There are provided an imaging apparatus and method which perform different exposure control in pixel group units. Brightness in the pixel group units obtained by dividing a plurality of pixels of an imaging area of the image sensor is evaluated, and pixel group unit exposure control values are calculated according to an evaluation result. The image sensor outputs a control signal matching the calculated pixel group unit exposure control value to each pixel group constituent pixel, and controls exposure in the pixel group units. For example, the exposure control signal including an identical pattern is sequentially output to a plurality of pixels in a pixel group in a time sequence, and exposure control which sets an identical exposure time for a plurality of pixels belonging to one pixel group is realized.

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