



For Immediate Release

Sony announces α 9 camera upgrade by major firmware updates

— New firmware releases will deliver enhanced autofocus performance and new functionality for Sony's acclaimed full-frame camera —

AUCKLAND, 16 January 2019: Sony today announced a major upgrade to its α 9 mirrorless camera that will be available via firmware updates.

Sony's revolutionary α 9 camera will receive several major enhancements to its award-winning autofocus (AF) performance and image quality, as well as a variety of new features that are designed to improve the overall workflow for professional photographers. In addition, new firmware updates for α 7R III and α 7 III will be available that update these cameras with the latest enhancements including Real-time Eye AF performance and add interval recording capacities.

"These new firmware upgrades demonstrate the strong commitment that Sony has to its photography community," said Jun Yoon, Head of Digital Imaging, Sony ANZ. "Their voice is critical to everything we do, and being able to provide our customers with new capabilities creates endless possibilities for producing incredible content."

Firmware Ver. 5.0 and Ver. 6.0 for α 9

The new firmware version 5.0 for α 9 adds Sony's newly developed Real-time Tracking mode for object tracking. This mode utilises Sony's latest algorithm—including Artificial Intelligence-based object recognition—and processes colour, subject distance (depth), pattern (brightness) as well as spatial information to ensure that all subjects can be captured with extreme accuracy and precision. When photographing or videographing humans or animals, face and eye position information is recognised by AI and the subject's eyeⁱ is monitored in real time with extremely high tracking precision. In addition, "Tracking On" helps initiate real-time tracking at any time by simply pressing the custom-assigned buttonⁱⁱ and "Touch Tracking," which quickly activates through the touch screenⁱⁱ.

With this new firmware version 5.0, Sony's acclaimed α 9 camera will receive advanced "Real-time Eye AF," the latest version of Sony's acclaimed Eye AF technology. This exciting new capability employs AI-based object recognition to detect and process eye location data in real time, resulting in improved accuracy, speed and tracking performance of Eye AF. In all autofocus modes, the camera can automatically detect the eyes of the subject and activate Eye AF with a half press of the shutter button, and the camera will seamlessly track the eyes at all times when in AF-C mode. The new firmware also enables photographers to select the preferred eye (left or right) of their subject as the focus point.

Other focusing capabilities that will be available with the new firmware include Touch Pad, Touch Tracking, an extended phase-detection AF aperture range that has been increased from F11 to F16, and Fast Hybrid AF for movie shooting that provides smooth, automated focusing for movies.

Image quality will also be enhanced with the new α 9 firmware version 5.0. Specifically in the areas of colour reproduction, as the camera will more accurately account for subtle changes in light for smoother, more natural tonal gradations in elements like the sky. There is a new auto white balance algorithm that gets added as well, which produces more consistently balanced images while burst shooting. Other new functions for efficient controls and data managements include My Dial and Dual Slot media menu improvement, rating and protect functions.

In addition to the several new capabilities, the firmware also adds compatibility with Sony's new 'Imaging Edge Mobile'ⁱⁱⁱ application - the successor to the PlayMemories Mobile™ application. The new Imaging Edge Mobile application features a 'Transfer & Tagging add-on'^{iv} to assist professional workflow. This allows photographers to transfer images from their camera to their smartphone simultaneously using the FTP transfer functionality^v, and adds support for including IPTC metadata^{vi} on transferred images.

Version 6.0 firmware for the α 9 camera will add Eye AF for animal eyesⁱ, an exciting new feature for wildlife photographers that will enable interval shooting functionality for creating time-lapse movies^{vii}.

The new system firmware update version 5.0 is scheduled for launch in March 2019, and version 6.0 is scheduled for Winter 2019.

Firmware Ver. 3.0 for α 7R III and α 7 III

Sony's popular α 7R III and α 7 III full-frame cameras will both receive enhanced Real-time Eye AF performance with new firmware version 3.0. This will be available on AF-C mode with a simple half-press of the shutter button. Real-Time Eye AF for animalsⁱ will also be available.

The cameras will also receive interval recording functionality that will allow for simple creation of time-lapse movies^{vii}. The new feature can be set for anywhere between 1 and 60 seconds, with a total number of shots from 1 to 9999. AE tracking sensitivity can also be adjusted to "High", "Mid" or "Low" during interval recording, allowing for reduced changes in exposure over the shooting interval.

The new system firmware update version 3.0 is scheduled in April 2019.

A variety of exclusive stories and exciting new content related to all of Sony's exciting announcements can be found at www.alphauniverse.com, a site built to educate and inspire all fans and customers of the Sony α brand. The new content will also be posted directly at the [Sony Photo Gallery](#) and the [Sony Camera Channel on YouTube](#).

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Product Information: For further Sony product information or stockist details, readers can contact Sony New Zealand on 0800 766 969 or visit www.sony.co.nz.

Images: Product images can be downloaded from the Sony Australia/New Zealand Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.nz

Social Media: Stay up-to-date with Sony New Zealand competitions, events, product reviews and videos via Facebook - www.facebook.com/SonyNZ, Instagram www.instagram.com/SonyNZ and YouTube www.youtube.com/SonyNZ

ⁱ Accurate focus may not be achieved with certain subjects in certain situations

ⁱⁱ Function must be set via the menu beforehand

ⁱⁱⁱ A successor application of PlayMemories Mobile. Existing PlayMemories Mobile users can use this by updating PlayMemories Mobile

^{iv} Add-on mobile application for 'Imaging Edge Mobile'. Available countries: US/Canada/UK/France/Germany/Hong Kong/China/Australia/Japan. User registration is required to use this application.

Compatible with ILCE-9 with firmware update Ver.5.0 or later, ILCE-7RM3, ILCE-7M3

^v Compatible with ILCE-9 with firmware update Ver.5.0 or later

^{vi} IPTC metadata for digital image metadata is a standard created by the IPTC (International Press Telecommunications Council)

^{vii} The latest version of "Imaging Edge" 'Viewer' and PlayMemories Home desktop applications is required