

# Profoto expands Global Shutter compatibility with new firmware updates Profoto unleashes the full potential of Sony's global shutter in the latest firmware release



**Sony and Profoto are enhancing their technology partnership with firmware updates that make Profoto flashes fully compatible with Sony's α9 III global shutter camera. The updates are designed to help creators spend less time adjusting settings and more time capturing the moment.**

Today, Profoto is releasing the latest firmware updates, enabling full compatibility with Sony's flagship α9 III across all current Profoto products. This update delivers seamless flash synchronization in TTL at any shutter speed all the way up to 1/80,000s. This marks both companies' dedication to making visual content creators' lives easier.

### **Creative freedom at any shutter speed**

The combination of Sony's global shutter and Profoto's advanced flash technology unlocks new possibilities. Photographers can fully control light—even in broad daylight—without loss of power or added complexity. Whether shaping dramatic shadows or freezing action with precision, creators can take advantage of the full potential of flash, using every bit of available light without compromise. Regardless of choice of

strobe, Profoto A10, A2, B20, B30, D30, Pro-D3, Pro-B3 and Pro-11 together with Connect Pro, all deliver the same state-of-the-art synchronization.

### **Instant, flawless exposure**

The system works right out of the box in Freeze mode, with automatic TTL exposure for rapid setup and seamless transitions between TTL and Manual mode for fine-tuned control. Creators can focus on their vision without technical interruptions.

### **A strategic step forward**

This update reflects Profoto and Sony's commitment to providing innovative tools that reduce technical friction and expand creative potential for professional photographers.

### **Availability**

As of 17th June, the entire current range of Profoto flashes and Connect Pro are compatible with Sony's global shutter. Firmware updates for A2, Pro-11, and Connect Pro are now available.

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### Profoto - About Us

Profoto was founded in Stockholm in 1968 by Eckhard Heine and Conny Dufgran with a commitment to light shaping excellence today and tomorrow.

Profoto delivers innovative, world-leading lights and light-shaping tools. Because we believe that, no matter what the situation, and no matter what camera or lens you use - light is the indispensable heart of all visual creation. That core principle is the key to enabling a world filled with incredible visuals, and the purpose of every single light shaping tool we make for the world's best filmmakers and image creators - and those who aspire to be.

We develop premium lighting solutions for the worlds leading content creation studios and photographers, such as David LaChapelle, Martin Schoeller, Annie Leibovitz, Albert Watson, Platon, Camilla Åkrans, Chen Man, Joe McNally.

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### Questions

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