

SONY

For Immediate Release

Sony introduces Alpha 9 II adding enhanced connectivity and workflow for professional sports photographers and photojournalists

New Alpha 9 II combines Alpha 9's unrivalled speed with new functionality to meet professional needs



AUCKLAND, 4 October 2019 - Sony today announced **Alpha 9 II** (model **ILCE-9M2**). The latest model from Sony's acclaimed line-up of α^{TM} (AlphaTM) full-frame interchangeable lens cameras has been created specifically to support working professionals in the fields of sports photography and photojournalism.

The new **Alpha 9 II** builds on the impressive legacy of the original **Alpha 9**, maintaining ground breaking speed performance including blackout-free continuous shooting^{1[1]} while incorporating even more functionality driven directly from the voice of professionals. Updates include significantly enhanced connectivity and file delivery, continuous shooting at up to 10 fps with mechanical shutter, evolved AF performance with newly optimised algorithms, a re-designed build to enhance durability and operability, and more.

"We have listened to the voice of our customers and as a result, the Alpha 9 II is a product of countless feedback sessions with agency, sports and news photographers since launching the original Alpha 9," said Jun Yoon, Head of Digital Imaging, Sony ANZ. "To complete the user experience, we've added

^{1[1]} Electronic shutter mode. Display updating will be slower at slow shutter speeds

connectivity and network capabilities that radically improve the professional workflow, while also making subtle adjustments to design, interface and processing power. Bolstered by our incredibly versatile E-mount system which currently comprises of 55 native lenses, including the super-telephoto 600mm and 400mm G Master™ series lenses – the Alpha 9 II is the perfect tool for professionals either in the field or on the field.”

Raising the bar for built-in connectivity in the professional’s workflow

The **Alpha 9 II** includes an in-built 1000BASE-T Ethernet terminal, enabling gigabit communication for high-speed, stable data transfer operations. Additionally, File Transfer over SSL or TLS encryption (FTPS) is supported for increased data security and PC remote (tether) shooting performance is improved, with decreased release time lag and reduced live view screen delay when using the ‘Remote Camera Tool’ desktop application². The speed of the camera’s built-in wireless LAN functionality has also been increased, adding a stable and fast 5 GHz (IEEE 802.11ac)³ band, in addition to the 2.4 GHz provided in the **Alpha 9**. IEEE 802.11a/b/g/n/ac standards are all supported.

Designed to improve the speed of news agencies’ workflow, the **Alpha 9 II** features a new Voice Memo function that allows spoken information to be attached to images in the form of voice memos that can be replayed when the images are reviewed. The voice data can also be included with images sent to an editor, giving them important information needed for effective editing. Alternatively, a field photographer can also use the ‘Transfer & Tagging add-on’ “Imaging Edge™” application⁴ to transfer voice tags with the images to their mobile device and have the voice memos automatically⁵ converted to text and added to the JPEG images in the form of IPTC metadata⁶. All of this can be done automatically or manually, selectable by the photographer.

By combining wireless voice / image transfer and automatic voice to text conversion with the ability to auto transfer images with attached voice memos via FTP, it is possible to shoot and transfer the results to an FTP server without ever having to operate a smartphone. FTP settings within the app can also be sent to a camera via Bluetooth®, allowing for a faster workflow.

The platinum standard for speed and Auto Focus performance

The new **Alpha 9 II** shares the same acclaimed 35mm full-frame stacked 24.2 MP⁷ Exmor RS™ CMOS image sensor with integral memory as the original Alpha 9, giving it the same unmatched speed

² Version 2.0 or later required. For more information on the new application updates, please visit the ‘Remote Camera Tool’ website at

<https://support.d-imaging.sony.co.jp/app/remotecameratool/l/index.php>

³ Models sold in some countries/regions support IEEE 802.11b/g/n (2.4 GHz) wireless LAN only. 5 GHz communication may be restricted in some countries and regions

⁴ Version 1.1 or later required. Ver.1.1 will be released in October 2019. For more information on the new application updates, please visit the ‘Transfer & Tagging add-on’ website at

<https://sony.net/ttad/>

⁵ Only available in regions where Google services are available. Voice Memo exceeding 50 seconds cannot be converted to text

⁶ “IPTC Metadata” is standards of metadata included in digital images formulated by IPTC (International Press Telecommunications Council)

⁷ Approximate effective megapixels

performance and outstanding image quality. The new model can shoot continuously and completely silently⁸ at 20 fps for up to 361 JPEG images⁹ or 239 compressed RAW images¹⁰, with no viewfinder blackout, allowing the photographer to follow the subject and action with no interruption to the EVF during picture taking. For times when mechanical shutter is preferred or required, the new **Alpha 9 II** has been improved to shoot at up to 10 fps, about 2x the speed of the **Alpha 9**.

