



Jan 18, 2018 09:00 CET

## Sony releases **α9** firmware upgrade adding IPTC Metadata Functionality, image protection, improved AF performance and operability

Sony has released a new firmware upgrade for its full-frame, mirrorless flagship camera, the **α9** (model [ILCE-9](#)). The Version 2.00 update adds IPTC metadata functionality, new image protection features, delivers enhanced auto-focus performance and general operational improvements.

The update now allows photographers to apply IPTC metadata to all files using Sony's [IPTC Metadata Preset software](#)[i] This allows users to embed information within the images regarding image settings, title and description as well as photographer's information and copyright restrictions and more.

In addition, the update adds additional features, vital for wedding, portrait sports, news and a variety of other photographers by enhancing its image protection functions. As seen in the recently launched [X7R III](#), [X9](#) users are now able to assign the “protect image” function to a custom key.

With the new upgrade, wired LAN MAC addresses are now also displayed within the image information, and serial numbers can be inserted into its metadata, providing more information on the technical source of the image.

Furthermore, the software upgrade also provides improved auto-focus performance by enhancing the continuous auto-focus function on moving subjects. It also promises better AF-C stability when zooming in on subjects and is applicable when paired with any Sony E-mount lens. This increases the overall usability of the [X9](#) and enhances its performance for shooting fast-moving and non-stationary subjects like sports or wildlife.

Lastly, the upgrade also delivers general operational stability improvement and provides a solution to an existing issue where the software occasionally flags overheating warnings, when the camera is not actually overheated.

The Ver.2.00 firmware upgrade is downloadable for free on the Sony Support site [\[ii\]](#)

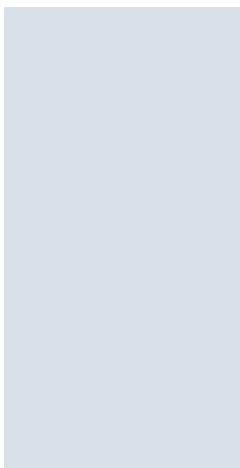
[\[i\]](#) IPTC information needs to first be created using the IPTC Metadata Preset software before installing it on the camera. The software can be downloaded from <http://www.sony.net/iptc/help/>

[\[ii\]](#) Ver.2.00 download for [Windows](#). Ver.2.00 download for [Mac](#). For Mac OS 10.13, please ensure the “DriverLoader\_1013” has been installed before performing the software upgrade.

---

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, computer 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 \$76 billion for the fiscal year ended March 31, 2017. Sony Global Web Site: <http://www.sony.net/>

## Contacts



### **Sony Europe PR Team**

Press Contact

PR Team

[press@eu.sony.com](mailto:press@eu.sony.com)

### **Press Contacts in your country**

Press Contact