

Digital Imaging

Instant Savings July 8-14, 2018



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α9 Body Only - Black	ILCE9/B	\$4,499 ⁹⁹	\$500	\$3,999⁹⁹
α7R III Body Only - Black Bundle and save up to \$800. Check bundle chart for savings.	ILCE7RM3/B	\$3,199 ⁹⁹	\$200	\$2,999⁹⁹
α7R II Body Only - Black Bundle and save up to \$1,000. Check bundle chart for savings.	ILCE7RM2/B	\$2,399 ⁹⁹	\$400	\$1,999⁹⁹
α7 II + 28-70mm Zoom Lens - Black Bundle and save up to \$500. Check bundle chart for savings.	ILCE7M2K/B	\$1,799 ⁹⁹	\$200	\$1,599⁹⁹
α7 II Body Only - Black Bundle and save up to \$500. Check bundle chart for savings.	ILCE7M2/B	\$1,599 ⁹⁹	\$200	\$1,399⁹⁹
α6500 + 18-135mm Zoom Lens - Black Bundle and save. Check bundle chart for savings.	ILCE6500M/B	\$1,699 ⁹⁹	\$200	\$1,499⁹⁹
α6500 + 16-50mm Power Zoom Lens - All Colors Bundle and save. Check bundle chart for savings.	ILCE6500KIT	\$1,399 ⁹⁹	\$200	\$1,199⁹⁹
α6500 Body Only - Black Bundle and save. Check bundle chart for savings.	ILCE6500/B	\$1,299 ⁹⁹	\$200	\$1,099⁹⁹
α6300 + 18-135mm Zoom Lens - All Colors Bundle and save. Check bundle chart for savings.	ILCE6300M	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
α6300 + 16-50mm Lens - All Colors Bundle and save. Check bundle chart for savings.	ILCE6300L	\$999 ⁹⁹	\$100	\$899⁹⁹
α6300 Body Only - All Colors Bundle and save. Check bundle chart for savings.	ILCE6300	\$899 ⁹⁹	\$100	\$799⁹⁹
α6000 + 16-50mm & 55-210mm Lenses - Black	ILCE6000Y/B	\$999 ⁹⁹	\$200	\$799⁹⁹
Vario-Tessar T* FE 24-70mm F4 ZA OSS Bundle and save up to \$1,000. Check bundle chart for savings.	SEL2470Z	\$1,199 ⁹⁹	\$300	\$899⁹⁹

Full-frame E-Mount Lenses

Please check final pricing at retail. Offers valid at participating retailers. * STACKABLE with other soft bundles. ** STACKABLE with other soft bundles and standalone IR. ***Stackable with standalone IR only. 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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α Bundles

Bundle	With	Additional Savings
α6300, α6500, α7, α7R, α7S, α7 II, α7R II, α7S II, α7 III, α7R III, or α9*	Vario-Tessar T* FE 16–35mm F4 ZA OSS, FE 24–240mm F3.5–6.3 OSS, FE 50mm F1.8, Sonnar T* FE 55mm F1.8 ZA, FE 70–200mm F4 G OSS OR FE 90mm F2.8 Macro G OSS Lens*	\$100
α5100, α6000, α6300, or α6500*	E 10–18mm F4 OSS OR Vario-Tessar T* E 16–70mm F4 ZA OSS*	\$100
α5000, α5100, α6000, α6300, OR α6500*	E 55–210mm F4.5–6.3 Lens (all colors)*	\$200
α5100 OR α6000*	E PZ 18–105mm F4 G OSS lens*	\$100
α6300, α6500, α7 II, α7R III, OR α9*	Microphone (ECMXYST1M), Flash (HVL32M), OR Flash (HVL45RM)*	\$50
α6300 OR α6500*	E PZ 18–105mm F4 G OSS lens + FREE Battery (NPFW50) and FREE Microphone (ECMGZ1M)*	\$280
α5000, α5100, OR α6000*	E 50mm F1.8 OSS Lens*	\$50
α7R II OR α7R III*	FE 24–70mm F4 Zeiss Lens*	\$300
α6300, α6500, α7, α7R, α7S, α7 II, α7S II, α7 III, or α9*	FE 24–70mm F4 Zeiss Lens*	\$100
α7, α7R, OR α7S**	VGC1EM Grip**	\$50
α7 II, α7R II, OR α7S II**	VGC2EM Grip**	\$50

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Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX100 4K Expert Handycam® Bundle and save up to \$199.99. Check bundle chart for savings.	FDRAX100/B	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
AX53 4K Handycam® with Exmor R® CMOS sensor	FDRAX53/B	\$999 ⁹⁹	\$150	\$849⁹⁹
AX33 4K Handycam® with Exmor R® CMOS sensor	FDRAX33/B	\$849 ⁹⁹	\$150	\$699⁹⁹
CX440 Handycam® with Exmor R® CMOS sensor	HDRCX440/B	\$299 ⁹⁹	\$30	\$269⁹⁹
CX405 Handycam® with Exmor R® CMOS sensor	HDRCX405/B	\$229 ⁹⁹	\$50	\$179⁹⁹

Cyber-shot



HX400V Compact Camera with 50x Optical Zoom	DSCHX400/B	\$449 ⁹⁹	\$50	\$399⁹⁹
HX80 Compact Camera with 30x Optical Zoom	DSCHX80	\$369 ⁹⁹	\$30	\$339⁹⁹
RX100 Advanced Camera with 1.0 inch sensor	DSCRX100/B	\$449 ⁹⁹	\$80	\$369⁹⁹
RX100 II Advanced Camera with 1.0 inch sensor	DSCRX100M2/B	\$599 ⁹⁹	\$50	\$549⁹⁹
RX100 III Advanced Camera with 1.0 inch sensor	DSCRX100M3/B	\$749 ⁹⁹	\$100	\$649⁹⁹
RX100 IV Premium camera with 4K movies and 1/32000 superspeed shutter	DSCRX100M4/B	\$899 ⁹⁹	\$100	\$799⁹⁹
RX100 V The premium 1.0-type sensor compact camera with superior AF performance	DSCRX100M5/B	\$999 ⁹⁹	\$100	\$899⁹⁹

Action Cam and Handycam Bundles

Bundle	Model #	With	Savings
FDRX3000/W, FDRX3000R/W, HDRAS300/W, OR HDRAS300R/W		Head Mount (BLTUHM1)	\$39⁹⁹
FDRX3000/W, FDRX3000R/W, HDRAS300/W, OR HDRAS300R/W		FREE Suction Cup (PFVCTSC1 \$29.99 value)	\$29⁹⁹
AX700 OR AX100 4K Expert Handycam® Camcorder	FDRAX700/B FDRAX100/B	FREE Battery (NPFV70A \$99.99 value)	\$99⁹⁹

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