

A Major Update Redefines Pro Performance

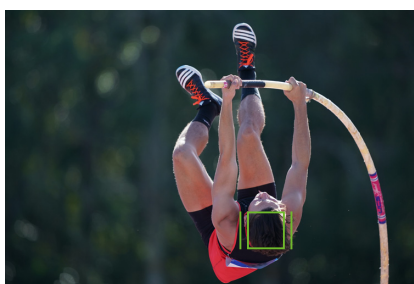
Software version 5.0 brings new features and functionality to the Sony α9 full-frame mirrorless camera, significantly expanding the capabilities and benefits available to professional users.

Speed Meets Artificial Intelligence

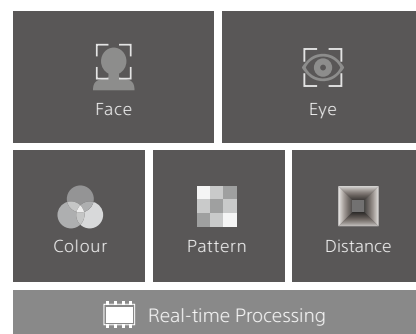
Autofocus takes a leap into the future with a potent blend of α9 speed and advanced subject recognition technology backed up by AI.

Real-time Tracking* Keeps the Most Challenging Moving Subjects in Focus

The ability to select any subject to be tracked while the shutter button is half-pressed** provides new framing flexibility and allows the user to concentrate more fully on the image. The α9's ability to make as many as 60 AF calculations per second works with state-of-the-art subject recognition technology that uses colour, pattern, and subject distance data to process spatial information in real time, tracking moment-to-moment changes and focusing on moving subjects with unprecedented accuracy. If the subject is a person, AI



automatically detects and keeps track of the subject's eye, even if another object temporarily obscures the subject. The camera can be set



up so that the focus area seamlessly shifts between face and eye, whichever is most appropriate for the subject at any moment.

* "Tracking" in the menu.
 ** "Tracking" must be enabled via the menus beforehand.

Real-time Eye AF Enhances Accuracy and Control

In this evolved Eye AF* implementation, AI processes the large volume of data captured by the image sensor in real time to detect and stay locked onto the subject's eye with tenacious precision. Eye AF can be activated through a custom key assignment, by half-pressing the shutter button, or by pressing the

AF-ON button, even in AF-C mode. When shooting portraits of moving subjects, simply half-press the shutter button to lock onto the subject's eye, and then fully press the shutter button to capture the image. The ability to specify left or right eye focus adds even further versatility.



* Eye AF is not available for movies.

Next-generation AF Control and Versatility

Flexible Touch Control

Focus and tracking can be initiated for any subject showing in the monitor by simply touching the subject on the monitor.* This applies to both stills and movies. The Touch Pad function allows the focus frame to be dragged to any desired point by sliding a fingertip across the monitor screen while viewing through the viewfinder.



* Not available when using the viewfinder. "Touch Tracking" must be enabled via the menus beforehand.

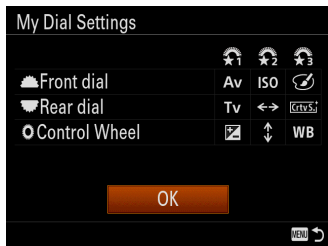
Smooth, Accurate AF for Movies

Fast Hybrid AF now provides smooth, accurate focus for movie shooting. An improved implementation of focal plane phase-detection AF achieves stable AF that smoothly maintains consistent focus even when objects move across the focus area in front of the subject. This reduces the need for manual focus adjustments, and can be particularly advantageous when the camera is used on a gimbal.

Refined Control Features

My Dial allows custom function assignments

Custom function assignments can now be made to the front/rear dials and the control wheel, making frequently used functions available for fingertip control while a custom button is held. The assignments can also be toggled on and off via a custom button.



Easier Custom Button and Function Menu settings

Illustrations showing the selected controls have been added to the custom button setting display, making it easier to see which button or switch is selected for assignment. Function menu settings have been made easier too.



AF area circulation

A new setting allows the AF area position to be quickly circulated to the upper, lower, left, or right edges of the frame. This makes it easy to select an appropriate AF area for sports or other situations where the subject frequently moves from one edge to the other.



Enhanced dual media slot operation

In addition to an automatic media switchover (relay) setting that automatically switches still image or movie recording to the second media card when the first media card becomes full, more detailed sort settings are available for JPEG and RAW still images.

Rating and protect functions

Star ratings can be applied to still images from the camera controls, and are maintained when the images are imported into Imaging Edge™ or PlayMemories™ Home PC software. There is also a protect function that can prevent accidental erasure of images.

FTP background transfer

FTP background transfer is an advantage in professional working environments, allowing shooting to continue while image files are being transferred to a server. Immediate delivery is possible without disrupting the on-location workflow. A number of selectable image transfer methods maximize efficiency.

* This function is included in software version 4.0 and later.

A Step Up in Image Quality

Smoother, more natural gradations

Software version 5.0 offers notably improved image processing that takes maximum advantage of the camera's full-frame potential, accurately reproducing subtle changes in light for smoother, more natural tonal gradations. The updated

algorithm also prevents AWB variations between continuous bursts for more consistent images. The update also adds AWB Lock capability that can be useful in mixed lighting situations.



Advanced Mobile Support

Background file transfer and remote control

A new "Transfer & Tagging add-on"^{*1} mobile application allows FTP background transfer to a mobile device while shooting continues. IPTC metadata^{*2} can be entered for images transferred to the mobile device either manually or via voice recognition^{*3}, providing a fast deliv-

ery workflow without the need to access a computer. The version 5.0 update includes support for the new Imaging Edge Mobile application (successor to PlayMemories Mobile), providing smartphone based remote control and file transfer functions.^{*4}

<https://imagingedge.sony.net> 



*1 Download limited to specific regions.

*2 IPTC metadata for digital image metadata is a standard created by the IPTC (International Press Telecommunications Council).

*3 Not available in regions where Google service is not provided.

*4 2-megapixel still images can be transferred while shooting continues. 4K video can be transferred after shooting.

Software version 5.0 for the α9 is scheduled for release in early 2019, and will be available free of charge from the Sony support website. All images are simulated for presentation purpose only. Specifications and features are subject to change without notice.