

# SONY

## Press Release

### Sony Electronics Delivers Firmware Updates including C2PA Compliancy

*As a Next Step to Ensure Authenticity of Images /  
More than 45 Updates for the Alpha 1, Alpha 9 III, Alpha 7S III, and Alpha 7 IV will also improve  
Shooting Functions and Workflow*

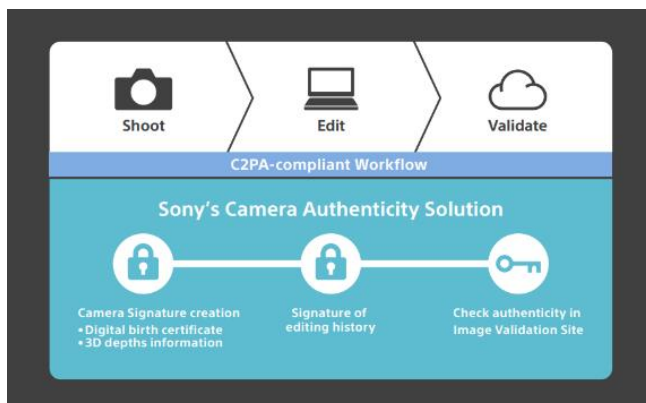


**Hong Kong, March 28, 2024** – Today, Sony delivers the highly anticipated firmware updates for the [Alpha 1 \(Ver. 2.00\)](#), [Alpha 7S III \(Ver. 3.00\)](#), [Alpha 7 IV \(Ver. 3.00\)](#), and after April 2024, the Alpha 9 III (Ver.2.00). The update contains some of Sony’s most impactful technology, including Camera Authenticity Solution, the proprietary in-camera digital signature and C2PA (Coalition for Content Provenance and Authenticity) format support<sup>1</sup>. Together, these tools will make it possible for news agencies to ensure the authenticity of images, contributing to industry efforts to protect creators, and society from fake imagery.

Additionally, the firmware updates include many requested features to improve everyday use. The update evolves shooting functions and post-shooting workflow and brings advanced movie features like breathing compensation. It also includes new remote-control capabilities, new features for professional applications, and expanded access to cloud services applications.

#### Camera Authenticity Solution

Last year, Sony announced its commitment to developing technology in its cameras to aid in the fight against manipulated imagery and AI-generated fakes. The severity of this issue is only increasing and it’s a complex problem that requires the focus and attention of our entire industry.

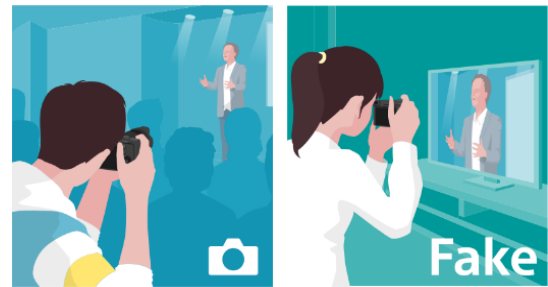


One critical part of the solution is making more Sony cameras C2PA compliant. C2PA is a Joint Development Foundation project, where Sony is a steering committee member. C2PA aims to develop an end-to-end open technical standard to provide publishers, creators and consumers with opt-in, flexible ways to understand the authenticity, and provenance of different types of media. The C2PA is a standards-setting body that will develop technical specifications on content provenance and authentication by certifying the source and history of media content. With this

firmware update, the authenticity information embedded on images from Alpha 1, Alpha 9 III, Alpha 7S III, and Alpha 7 IV can be maintained from capture through publication. This provides professional

photographers with the ability to preserve their digital signature from the camera, while tracking the editing history throughout revisions.

Another critical component of the solution is Sony’s in-camera digital signature technology<sup>2</sup> that signs images in real-time. This new feature certifies the authenticity of an image at the point of capture and creates a ‘digital birth certificate’ that is retained throughout revisions. The signature contains metadata including 3D-depth information captured through the proprietary technology in the image sensor developed by Sony. This depth information can show if the image captured was of an actual 3D object, vs a photograph of an image or video, providing an extra level of protection and even more assurance of the content’s authenticity, and making Sony’s solution especially unique for photojournalists and news agencies.



Sony’s solution also helps protect the authenticity of content by including an Image Validation Site, which verifies the image even after edits have been made by C2PA-compliant editing software. This service confirms the authenticity of the photo was taken by a specific camera and that the object of the photo is 3D. This service will initially be offered to select news media agencies, expanding to other agencies at a later date.

