

# Digital Imaging

Instant Savings April 8-14, 2018



## Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
<b>α7 II + 28-70mm Zoom Lens - Black</b>	ILCE7M2K/B	\$1,799 <sup>99</sup>	\$200	<b>\$1,599<sup>99</sup></b>
<b>α7 II Body Only - Black</b>	ILCE7M2/B	\$1,599 <sup>99</sup>	\$200	<b>\$1,399<sup>99</sup></b>
<b>α6000 + 16-50mm &amp; 55-210mm Lenses - Black</b>	ILCE6000Y/B	\$999 <sup>99</sup>	\$250	<b>\$749<sup>99</sup></b>
<b>α6000 + 16-50mm Power Zoom Lens - All Colors</b>	ILCE6000L	\$649 <sup>99</sup>	\$50	<b>\$599<sup>99</sup></b>
<b>α6000 Body Only - All Colors</b>	ILCE6000	\$549 <sup>99</sup>	\$50	<b>\$499<sup>99</sup></b>

## α Bundles

Bundle	With	Additional Savings
<b>α6300, α6500, α7, α7R, α7S, α7 II, α7R II, α7S II, α7R III, OR α9*</b>	FE 16-35mm F4 Zeiss Lens, FE 24-240mm F3.5-6.3 Lens, FE 55mm F1.8 Zeiss Lens, FE 70-200mm F4 G Lens OR FE 90mm F2.8 G Macro Lens	<b>\$100</b>
<b>α5000, α5100, α6000, α6300, OR α6500*</b>	E 55-210mm F4.5-5.6 Lens (all colors)	<b>\$200</b>
<b>α6000, α6300, OR α6500*</b>	E 10-18mm F4 Lens OR E 16-70mm F4 Zeiss Lens	<b>\$100</b>
<b>α6300, α6500, α7 II, α7R II, OR α9*</b>	ECMXYST1M Microphone, HVLf32M Flash, OR HVLf45RM Flash	<b>\$50</b>
<b>α5000, α5100, α6000, α6300, OR α6500*</b>	FE 50mm F1.8	<b>\$50</b>
<b>α6000*</b>	E 18-105mm F4 G Lens	<b>\$100</b>
<b>α6300, α6500, α7, α7R, α7S, α7M2, OR α9*</b>	FE 24-70mm F4 Zeiss Lens	<b>\$100</b>
<b>α7, α7R, α7S, α7 II, α7R II, α7S II, α7R III, OR α9*</b>	FE 50mm F1.8 Lens	<b>\$100</b>
<b>α7, α7R, OR α7S*</b>	VGC1EM Grip	<b>\$50</b>
<b>α7 II, α7R II, OR α7S II*</b>	VGC2EM Grip	<b>\$50</b>
<b>α7R II OR α7R III*</b>	FE 24-70mm F4 Zeiss Lens	<b>\$300</b>

**SONY**

**SAVE \$280**

**α6300 CREATOR KIT**

Vlog like a pro.

**Shop Now**

4/1-4/21

Bundle	With	Additional Savings
<b>VIDEO CREATOR KIT α7S II*</b>	FE 24-70mm F4 Zeiss Lens <b>PLUS</b> NPFW50 Battery <b>AND</b> ECMGZ1M Microphone	<b>\$280</b>
<b>VIDEO CREATOR KIT α6300 OR α6500*</b>	E 18-105mm F4 G Lens <b>PLUS</b> NPFW50 Battery <b>AND</b> ECMGZ1M Microphone	<b>\$280</b>

Please check final pricing at retail. Offers valid at participating retailers. \* STACKABLE with other bundles. \*\* Not STACKABLE with standalone IR. Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photographic, typographic or system errors.

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## Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX100 4K Expert Handycam®	FDRAX100/B	\$1,499 <sup>99</sup>	\$100	<b>\$1,399<sup>99</sup></b>
AX33 4K Handycam® with Exmor R® CMOS sensor	FDRAX33/B	\$849 <sup>99</sup>	\$100	<b>\$749<sup>99</sup></b>
AX53 4K Handycam® with Exmor R® CMOS sensor	FDRAX53	\$999 <sup>99</sup>	\$150	<b>\$849<sup>99</sup></b>
CX405 Handycam® with Exmor R® CMOS sensor	HDRCX405/B	\$229 <sup>99</sup>	\$50	<b>\$179<sup>99</sup></b>
CX440 Handycam® with Exmor R® CMOS sensor	HDRCX440/B	\$299 <sup>99</sup>	\$30	<b>\$269<sup>99</sup></b>
CX675 Handycam® with Exmor R® CMOS sensor	HDRCX675/B	\$599 <sup>99</sup>	\$100	<b>\$499<sup>99</sup></b>

## Action Cam

FDR-X3000 4K Action Cam with Wi-Fi® & GPS	FDRX3000/W	\$399 <sup>99</sup>	\$30	<b>\$369<sup>99</sup></b>
FDR-X3000 4K Action Cam with Wi-Fi® & GPS with Live-View Remote Kit	FDRX3000R/W	\$549 <sup>99</sup>	\$30	<b>\$519<sup>99</sup></b>
HDR-AS50 Action Cam	HDRAS50/B	\$199 <sup>99</sup>	\$30	<b>\$169<sup>99</sup></b>
HDR-AS50R Action Cam with Live-View Remote	HDRAS50R/B	\$349 <sup>99</sup>	\$30	<b>\$319<sup>99</sup></b>

## Cyber-shot



HX400V Compact Camera with 50x Optical Zoom	DSCHX400/B	\$449 <sup>99</sup>	\$50	<b>\$399<sup>99</sup></b>
HX80 Compact Camera with 30x Optical Zoom	DSCHX80	\$369 <sup>99</sup>	\$30	<b>\$339<sup>99</sup></b>
RX100 III Advanced Camera with 1.0 inch sensor	DSCRX100M3/B	\$749 <sup>99</sup>	\$50	<b>\$699<sup>99</sup></b>
RX100 V The premium 1.0-type sensor compact camera with superior AF performance	DSCRX100M5/B	\$999 <sup>99</sup>	\$50	<b>\$949<sup>99</sup></b>
RX10 III with F2.4-4 large-aperture 24-600mm zoom lens	DSCRX10M3/B	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>

## Action Cam Bundle

Bundle	With	Savings
FDRX3000/W, FDRX3000R/W, HDRAS300/W, HDRAS300R/W, HDRAS50R/B, <b>OR</b> HDRAS50/B*	<b>FREE</b> PFVCTSC1 Suction Cup Mount	<b>\$29<sup>99</sup></b>

## Cyber-shot Promotions

Product	Promotion
DSC-RX100M5/B	<b>\$50 Gift Card</b>
DSC-RX100M3	<b>\$30 Gift Card</b>
DSC-HX80	<b>\$30 Gift Card</b>