



For Immediate Release

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New Imaging Edge software enhances mobile connectivity and expands the creative capabilities of Sony cameras

*— Sony announces new Imaging Edge mobile applications
Plus Several updates to existing desktop applications —*

SYDNEY, 16 January 2019 — Sony today announced the release of new Imaging Edge™ mobile applications plus several updates to the 'Remote,' 'Viewer' and 'Edit' desktop applications that will bring exciting new features to all Sony imaging customers ranging from casual hobbyists to working professionals.

New Imaging Edge Mobile applications

The newly introduced mobile application named Imaging Edge Mobile¹ is the successor to Sony's PlayMemories Mobile™ app and will offer instant transfer of images from camera to a connected mobile devices while shooting. Images can be transferred when utilising the new "Auto background transfer to Smartphone" functionality², allowing users to easily share content direct from their phone to social media platforms. The mobile application also supports 4K movie transfer³ and remote control functionality.

For professional photographers, Sony will be releasing a new mobile application 'Transfer & Tagging add-on'⁴, that will support instant delivery workflow by allowing users to transfer content to their mobile devices via the camera's FTP background transfer⁵, without distraction from their shooting. It also enables voice input⁶ for text captioning to help streamline communication and overall workflow

¹ A successor application of PlayMemories Mobile. Existing PlayMemories Mobile users can use this by updating PlayMemories Mobile

² Compatible with ILCE-9 with software update Ver.5.0 or later. Files are imported in 2MP size when using this function

³ Compatible with ILCE-9 with software update Ver.5.0 or later, ILCE-7RM3, ILCE-7M3, ILCE-6400, DSC-RX10M4, DSC-RX100M6, DSC-RX100M5A.

Availability of video transfer and playback varies depending on smartphone in use

⁴ Add-on mobile application for 'Imaging Edge Mobile'. Available countries:

US/Canada/UK/France/Germany/Hong Kong/China/Australia/Japan. User registration is required to use this application.

Compatible with ILCE-9 with software update Ver.5.0 or later, ILCE-7RM3, ILCE-7M3

⁵ Compatible with ILCE-9 with software update Ver.5.0 or later

⁶ The voice input of this application uses the service provided by Google. If Google services are not available, you cannot use the voice input. Please use the keyboard input

between photographers and other team members. There is also an online function that will allow you to sync Caption Glossary between multiple devices.

Sony's new Imaging Edge mobile application and 'Transfer & Tagging add-on' will be available in March 2019.

Enhancements of 'Remote' 'Viewer' 'Edit' desktop applications

The desktop version of Sony's Imaging Edge application will be updated as well, with workflow support of time-lapse movie⁷ creation, making it an ideal match for Sony's newest interchangeable lens cameras with built-in interval recording. Other new features to maximise usability have been added as well, such as comparison display and collection functions, as well as a new and improved user interface.

The latest Version 1.4 of desktop applications 'Remote' 'Viewer' 'Edit' will be available later this month.

For more information on the new application updates, please visit the Imaging Edge website at <https://imagingedge.sony.net>.

A variety of exclusive stories and exciting new content related to all of Sony's exciting announcements can be found at www.alphauniverse.com, a site built to educate and inspire all fans and customers of the Sony α brand. The new content will also be posted directly at the [Sony Camera Channel on YouTube](#).

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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

Social Media: Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - www.facebook.com/sonyaustralia, Instagram www.instagram.com/sonyaustralia and YouTube www.youtube.com/sonyaustralia.

⁷ RAW processing adjustments by batch, adding music/texts, outputting 4K movie are also available