

# SONY

## Press Release

### Sony Announces $\alpha$ 9, $\alpha$ 7R III and $\alpha$ 7 III Camera Upgrade by Major Firmware Updates



**Hong Kong, January 29, 2019** – Sony today announced a major upgrade to its  $\alpha$ 9 mirrorless camera that will be available via a software update. The revolutionary  $\alpha$ 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  $\alpha$ 7R III and  $\alpha$ 7 III will be available that update these cameras with the latest enhancements including “Real-time Eye AF” performance and add interval recording capabilities.

#### **Firmware Ver. 5.0 and Ver. 6.0 for $\alpha$ 9**

The new firmware version 5.0 for the  $\alpha$ 9 adds Sony’s newly developed “Real-time Tracking” mode for object tracking. This mode utilises Sony’s latest algorithm including Artificial Intelligence (AI) based object recognition and processes color, 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<sup>1</sup>, face and eye position information is recognised by AI and the subject’s eye is tracked in real time with extremely high precision. In addition, “Tracking On” helps initiate real-time tracking at any time by simply pressing the custom-assigned button<sup>2</sup> and “Touch Tracking,” which quickly activates through the touch screen<sup>2</sup>.

Additionally, with this new firmware version 5.0, Sony’s acclaimed  $\alpha$ 9 camera will be equipped with advanced “Real-time Eye AF,” the latest version of Sony’s 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  $\alpha$ 9 firmware version 5.0. Specifically in the areas of color 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.

The new software adds compatibility with Sony's new 'Imaging Edge Mobile'<sup>3</sup> application, the successor to 'PlayMemories Mobile™'. The new app offers several new capabilities such as the 'Transfer & Tagging add-on'<sup>4</sup> mobile application to assist professional workflow – allowing photographers to transfer images from their camera to smartphone simultaneously while continuing to shoot images<sup>5</sup>, while also adding support for including IPTC metadata<sup>6</sup> on transferred images that greatly enhanced the camera's capabilities with FTP transfer.

Version 6.0 firmware for the  $\alpha$ 9 camera will add Eye AF for animal eyes<sup>1</sup>, an exciting new feature for wildlife photographers that will enable interval shooting functionality for creating time-lapse movies<sup>7</sup>.

The new system firmware update version 5.0 is scheduled for launch in March 2019, and version 6.0 is scheduled for Q2 2019.

### **Software ver.3.0 for $\alpha$ 7R III and $\alpha$ 7 III cameras**

Sony's popular  $\alpha$ 7R III and  $\alpha$ 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 animals<sup>1</sup> will also be available.

Additionally, the cameras will also receive interval recording functionality that will allow for simple creation of time-lapse movies<sup>7</sup>. 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](http://www.alphauniverse.com), a site built to educate and inspire all fans and customers of the Sony  $\alpha$  brand. The new content will also be posted directly at the [Sony Photo Gallery](#) and the [Sony Camera Channel on YouTube](#).

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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<sup>1</sup> Accurate focus may not be achieved with certain subjects in certain situations

<sup>2</sup> Function must be set via the menu beforehand

<sup>3</sup> A successor application of PlayMemories Mobile. Existing PlayMemories Mobile users can use this by updating PlayMemories Mobile

<sup>4</sup> Add-on mobile application for 'Imaging Edge Mobile'. Available regions / countries: Hong Kong/China/US/Canada/UK/France/Germany/ 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.

<sup>5</sup> Compatible with ILCE-9 with software update Ver.5.0 or later

<sup>6</sup> IPTC metadata for digital image metadata is a standard created by the IPTC (International Press Telecommunications Council)

<sup>7</sup> The latest version of "Imaging Edge" 'Viewer' and PlayMemories Home desktop applications is required