CAMERA & IPHONE
RECOMMENDATIONS FOR CHURCH CONTENT



WHY HAVING A CAMERA MATTERS FOR YOUR CHURCH

INVESTING IN A DEDICATED CAMERA IS ONE OF THE MOST EFFECTIVE WAYS TO STRENGTHEN YOUR CHURCH'S COMMUNICATIONS AND OUTREACH. A GOOD CAMERA ALLOWS YOU TO LIVESTREAM SERVICES TO THOSE WHO CAN'T ATTEND IN PERSON, RECORD SERMONS AND EVENTS FOR SHARING ONLINE, AND CAPTURE HIGH-QUALITY PHOTOS FOR YOUR WEBSITE, SOCIAL MEDIA, AND PRINTED MATERIALS.

IT HELPS YOU CONNECT WITH YOUR CONGREGATION BEYOND SUNDAY, REACH NEW PEOPLE SEARCHING ONLINE, AND BUILD A VISUAL ARCHIVE OF YOUR CHURCH'S STORY AND MISSION.

WHETHER YOU'RE DOCUMENTING BAPTISMS, CREATING PROMOTIONAL VIDEOS, OR CAPTURING COMMUNITY EVENTS, A RELIABLE CAMERA IS AN INVALUABLE TOOL FOR MINISTRY IN A DIGITAL AGE.

SONY VS CANON

CHOOSING BETWEEN SONY AND CANON OFTEN COMES DOWN TO YOUR CHURCH'S PRIORITIES.

SONY

IS GREAT AT KEEPING SUBJECTS IN FOCUS AUTOMATICALLY, EVEN WHEN THEY ARE MOVING. IT ALSO PERFORMS WELL IN LOW LIGHT AND CAN RECORD HIGH-QUALITY VIDEO, MAKING IT A STRONG CHOICE FOR LIVESTREAMING AND FILMING EVENTS.

CANON

IS EASY TO USE, PRODUCES NATURAL-LOOKING COLOURS, AND HAS A WIDE RANGE OF LENSES AVAILABLE. IT'S A GREAT OPTION FOR TEAMS THAT WANT HIGH-QUALITY PHOTOS AND VIDEO WITHOUT A STEEP LEARNING CURVE.

QUICK COMPARISON

Feature	Sony Strengths	Canon Strengths	Why It Matters
Autofocus	Automatically keeps people and subjects in focus, even when they are moving	Smooth and reliable Dual Pixel Auto Focus	Keeps people in focus with minimal manual work
Lens Options	Wide selection, strong third-party equipment	Wide range of high-quality lenses available	Flexibility for different filming scenarios
Low-Light Performance	Strong dynamic range, low noise	Improved in newer models, warmer tones	Crucial for dimly lit churches
Video Features	Great 4K, clean HDMI, higher frame rates	Produces natural-looking colours and high-quality video	Essential for streaming and recording
Ease of Use	Compact and lightweight design	Simple, practical controls and longer-lasting battery life	Ideal for volunteers and long services

OUR RECOMMENDATION

IF YOUR CHURCH FOCUSES HEAVILY ON VIDEO AND LIVESTREAMING, SONY IS OFTEN THE STRONGEST CHOICE. IF YOU WANT SOMETHING SIMPLE, RELIABLE AND EASY FOR VOLUNTEERS TO LEARN, CANON IS A FANTASTIC OPTION.

RECOMMENDED CAMERAS
BUDGET-FRIENDLY OPTIONS (£500-£800)

SONY ZV-E10

- EASY TO USE
- GREAT VIDEO QUALITY
- EXCELLENT AUTOFOCUS
- INTERCHANGEABLE LENSES

BEST FOR:
- LIVESTREAMING
- YOUTUBE VIDEOS
- SOCIAL MEDIA CONTENT

SONY A6400

- VERY RELIABLE AUTOFOCUS
- GREAT FOR PHOTOS & VIDEO
- STRONG LOW-LIGHT PERFORMANCES
- INTERCHANGEABLE LENSES

BEST FOR:
- SERVICES
- EVENTS
- GENERAL CHURCH COMMUNICATIONS

CANON EOS R50

BEGINNER-FRIENDLY, EXCELLENT IMAGE QUALITY, LIGHTWEIGHT AND PORTABLE

BEST FOR:
- VOLUNTEER TEAMS
- CHURCH EVENTS
- PHOTOGRAPHY AND VIDEO

MID-RANGE OPTIONS (£1,200-£2,000)

