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New 'Imaging Edge' Software Enhances Mobile Connectivity and Expands the Creative Capabilities of Sony Cameras

Sony today announced the release of a new **'Imaging Edge™'** mobile application 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 Application

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

For professional photographers, Sony will be releasing a new mobile application **'Transfer & Tagging add-on[iv]**' that will support instant delivery workflow by allowing users to transfer content to their mobile devices via the camera's FTP background transfer[v], without having to switch their focus from shooting. It also enables voice input[vi] for text and captioning to help streamline communication and overall workflow 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 mobile application **'Imaging Edge Mobile'** and **'Transfer and Tagging add-on'** will be available from March 2019.

Enhancements of 'Remote', 'Viewer' and 'Edit' Desktop applications

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

The latest Version 1.4 of Desktop Applications 'Remote' 'Viewer' and 'Edit' will be available in January 2019.

For more information, please visit the 'Imaging Edge' website.

<https://imagingedge.sony.net/>.

A variety of exclusive stories, videos and exciting new content shot with the newest cameras and other Sony ☒ products can be found at <https://www.sony.co.uk/alphauniverse>. Sony's European photography hub is available in 22 languages and details product news, competitions and an up-to-date list of Sony events in each country.

[i] A successor application of PlayMemories Mobile. Existing PlayMemories Mobile users can use this by updating PlayMemories Mobile

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

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

[iv] 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

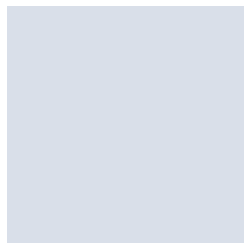
[v] Compatible with ILCE-9 with software update Ver.5.0 or later

[vi] 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

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

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, interactive entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$77 billion for the fiscal year ended March 31, 2018. Sony Global Web Site: <http://www.sony.net/>

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