



For Immediate Release

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Sony Australia Ltd

Sony announces a new solution for easy, high-quality live streaming and video calls, compatible with 35 Sony camera models at launch

SYDNEY, 20 August 2020 – Sony today announced the release of a new Desktop application called ‘[Imaging Edge™ Webcam](#)’, that allows users to easily transform their Sony digital camera¹ into a high-quality webcam by simply connecting it to a PC² via USB³, free of cost.

‘Imaging Edge Webcam’ allows users to live stream and video conference in one easy step, while also taking full advantage of Sony’s advanced imaging technology such as industry-leading autofocus, high resolution picture quality and additional unique features of each compatible camera.

Jun Yoon, Head of Digital Imaging Sony ANZ commented, “*Sony continues to adapt and evolve to meet the needs of our customers. Their voice is critical to everything that we do in this industry. Given the growing demand for live streaming and video communication, we’re excited to share a new application that offers loyal Sony customers the ability to quickly and easily transform their camera into a highly effective webcam for live streaming, video calls and so much more.*”

At launch, ‘Imaging Edge Webcam’ is compatible with 35 Sony camera models including: Alpha 9 II, Alpha 9, Alpha 7R IV, Alpha 7R III, Alpha 7R II, Alpha 7S II, Alpha 7S, Alpha 7 III, Alpha 7 II, Alpha 6600, Alpha 6400, Alpha 6100, RX100 VII, RX100 VI, RX0 II, RX0, vlog camera ZV-1 and more¹. The newly announced Alpha 7S III is compatible as well.

The new ‘Imaging Edge Webcam’ desktop application is available to download [here](#).

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¹¹ Please refer to the website for a full list of compatible models. Firmware must be updated on cameras to ensure compatibility.

²² Windows® 10 64bit required

³³ Charges select Sony Camera models while connected via USB. Please refer to the website for a full list of compatible models.

About Sony: With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

Images: Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.com.au

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