The camera is able to function whilst continuously calculating Auto Focus and Auto Exposure at up to 60 times per second, with newly optimised AF algorithms that provide notably enhanced AF precision and performance, ensuring that even the most erratic subject motion, often experienced in sports, is captured with high precision. Also useful for sporting events, the camera now offers an anti-flicker¹¹ shooting mode that automatically detects and adjusts for the presence of fluorescent or artificial lighting to maximise image quality.

The advanced focusing system in the new **Alpha 9 II** is comprised of 693 focal-plane phase-detection AF points covering approximately 93% of the image area, as well as 425 contrast AF points. This Fast Hybrid Auto Focus system achieves extremely fast and accurate performance, ensuring all fast-moving subjects are accurately captured. Additional notable focusing capabilities include Real-time Eye AF with right eye / left eye selection, Real-time Eye AF for animals¹² – augmented with a new algorithm, Real-Time Eye AF for movie¹³, Real-time Tracking,¹⁴ selectable focus frame colour, Touch Pad focus point control while using the viewfinder and more. AF can continuously track even if continuous shooting is greater than F16¹⁵, providing further accuracy for shots that require slower shutter speeds.

Refined Build and Operability

- Upgraded BIONZ X™ image processing engine gains maximum benefit from the sensor's fast readout speed. Processor works with front-end LSI to enhance speed in AF/AE detection, image processing, face detection and accuracy, and more
- Upgraded dust and moisture resistant¹⁶ design to meet the needs of professionals in even the most challenging outdoor conditions. Stronger sealing provided at all body seams as well as the battery compartment cover and media slot
- Latest image-processing algorithm reduces noise in the medium-to-high sensitivity range while improving subjective resolution and image quality

⁸ Silent shooting is possible when Shutter Type is set to "Electronic" and Audio signals is set to "Off"

⁹ "Hi" continuous shooting mode, UHS-II memory card. According to Sony tests

¹⁰ "Hi" continuous shooting mode, compressed RAW, UHS-II memory card. According to Sony tests

¹¹ Only 100 Hz and 120 Hz flicker is detected. Continuous shooting speed may decrease. Flicker-free shooting is not available during electronic shutter, BULB exposure, or movie recording

¹² Stills only

¹³ This function does not track animal eyes

¹⁴ "Tracking" in the menu

¹⁵ When the camera [Aperture Drive in AF] is set to [Focus Priority], the aperture value can be set greater than F16. The continuous speed slows down. The compatible lenses are [SEL200600G][SEL35F18F][SEL400F28GM][SEL600F40GM]

¹⁶ Not guaranteed to be 100% dust and moisture proof

- 5-axis optical in-body image stabilisation system that provides a shutter speed advantage of 5.5 steps¹⁷
- Improved grip configuration for even greater comfort and sure hold. Compatible with Sony **VG-C4EM** Vertical Grip
- Improved button design and feel. Increased diameter and feedback of the 'AF-ON' button; a refined multi-selector joystick design; an exposure compensation dial lock button and a redesigned shape and new position for the rear dial
- Redesigned shutter mechanism to suppress even the slightest movement that can cause image blur. Tested for durability in excess of 500,000 shutter cycles¹⁸
- USB Type-C™ connector that supports fast USB 3.2 Gen 1 data transfer
- Dual media slots that are both compatible with UHS-I and UHS-II SD cards, allowing higher overall capacity and faster read/write speeds
- Digital audio interface has been added to the camera's Multi Interface Shoe™ (MI Shoe) enabling the new **ECM-B1M** Shotgun Microphone or **XLR-K3M** XLR Adaptor Kit to be connected directly to the MI Shoe for cleaner, clearer audio recordings

Pricing and Availability

The **Alpha 9 II** will be available in New Zealand with pricing and availability dates TBC.

For full product details on the **Alpha 9 II**, please visit:

<https://www.sony.co.nz/electronics/interchangeable-lens-cameras/ilce-9m2>

A product video on the new **Alpha 9 II** can be viewed at:

<https://www.youtube.com/watch?v=lonW0N9xXAU&feature=youtu.be>

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Notes to Editors

About Sony mirrorless range: Sony is the leader in mirrorless with 13 camera bodies (8 full-frame & 5 APS-C) and 54 lenses (34 full-frame & 20 APS-C lenses) available in market in New Zealand. The Alpha mirrorless "One Mount" (E-mount) system give you an unmatched range of creative options.

Sony Scene is an online platform for photographers and content creators. Make the most of this amazing craft and explore an exciting range of workshops, events, competitions, articles and resources at: [Sony Scene](#)

About Sony: With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony New Zealand Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony New Zealand visit www.sony.co.nz

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 sony@adhesivepr.nz

¹⁷ CIPA standards. Pitch/yaw shake only. Planar T* FE 50mm F1.4 ZA lens. Long exposure NR off

¹⁸ Sony internal tests with electronic front curtain shutter

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