipped with a new artificial intelligence (AI)-based autofocus system controlled by a new dedicated AI processor. In our opinion autofocus is the main advancement of the a7R V.

For us at Foto ReD Photographic Agency it is very important to use a camera with extremely precise, fast and reliable autofocus. This Sony has it! We also really appreciated the accuracy of the white balance, the dynamic range, the color depth and also the color science which are at the highest level. All Sony lenses are also truly extraordinary in terms of focusing speed, sharpness, three-dimensionality with a soft and creamy bokeh, in particular the Sony FE 70-200mm f/2.8 GM OSS II which has a stratospheric overall rendering.

We took photos in all lighting conditions and even at night in low light handheld and the Sony Alpha 7R V performed admirably up to ISO 12,800. We developed the raw files with a demosaicing program plus Adobe Photoshop and all the images are full of detail and very low, almost imperceptible noise.

Having said that, we wholeheartedly promote this new Sony Alpha 7R V camera.

We thank Sony Italia for their collaboration and for letting us test this fantastic camera

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