

SONY

Press Release

Sony Releases the Alpha 9 III; The World's First¹ Full-Frame Image Sensor Camera with a Global Shutter System

Next Generation Alpha 9 III captures all decisive moments with up to 120 frames per second high-speed shooting, distortion-free and blackout-free images, flash sync at all shooting speeds and much, much more



Alpha 9 III

Hong Kong, December 8, 2023 – Sony introduced the groundbreaking new [Alpha 9 III](#) camera equipped with the world's first¹ full-frame global shutter image sensor.

The impressive new global shutter full-frame image sensor enables the camera to shoot at burst speeds at up to 120 fps with no distortion or camera blackout. By combining this innovative sensor with Sony's most advanced AF system to date – boasting AI autofocus with up to 120 times AF/AE focus calculations per second – as well as the ability to sync flash at all shooting speeds, the Alpha 9 III opens up a new world of possibilities for professional photographers to capture that decisive moment.

Features of the Alpha 9 III

A new dimension of still image performance created by the world's first¹ global shutter image sensor

The new Alpha 9 III is equipped with a newly developed world's first¹ global shutter full frame stacked CMOS image sensor with approximately 24.6 effective megapixels² and built-in memory, combined with the latest image processing engine BIONZ XR®. It achieves blackout-free Continuous Shooting Speed with AF/AE tracking³ of up to approximately 120 frames per second⁴. The new Alpha 9 III is equipped with high-density focal plane phase detection AF. A Designated AI processing unit uses Real-time Recognition AF (autofocus) to recognise a wide variety of subjects with high precision. By combining high-speed performance of up to 120 frames per second with highly accurate subject recognition performance, it is possible to easily photograph decisive scenes and moments that cannot be captured with the naked eye⁴. The AI processing unit in the Alpha 9 III supports movies as well as stills with accurate subject form and movement recognition, providing a significant improvement in human eye recognition performance with Real-time Recognition AF and Real-time Tracking automatically recognising, tracking, and focusing on the eyes of a specified subject⁴. The Alpha 9 III is equipped with 8.0 stops⁵ of optical 5-axis in-body image stabilisation, allowing for high-quality image rendering.

Shutter speed is freed from the limitations of conventional mechanical shutter image sensors and achieves a maximum shutter speed of 1/80000 second (1/16000 second during continuous shooting)⁶, making it possible to capture at high speed without any distortion. When a compatible Sony flash⁷ is attached, such as the HVL-F60RM2 and HVL-F46RM (sold separately), it is possible to synchronise the flash and take pictures at all shutter speeds up to 1/80000 second⁸. Previously, if the user released the shutter at a speed faster than the flash's synchronisation speed, the amount of light would drop sharply, but with the full-speed flash synchronisation function, it's now possible to photograph scenes that could not be easily captured with conventional technology. Also, when shooting stills or movies under LED lighting, the Hi Frequency Flicker function can significantly reduce high-frequency flicker problems by allowing the shutter speed to be finely adjusted to match the flicker frequency while viewing the monitor.

The Alpha 9 III features selectable release lag modes which allows the user to prioritise release lag or viewfinder/monitor display⁸. The newly installed Pre-Capture function allows the user to go back up to 1 second and record the moment before pressing the shutter, a Continuous Shooting Speed Boost⁹ change during shooting, and enhanced burst stamina ensures that important moments are reliably captured due to a large buffer memory and increased overall system speed allow up to approximately 390 Fine JPEG images¹⁰ to be captured in one continuous 30 fps¹¹ burst.

Focus areas setting have been expanded with Custom Focus Area of specified size. New XS to XL focus area sizes are also included on top of the previous S, M, and L sizes. The Preset Focus/Zoom function allows preset focus and zoom settings to be memorised in the camera for quick recall when needed¹². In addition to the existing custom white balance frame size, the user can now select other sizes as needed which allows for fine white balance adjustment after an image has been composed. The Alpha 9 III has upgraded features such as the latest AF algorithms to achieve high AF precision down to light levels as low as EV-5 in AF-S mode (ISO 100 equivalent, F2.0 lens), AF tracking for continuous shooting at F22¹³ and a composite RAW shooting function that gives the ability to combine multiple consecutive images into a high-quality composite.



Advanced video performance without distortion

The global shutter image sensor provides distortion-free image expression for videos as well as still images. For example, the user can shoot images of nearby scenery from a fast-moving vehicle such as a car or fast-moving subjects with ease. This camera is the first in the Alpha™ series to be able to record 4K 120p high-frame-rate video without cropping, allowing the user to shoot at the angle of view intended. It is also possible to shoot high-resolution 4K 60p videos with 6K oversampling.