SONY A7 III

FULL-FRAME SENSOR, EXCELLENT IN LOW-LIGHT CHURCHES, PROFESSIONAL-LEVEL QUALITY

BEST FOR:
- CHURCHES PRODUCING REGULAR VIDEO CONTENT
- LIVESTREAMING AND PHOTOGRAPHY

SONY A7 IV

OUTSTANDING ALL-ROUND CAMERA, FUTURE-PROOF INVESTMENT, EXCELLENT VIDEO FEATURES

BEST FOR:
- GROWING CHURCH MEDIA TEAMS

CANON EOS R8

FULL-FRAME QUALITY, GREAT AUTOFOCUS, SIMPLE TO OPERATE

BEST FOR:
- CHURCHES WANTING PROFESSIONAL RESULTS WITHOUT COMPLEXITY

CANON EOS R6 MARK II

EXCELLENT PHOTO AND VIDEO QUALITY, FANTASTIC AUTOFOCUS, RELIABLE FOR LONG EVENTS AND SERVICES

BEST FOR:
- ESTABLISHED CHURCH MEDIA TEAMS

BEST ALL-ROUND LENS

SIGMA 24-70MM F/2.8

(APPROX. £750-£1,000)

WHY IT'S GREAT FOR CHURCHES:

- WIDE ENOUGH TO CAPTURE WORSHIP AND CONGREGATION SHOTS
- ZOOMS IN FOR SPEAKERS AND PREACHING
- GREAT IN LOWER LIGHT CONDITIONS
- PROFESSIONAL IMAGE QUALITY
- CAN STAY ON THE CAMERA MOST OF THE TIME

BEST FOR:

- SUNDAY SERVICES
- EVENTS
- BAPTISMS
- CONFERENCES
- GENERAL PHOTOGRAPHY AND FILMING

IF YOUR CHURCH ONLY BUYS ONE LENS, THIS IS OFTEN THE BEST CHOICE.

BUDGET **SONY** LENS

SIGMA 18-50MM F/2.8 (APS-C CAMERAS)

APPROX. £450-£600

WORKS WITH:

- SONY ZV-E10
- SONY A6100
- SONY A6400

- LIGHTWEIGHT, EASY TO USE, GREAT QUALITY, GOOD IN LOW LIGHT (DARK BUILDINGS) & PERFECT FOR VOLUNTEER TEAMS.

BUDGET **CANON** LENS

SIGMA 18-50MM F/2.8 (APS-C CAMERAS)

APPROX. £350-£500

- COVERS A HUGE ZOOM RANGE, ONE LENS FOR ALMOST EVERYTHING, GREAT FOR SERVICES AND EVENTS
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- PERFECT FOR CHURCHES THAT DON'T WANT TO KEEP CHANGING LENSES.

EXTRA LENS FOR **LARGER** CHURCHES

SIGMA 70-200MM F/2.8

APPROX. £900-£1,300

- **HELPS CAPTURE SPEAKERS FROM THE BACK OF THE ROOM, GREAT FOR LARGER CHURCHES AND CONFERENCES, PROFESSIONAL RESULTS**

BEST FOR:

- **LARGE AUDITORIUMS**
- **MULTI-SITE CHURCHES**
- **CONFERENCE EVENTS**



SIMPLE STARTER PACKAGES

OPTION 1: BUDGET CHURCH SETUP

(£800-£1,200)

- SONY ZV-E10
- SIGMA 18-50MM F/2.8
- TRIPOD

PERFECT FOR:

- SMALL CHURCHES
- BEGINNER VOLUNTEERS
- SOCIAL MEDIA AND LIVESTREAMING

OPTION 2: BEST VALUE SETUP

(£1,800-£2,500)

- SONY A7 III
- SIGMA 24-70MM F/2.8
- TRIPOD

PERFECT FOR:

- SERVICES
- EVENTS
- PHOTOGRAPHY
- VIDEO PRODUCTION

OPTION 3: CANON VOLUNTEER-FRIENDLY SETUP

(£1,500-£2,200)

- CANON EOS R50 OR R8
- CANON RF-S 18-150MM OR RF 24-105MM
- TRIPOD

PERFECT FOR:

- CHURCHES WANTING SIMPLICITY
- VOLUNTEER-LED TEAMS
- HYBRID PHOTO AND VIDEO CREATION

WHERE TO BUY?

