

SONY



α TRADEUP  
EVENT



Get up to a  
**\$300**  
trade-in bonus

# IT'S TIME FOR A BETTER CAMERA

**LIMITED TIME OFFER: AUGUST 5TH - SEPTEMBER 8TH 2018**

Trade in and trade up with great BONUS offers on select Sony α Full-frame cameras.

Trade in any working digital interchangeable lens camera (DSLR or mirrorless) or lens and receive up to a \$300 bonus (plus applicable instant savings) when applying the value of your trade-in toward the purchase of select Sony α Full-frame cameras.

α FULL-FRAME MIRRORLESS CAMERAS	BONUS OFFER
α 9 Full-Frame Mirrorless Camera (Body Only)	<b>\$300 + \$400</b> Instant Savings
α 7R III Full-Frame Mirrorless Camera (Body Only)	<b>\$300 + \$200</b> Instant Savings
α 7R II Full-Frame Mirrorless Camera (Body Only)	<b>\$200</b>
α 7S II Full-Frame Mirrorless Camera (Body Only)	<b>\$200</b>

Eligible Trade-In Products: Any working digital interchangeable-lens camera or lens.

\*Eligible models listed in chart. All eligible trade-in products must be in working condition. One bonus offer per item. © 2018 Sony Electronics Inc. All rights reserved. Sony, its logo and the Sony A logo are trademarks of Sony Corporation. Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers/ 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. Participating Sony Authorized Dealers will add a discount as specified herein to consumers who trade-in one (1) working digital interchangeable lens camera (as specified herein) to purchase one (1) select new models listed herein, usable at the time of Final Checkout or at the cash register. Dealer determines the trade-in amount at its sole discretion and Dealer's trade-in amount may vary according to condition and age of the trade-in. The discount amount is not a cash equivalent, may not be redeemed for cash, and is available only for the purchase of a new Sony item listed herein at the time of trade-in. The discount to the customer is forfeited if the new model listed herein is returned for any reason or cause whatsoever. The traded-in/used product must be surrendered at time of trade-in (for e-commerce execution, physical receipt by the dealer or notification from carrier is considered an act of surrender). Multiple trade-in discounts cannot be combined and applied to the purchase of any one item.

Sony  
Authorized  
Dealer

**SONY**



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# SEMI-ANNUAL LENS AND ACCESSORY SALE.

**AUGUST 5TH - SEPTEMBER 8TH 2018**

MODEL #	DESCRIPTION	SAVINGS
SEL057FEC	Fisheye Converter	\$25
SEL075UWC	Ultra Wide Converter	\$25
SEL1018	E 10-18mm F4 OSS	\$100
SEL1224G	FE 12-24mm F4 G	\$100
SEL1670Z	Vario-Tessar T* E 16-70mm F4 ZA OSS	\$100
SEL16F28	E 16mm F2.8	\$25
SEL18135	E 18-135mm F3.5-5.6 OSS	\$100
SEL18200	E 18-200mm F3.5-6.3 OSS	\$100
SEL18200LE	E 18-200mm F3.5-6.3 OSS LE	\$100
SEL20F28	E 20mm F2.8	\$50
SEL24240	FE 24-240mm F3.5-6.3 OSS	\$100
SEL2470Z	Vario-Tessar T* FE 24-70mm F4 ZA OSS	\$100
SEL24F18Z	Sonnar T* E 24mm F1.8 ZA	\$100
SEL30M35	E 30mm F3.5 Macro	\$25
SEL35F18	E 35mm F1.8 OSS	\$50
SEL35F28Z	Sonnar T* FE 35mm F2.8 ZA	\$50
SEL50F18	E 50mm F1.8 OSS	\$50
SEL50F18F	FE 50mm F1.8	\$50
SEL50M28	FE 50mm F2.8 Macro	\$50
SEL55F18Z	Sonnar T* FE 55mm F1.8 ZA	\$100
SEL70200G	FE 70-200mm F4 G OSS	\$100
SEL70300G	FE 70-300mm F4.5-5.6 G OSS	\$100
SEL85F18	FE 85mm F1.8	\$50
SELP18105G	E PZ 18-105mm F4 G OSS	\$50
SELP18110G	E PZ 18-110mm F4 G OSS	\$100
SELP18200	E PZ 18-200mm F3.5-6.3 OSS	\$100
SELP28135G	FE PZ 28-135mm F4 G OSS	\$100

MODEL #	DESCRIPTION	SAVINGS
LAEA3	Lens Mount adaptor	\$50
LAEA4	Lens Mount adaptor	\$50
HVLF20M	Flash (GN20)	\$20
HVLF32M	Flash (GN32)	\$50
HVLF45RM	Flash (GN45)	\$50
HVLF43M	Flash (GN43)	\$70
VGC1EM	Vertical grip (a7 series)	\$50
VGC2EM	Vertical grip (a7 II series)	\$50
VGC3EM	Vertical grip (a7 III series, a9)	\$50
GPX1EM	Grip extension	\$20
VCLECF2	Fisheye converter	\$30
VCLECU2	Ultra wide converter	\$30
HVLL1	LED light	\$50
HVLL1R1	LED/IR light	\$20
CLMV55	5 inch Clip on monitor	\$50
CLMFHD5	5 inch Clip on HD monitor	\$100
XLRK1M	XLR mic.	\$100
XLRK2M	XLR mic. (MI shoe)	\$100
ECMAW4	Wireless mic.	\$50
ECMCG60	Shot gun mic.	\$50
ECMW1M	Wireless mic. (MI shoe)	\$50
ECMGZ1M	Gun zoom microphone	\$20
ECMYST1M	Stereo microphone	\$30
FAWRC1M	Flash trigger	\$50
FAWRR1	Radio receiver	\$50
MPKURX100A	RX100 underwater housing	\$50

Valid 8/5/2018-9/8/2018

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