

SONY

Press Release

Sony Introduces Alpha 9 II High-speed Full-Frame Mirrorless Camera 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**

Hong Kong, October 25, 2019 – Sony today announced the [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 shooting¹ at up to 20 frames per second² with Auto Focus and Auto Exposure tracking, 60 times per second AF/AE calculations³ 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.

Complemented by Sony's extremely versatile E-mount system – with 55 native lenses introduced at this point, including the super-telephoto 600mm and 400mm G MasterTM series lenses – this new camera is a tool unlike any other for professionals either in the field or on the field.



Alpha 9 II with SEL400F28GM

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 application⁴. 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)⁵ 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™" application⁶ to transfer voice tags with the images to their mobile device and have the voice memos automatically⁷ converted to text and added to the JPEG images in the form of IPTC metadata⁸. 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.



Alpha 9 II with SEL2470GM

The Platinum Standard for Speed and Auto Focus Performance

The new **Alpha 9 II** shares the same acclaimed 35mm full-frame stacked 24.2 MP⁹ Exmor RS™ CMOS image sensor with integral memory as the original Alpha 9, giving it the same unmatched speed performance and outstanding image quality. The new model can shoot continuously and completely silently¹⁰ at 20 fps for up to 361 JPEG images¹¹ or 239 compressed RAW images¹², 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 **Alpha 9 II** 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-flicker¹³ 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 animals¹⁴ – augmented with a new algorithm, Real-Time Eye AF for movie¹⁵, Real-time Tracking¹⁶, selectable focus frame colour, Touch Pad focus point control while using the viewfinder and more. AF can continuously track even when continuous shooting is greater than F16¹⁷, providing further accuracy for shots that require slower shutter speeds.



Taken with Alpha 9 II with SEL400F28GM

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 resistant¹⁸ 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
- 5-axis optical in-body image stabilisation system that provides a shutter speed advantage of 5.5 steps¹⁹
- Improved grip configuration for even greater comfort and sure hold. Compatible with Sony **VG-C4EM** Vertical Grip (optional)
- 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 cycles²⁰
- 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

Availability

The **Alpha 9 II** full-frame interchangeable lens camera from Sony will be available from the beginning of November 2019 at HK\$34,990 (body only).

Order Now

From October 25 to November 4, 2019, the **Alpha 9 II** camera is available for pre-ordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Customers ordering the **Alpha 9 II** will enjoy the following special offers:

Premiums	Special Offers
<ul style="list-style-type: none">- Sony NP-FZ100 rechargeable battery (worth \$550)- Cash coupon for full-frame lenses (worth \$500)	<ul style="list-style-type: none">- Special offer at \$13,500 for purchase of SEL2470GM lens (original price \$16,990)- Special offer at \$16,000 for purchase of SEL100400GM lens (original price \$21,490)- Special offer at \$990 for purchase of one year of Sony Premium Service (original price \$1,990)- Special offer at \$1,990 for purchase of Sony VG-C4EM vertical grip (original price \$2,690)

For product specifications, please click [here](#).

A product video on the new Alpha 9 II can be viewed [here](#).

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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¹ Electronic shutter mode. Display updating will be slower at slow shutter speeds

² “Hi” continuous shooting mode. At of 1/125 sec. or higher. In AF-C mode the maximum continuous frame rate will depend on the shooting mode and lens used. A software update may be required for some lenses. Visit Sony’s support web page for lens compatibility information

³ At shutter speeds of 1/125 sec. or higher. The number of AF calculations will depend on the lens used

⁴ 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/1/index.php>

⁵ 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

⁶ 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/>

⁷ Only available in regions where Google services are available. Voice Memo exceeding 50 seconds cannot be converted to text

⁸ “IPTC Metadata” is standards of metadata included in digital images formulated by IPTC (International Press Telecommunications Council)

⁹ Approximate effective megapixels

¹⁰ Silent shooting is possible when Shutter Type is set to "Electronic" and Audio signals is set to "Off"

¹¹ “Hi” continuous shooting mode, UHS-II memory card. According to Sony tests

¹² “Hi” continuous shooting mode, compressed RAW, UHS-II memory card. According to Sony tests

¹³ 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

¹⁴ Stills only

¹⁵ This function does not track animal eyes

¹⁶ “Tracking” in the menu

¹⁷ 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]

¹⁸ Not guaranteed to be 100% dust and moisture proof

¹⁹ CIPA standards. Pitch/yaw shake only. Planar T* FE 50mm F1.4 ZA lens. Long exposure NR off

²⁰ Sony internal tests with electronic front curtain shutter