The Alpha 9 III has the image creation process S-Cinetone™, created through the development of the VENICE digital cinema camera for video production, making human skin and subjects stand out beautifully, creating natural highlights. The Alpha 9 III is equipped with the latest video performance including rich gradation performance and S-Log3, and when in Log shooting mode, it can reflect and display the user's favorite imported LUT. Alpha 9 III is compatible with the mobile app "Monitor & Control" for video creators.



Operability and reliability for professionals

Sony has listened to the voices of professional photographers and created operability and reliability that supports professional image makers. The shape of the grip is improved and ergonomically designed so that it can be easily held in the palm of the user's hand to avoid straining the user even when wearing a telephoto lens or using it for long periods of time.



The VG-C5 vertical grip (sold separately), provides the same operability and versatility as when shooting horizontally; the user can comfortably support long shooting sessions. The grip and shutter button area share the same design as the main body, allowing image capture without feeling uncomfortable, with the same operability as the camera. The Alpha 9 III is equipped with a 4-axis multi-angle LCD monitor that can be operated by touch, allowing for intuitive operation using the latest touch menu. The electronic viewfinder uses a 9.44 million-dot Quad XGA OLED and achieves high visibility with the same brightness as the $\alpha 7R V$ and a magnification of approximately 0.90x. Also, a custom button is placed on the front of the camera, and the continuous shooting speed can be changed by operating the custom button assigned with Continuous Shooting Speed Boost with the finger holding the grip, allowing for highly immediate operations. It supports professional photographers when shooting in all environments.



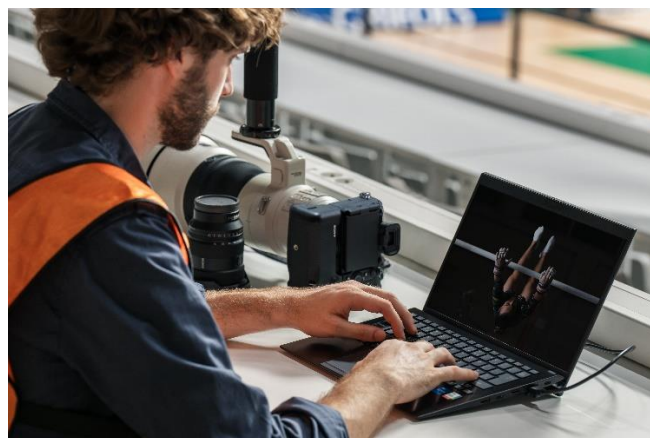
High-speed workflow and scalability to support immediate delivery

New features for the Alpha 9 III include a playback image filter that allows the user to efficiently select a large number of images using high-speed continuous shooting, and a function menu that can be used even during image playback, strongly supporting professional workflows from shooting to delivery.

A function menu can now be used during playback so the user can efficiently select a huge number of images using high-speed continuous shooting. The "Playback Function Menu" can be assigned in advance, so the user can perform protection, smartphone transfer, FTP transfer, etc. during image playback. The user can select images narrowed down with a playback filter and play them from the function menu, allowing for quick delivery of specific images. The camera is equipped with a dedicated microphone for voice memos on the back, and the built-in microphone located near the mouth allows clear recording of audio even in noisy environments. The recorded audio data can be transferred via FTP along with the images. The camera allows the user to set up to 20 presets from the International Press Telecommunications Council (IPTC), an international consultative body in which news organisations from various countries participate.

The Alpha 9 III can transfer data up to twice as fast as the Alpha 9 II. 5 GHz communication offers maximum speed and stability for news and sports shooters who need to deliver immediately via FTP, as well as for studio environments. The Alpha 9 III allows stills and movies to be recorded to memory media in numerous ways including the two media slots that support CFexpress Type A cards as well as UHS-I and UHS-II SD cards.

It is compatible with the professional mobile application "Transfer & Tagging" which speeds up the image delivery workflow, and the application "Remote Camera Tool" which allows remote shooting of PCs using wired LAN.



In addition, the Alpha 9 III is scheduled to support functional enhancements such as FTP operability, relay playback, and C2PA¹⁴ format support¹⁵ through a camera software update¹⁶.

Sony will continue to expand functions such as breathing correction, relay playback, and C2PA format support for the Alpha 1 and Alpha 7S III in the future to meet the needs of professionals along with the Alpha 9 III.

