**Sony a9 Gains Powerful New Autofocus Capabilities and More through Software Version 5.0 Update**

Sony’s industry-leading a9 camera has received a significant software update that brings AI-driven autofocus capabilities to its award-winning autofocus (AF) system, improves image quality, and introduces a range of customer-requested workflow improvements.

### **Autofocus Improvements**

Firmware version 5.0 for the Sony a9 adds Sony’s newly-developed, AI-driven Real-time Tracking mode for precise and robust subject tracking. Real-time Tracking uses Sony’s latest AF algorithm—which includes Artificial Intelligence-based object recognition—to detect and follow subjects with unprecedented accuracy.

Real-time Tracking AF works in conjunction with Real-time Eye AF, also added with Firmware version 5.0. The latest iteration of Sony’s best-in-class Eye AF technology, Real-time Eye AF also uses AI-based object recognition, resulting in an unprecedented level of speed and performance for locking on and holding focus on a subject’s eyes. Additionally, with Real-time Eye AF, users can now activate eye detection via a half-press of the shutter release, and can enjoy focus tracking accuracy even if a subject’s eyes are temporarily obscured during shooting.

Also added with firmware 5.0 is Fast Hybrid AF for video, which now provides smoother, more accurate focus during video shooting, even if/when objects move in front of the subject.

### **Image Quality**

Firmware version 5.0 offers notably improved image processing, which maximizes the capabilities of the full-frame sensor. The camera now more accurately reproduces subtle changes in light for smoother, more natural tonal gradations and improved auto white balance results.

**Improved Usability And Workflow**

With Firmware version 5.0, the Sony a9 adds several customer-requested features:

* New My Dial menu
* Revised Custom Key menu
* Improved touchpad capability,
* Enhanced dual-card functionality
* Enhanced tagging

### **Imaging Edge**

Sony is also announcing the release of Imaging Edge™ mobile applications, plus updates to the ‘Remote,’ ‘Viewer’ and ‘Edit’ desktop applications that brings exciting new features to all Sony imaging customers.

For professional photographers, Sony is also releasing a new mobile application ‘Transfer & Tagging add-on’ that supports instant delivery workflow by allowing users to transfer content to their mobile devices via the camera’s FTP background transfer functionality. It also enables voice input for text captioning to streamline overall workflow between photographers and other team members.