### Shooting and Playback Updates

The firmware updates include over 10 new features, as well as improvements to existing features, designed to improve the user’s overall shooting experience. These improved capabilities showcase Sony’s commitment to continuing to evolve the functionality of Sony’s existing camera models. A few highlights of the firmware update functions include:

New Features	Applicable Models
<b>Relay Playback:</b> Enables seamless sequential playback from one memory card slot to another.	Alpha 1, Alpha 7S III, Alpha 9 III
<b>Playback Filter Condition:</b> Lets users categorise image playback based on select criteria including date, folder, file format, and more.	Alpha 1, Alpha 7S III
<b>Breathing Compensation:</b> The highly requested Breathing Compensation function <sup>3</sup> is now available	Alpha 1, Alpha 7S III
<b>Upgrade DCI 4K / 24.00p Upgrade License:</b> via a free downloadable license through Creators’ Cloud <sup>4</sup> .	Alpha 7S III
<b>Sync Release function:</b> Enables simultaneous shutter release with two or more multiple cameras connected to the main camera <sup>5</sup> .	Alpha 1, Alpha 9 III
<b>Focus frame display:</b> Focus frame will be displayed on the Remote Camera Tool screen <sup>3</sup> .	Alpha 1, Alpha 9 III
<b>Enhanced image stabilisation:</b> The camera body and lens effectively work together to correct larger blurs <sup>6</sup> .	Alpha 1

<b>Increased upper limit of recordable images</b> in a folder from 4,000 to 9,999.	Alpha 1, Alpha 7S III, A7 IV, Alpha 9 III
<b>Matching the time code</b> with other devices is now possible with a dedicated adapter cable (sold separately) <sup>7</sup> .	Alpha 1, Alpha 7S III
Up to <b>20 IPTC presets</b> .	Alpha 1, Alpha 7S III

### File Transfer and Network Connectivity

Additional updates aimed to optimise the post-production workflow efficiency include improvements to International Press Telecommunications Council (IPTC) preset and File Transfer Protocol (FTP) transfer operability. To streamline processes for users, expanded cloud upload and application services will be available. Key updates include:

New Features	Applicable Models
<b>Cloud upload (camera direct)</b> function allows users to upload images directly to the Sony's Creators' Cloud <sup>8</sup> . Key additional features include simplified camera software updates, direct camera registration to the Creators' Cloud, and a flexible system for uploading, storing, and sharing content. Additionally, the capability to manage video and LUT files via mobile apps, along with the transfer of RAW files to smartphones, optimises the creative process in fast-paced environments.	Applicable to multiple cameras, please check the Sony website.
<b>FTP Transfer Improvements:</b> A "Protected Images Only" option for the Auto FTP Transfer and a "Protect Image in FTP Transfer" option for the FTP transfer function have been added.	Alpha 1, Alpha 7S III, Alpha 9 III.
Support for <b>USB streaming</b> <sup>9</sup> .	Alpha 1
<b>Secure File Transfer Protocol (SFTP)</b> has been added to secure protocol.	Alpha 1, Alpha 7S III, Alpha 9 III
<b>WPA3-SAE</b> is now supported for wireless LAN.	Alpha 1, Alpha 7S III
<b>Network streaming</b> enables direct live streaming to a streaming site <sup>7</sup> .	Alpha 7 IV
<b>Expansion of app support</b> with Creators' App and Monitor & Control app is now supported.	Alpha 1, Alpha 7S III

Many of these updates are applicable to multiple cameras, however for a list of each body's specific update please check the Sony website [here](#).

Exclusive stories and exciting new content shot with Sony's imaging products can be found at <https://alphauniverse.sony-asia.com/>, a site created to educate and inspire all fans and customers of Sony  $\alpha$  - Alpha brand.

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> This feature is available to some news organisations and not available in Asia Pacific region at the press release timing.
- <sup>2</sup> Both Sony's in-camera digital signature technology and C2PA compliancy are currently available through a separate upgrade license.
- <sup>3</sup> For compatible lens information, please refer to the support page (<https://www.sony.net/dics/breathing/>)
- <sup>4</sup> For regional app/service availability, check [here](#). To use this service, it is necessary to download and install the upgrade license.
- <sup>5</sup> Remote Camera Tool Version 4.1.0 is required to activate the function.
- <sup>6</sup> For compatible lens information, please refer to the support page (<https://www.sony.net/dics/func1002/>)
- <sup>7</sup> A dedicated adapter cable, which is sold separately, is required to connect to the timecode source equipment.
- <sup>8</sup> For regional app/service availability, check [here](#). Creators' App Ver.2.3.1 or later is necessary. Settings must be made in the Creators' App in advance. For more information, please visit the Creators' App support website (<https://www.sony.net/ca/help/opr/>)
- <sup>9</sup> When connecting to a device with a USB Type-C port, please use a commercially available USB cable or a conversion adapter.