RECOMMENDED UK RETAILERS INCLUDE:

- MPD (MEDIA / PHOTOGRAPHY DISTRIBUTORS) – SPECIALIST CAMERA SUPPLIER OFFERING PRO BUNDLES, SUPPORT, AND WARRANTIES.
- JOHN LEWIS, WEX PHOTO VIDEO, PARK CAMERAS – RELIABLE NATIONAL RETAILERS WITH STRONG AFTER-SALES SUPPORT.
- SONY UK / CANON UK OFFICIAL STORES – DIRECT FROM THE MANUFACTURER FOR FULL WARRANTY COVERAGE.
- MPB – EXCELLENT OPTION FOR SECOND-HAND OR PRE-OWNED GEAR WITH QUALITY ASSURANCE.
- LOCAL CAMERA STORES – GREAT FOR FACE-TO-FACE SUPPORT AND SERVICE.

IPHONE

RECOMMENDATIONS FOR PHOTO & REELS FOCUS



- IPHONES ARE A POWERFUL, BUDGET-FRIENDLY WAY TO CREATE HIGH-QUALITY VIDEO AND SOCIAL CONTENT WITHOUT NEEDING A FULL CAMERA SETUP.
- THEY'RE PORTABLE, EASY TO USE, AND IDEAL FOR TEAMS STARTING OUT WITH DIGITAL MEDIA.

BUYING TIPS (CEX & REFURBISHED):

- CHOOSE GRADE A DEVICES FOR BEST CONDITION.
- CHECK BATTERY HEALTH IS AT LEAST 85% IN SETTINGS → BATTERY.
- TEST ALL CAMERAS AND VIDEO MODES IN STORE.• ENSURE THE PHONE IS ICLOUD-UNLOCKED AND WORKING ON UK NETWORKS.
- TAKE ADVANTAGE OF CEX'S 5-YEAR WARRANTY FOR PEACE OF MIND.

QUICK COMPARISON

NOTE: THE NEWER THE IPHONE, THE BETTER THE CAMERA SYSTEM, PROCESSING POWER, BATTERY LIFE AND SOFTWARE SUPPORT. HOWEVER, IF YOU'RE LOOKING FOR SOMETHING MORE BUDGET-FRIENDLY, OLDER PRO MODELS STILL OFFER OUTSTANDING CAMERAS AND VIDEO PERFORMANCE FOR PHOTOGRAPHY & SOCIAL MEDIA.

MODEL	PROS	CONS	PRICE	BEST FOR
iPhone 14 Pro	Top-tier camera system, ProRes video, strong zoom, future-proof.	Higher end of budget may require Grade B refurbished.	£550–£600	Best quality: sermons, promo videos, professional Reels.
iPhone 15 Pro	Triple-camera system, ProRAW photos, ProRes video, excellent stabilisation, 5x zoom (Pro Max only), USB-C.	Refurbished units may vary in condition, older than current generation.	£500–£650 (refurbished)	Churches wanting professional-quality photos and video on a tighter budget.
iPhone 16	Newer processor, improved battery life, Camera Control button, excellent photo and video quality, strong software support.	No telephoto lens, fewer professional video features than Pro models.	£650–£800	Balanced choice for sermons, social media, events and day-to-day content creation.

FINAL RECOMMENDATION

FOR MOST CHURCHES, YOU DON'T NEED THE MOST EXPENSIVE CAMERA OR LENS. A SONY ZV-E10, CANON R50, OR SONY A7 III PAIRED WITH A VERSATILE SIGMA 24-70MM LENS WILL COMFORTABLY HANDLE CHURCH SERVICES, EVENTS, SOCIAL MEDIA CONTENT, PHOTOGRAPHY, AND VIDEO PRODUCTION.

MOST IMPORTANTLY, THESE SETUPS ARE SIMPLE ENOUGH FOR VOLUNTEERS TO LEARN AND USE CONFIDENTLY WHILE STILL PRODUCING PROFESSIONAL-QUALITY RESULTS.

FOR FURTHER INFORMATION, QUESTIONS, OR TO ARRANGE A COMMUNICATIONS SUPPORT MEETING, PLEASE EMAIL ELISHA.OAK@SOUTHWELL.ANGLICAN.ORG.

GROWING DISCIPLES
COMPASSION CONFIDENCE COURAGE

THE CHURCH OF ENGLAND
Diocese of Southwell & Nottingham