Availability

The [Alpha 9 III](#) camera and the [VG-C5](#) vertical grip will be available from 18 January 2024 at HK\$46,990 and HK\$2,990 respectively.

Order Now

Starting from 6 December 2023, [Alpha 9 III](#) is available for pre-order 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 above two products will enjoy the following special offers:

Model	Retail Price	Premium	Special Offers
Alpha 9 III (Body Only)	HK\$46,990	CEA-G Series CFexpress Type A 160G Memory Card (worth HK\$2,890)	<ul style="list-style-type: none">• Extra HK\$7,990 for CEA-M Series CFexpress Type A 1920T Memory Card (original price HK\$13,990)• Extra HK\$4,290 for CEA-M Series CFexpress Type A 960T Memory Card (original price HK\$7,490)• Extra HK\$2,290 for Vertical Grip VG-C5 (original price HK\$2,990)• Extra HK\$790 for CFexpress Type A / SD Card Reader (original price HK\$959)
# Pre-order from 6 December 2023 to 14 January 2024 (Limited quota for pre-order, first come first served basis. Please contact shop staff for details)			

For detailed product information, please visit [here](#).

Product videos of the Alpha 9 III can be viewed here:

Unveil Video: <https://youtu.be/85XZEAQVBuw>

Product Feature Video: <https://youtu.be/3gCKcq4THNQ>

Alpha Special Event Archive Video: <https://youtube.com/live/nw8dSFwPJdI>

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>.

¹ Compared to interchangeable-lens digital cameras. As of the November 2023 product announcement. Sony survey.

² Approximate, effective.

³ Sony test conditions. Maximum continuous frame rate may be lower in some shooting conditions. Continuous shooting speed may vary depending on the lens used in AF-C focus modes. Visit Sony's support web page for lens compatibility information. <https://www.sony.net/dics/ilce9m3cnlms/> A software update for the lens itself is also required. The software is scheduled to be released after December 2023.

⁴ When subject recognition is ON during AF shooting. Face, eye, etc. recognition status can be monitored when subject recognition frame display is ON.

⁵ CIPA standards. Pitch/yaw shake only. FE 50mm F1.2 GM lens. Long exposure NR off.

⁶ Maximum shutter speed is 1/16000 second when F1.8 or larger aperture is used. 1/80000 second speed not available when shooting movies, when using the Var. Shutter function, or when no lens is mounted.

⁷ A software update is required. The software update will be released simultaneously with the Alpha 9 III. Some variation in brightness and colour may occur between shots when using shutter speeds higher than 1/10000 second. Light level may not reach the manual light output level setting at some shutter speeds, resulting in insufficient light level. Refer to the support page at <https://www.sony.net/dics/ilce9m3fl/> for details.

⁸ With the default [Auto/Off] setting no blackout occurs when shooting is started, and release time is controlled for optimum display latency. The [Fast Release/On] setting provides the shortest possible release time lag with blackout occurring on only the first image in a continuous burst. The [Stable Release/On] setting minimises variations in release lag with blackout occurring on only the first image in a continuous burst, making it easier to release the shutter at the intended moment.

⁹ Continuous shooting may be interrupted when Continuous Shooting Speed Boost is used to switch from a low shooting speed to a shooting speed higher than 60 fps, or when switching from a high shooting speed to a shooting speed lower than 30 fps.

¹⁰ With Sony CEA-G160T CFexpress Type A memory cards (sold separately). Sony test conditions.

¹¹ Sony test conditions. Maximum continuous frame rate may be lower in some shooting conditions. Continuous shooting speed may vary depending on the lens used in AF-C focus modes. Visit Sony's support web page for lens compatibility information.

¹² Preset focus works with compatible lenses such as the FE 300mm F2.8 GM OSS. Preset Focus/Zoom settings cannot be recalled while the shutter button is half-pressed. Only focus can be preset for prime lenses. If a zoom lens without power zoom is attached, the focus position/zoom positions can only be registered and recalled via remote operation using the computer software Remote Camera Tool. For details, refer to the following website. <https://support.d-imaging.sony.co.jp/app/remotecameratool/1/index.php>. Preset Focus/Zoom can only be recalled when the lens that was mounted when the settings were registered is used. Not all lenses are compatible.

¹³ When [Aperture Drive in AF] is set to [Focus Priority], the aperture size can be smaller than F22. Results may vary depending on shooting conditions and the lens used.

¹⁴ A standards organisation that develops open standards and technical specifications for the origin and authenticity of digital content.

¹⁵ Will be available in select countries and regions.

¹⁶ Software update available by Q2 2024 (calendar year).