

Digital Imaging

Instant Savings August 19-25, 2018



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α9 Body Only - Black	ILCE9/B	\$4,499 ⁹⁹	\$400	\$4,099⁹⁹
α7R III Body Only - Black	ILCE7RM3/B	\$3,199 ⁹⁹	\$200	\$2,999⁹⁹
α7 II + 28-70mm Zoom Lens - Black	ILCE7M2K/B	\$1,599 ⁹⁹	\$300	\$1,299⁹⁹
α7 II Body Only - Black	ILCE7M2/B	\$1,399 ⁹⁹	\$300	\$1,099⁹⁹
α6000 + 16-50mm & 55-210mm Lenses - Black Bundle and save up to \$450. Check bundle chart for savings.	ILCE6000Y/B	\$999 ⁹⁹	\$300	\$699⁹⁹
α6000 + 16-50mm Power Zoom Lens - All Colors Bundle and save up to \$250. Check bundle chart for savings.	ILCE6000L	\$649 ⁹⁹	\$100	\$549⁹⁹
α6000 Body Only - All Colors Bundle and save up to \$250. Check bundle chart for savings.	ILCE6000	\$549 ⁹⁹	\$100	\$449⁹⁹
α5100 + 16-50mm Power Zoom Lens - All Colors Bundle and save up to \$250. Check bundle chart for savings.	ILCE5100L	\$549 ⁹⁹	\$100	\$449⁹⁹
α5100 Body Only - Black Bundle and save up to \$250. Check bundle chart for savings.	ILCE5100/B	\$449 ⁹⁹	\$100	\$349⁹⁹

α Bundles

Bundle	With	Additional Savings
α5000, α5100, α6000, α6300, OR α6500*	E 55-210mm F4.5-6.3 Lens (all colors)*	\$200

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.

Digital Imaging

Instant Savings August 19-25, 2018



Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 ⁹⁹	\$100	\$2,399⁹⁹
FE 12-24mm F4 G	SEL1224G	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
Vario-Tessar T* FE 16-35mm F4 ZA OSS	SEL1635Z	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470Z	\$899 ⁹⁹	\$100	\$799⁹⁹
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$999 ⁹⁹	\$100	\$899⁹⁹
FE 85mm F1.8	SEL85F18	\$599 ⁹⁹	\$50	\$549⁹⁹
Sonnar T* FE 55mm F1.8 ZA	SEL55F18Z	\$999 ⁹⁹	\$100	\$899⁹⁹
FE 50mm F1.8	SEL50F18F	\$249 ⁹⁹	\$50	\$199⁹⁹

APS-C E-Mount Lenses

E PZ 18-110mm F4 G OSS	SELP18110G	\$3,499 ⁹⁹	\$100	\$3,399⁹⁹
E PZ 18-200mm F3.5-6.3 OSS	SELP18200	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
Sonnar® T* E 24mm F1.8 ZA	SEL24F18Z	\$1,099 ⁹⁹	\$100	\$999⁹⁹
Vario-Tessar T* E 16-70mm F4 ZA OSS	SEL1670Z	\$999 ⁹⁹	\$100	\$899⁹⁹
E 18-200mm F3.5-6.3 OSS	SEL18200	\$899 ⁹⁹	\$100	\$799⁹⁹
E 10-18mm F4 OSS	SEL1018	\$849 ⁹⁹	\$100	\$749⁹⁹
E 18-200mm F3.5-6.3 OSS LE	SEL18200LE	\$849 ⁹⁹	\$100	\$749⁹⁹
E 18-135mm F3.5-5.6 OSS	SEL18135	\$599 ⁹⁹	\$100	\$499⁹⁹
E PZ 18-105mm F4 G OSS	SELP18105G	\$599 ⁹⁹	\$50	\$549⁹⁹
FE 50mm F2.8 Macro	SEL50M28	\$499 ⁹⁹	\$50	\$449⁹⁹
FE 28mm F2	SEL28F20	\$449 ⁹⁹	\$50	\$399⁹⁹
E 35mm F1.8 OSS	SEL35F18	\$449 ⁹⁹	\$50	\$399⁹⁹
E 20mm F2.8	SEL20F28	\$349 ⁹⁹	\$50	\$299⁹⁹
Fisheye Converter	SEL057FEC	\$299 ⁹⁹	\$25	\$274⁹⁹
E 50mm F1.8 OSS	SEL50F18	\$299 ⁹⁹	\$50	\$249⁹⁹
E 50mm F1.8 OSS - Black	SEL50F18/B	\$299 ⁹⁹	\$50	\$249⁹⁹
E 30mm F3.5 Macro	SEL30M35	\$279 ⁹⁹	\$25	\$254⁹⁹
Ultra Wide Converter	SEL075UWC	\$249 ⁹⁹	\$25	\$224⁹⁹
E 16mm F2.8	SEL16F28	\$249 ⁹⁹	\$25	\$224⁹⁹

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.

Digital Imaging

Instant Savings August 19-25, 2018



DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Clip-On LCD Monitor	CLMFHD5	\$699 ⁹⁹	\$100	\$599⁹⁹
Clip-On LCD Monitor	CLMV55	\$399 ⁹⁹	\$50	\$349⁹⁹
Wireless Microphone	ECMAW4	\$229 ⁹⁹	\$50	\$179⁹⁹
Shotgun Microphone	ECMCG60	\$249 ⁹⁹	\$50	\$199⁹⁹
Gun-zoom Microphone (MI-shoe)	ECMGZ1M	\$99 ⁹⁹	\$20	\$79⁹⁹
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 ⁹⁹	\$30	\$129⁹⁹
Wireless Radio Commander (MI-shoe)	FAWRC1M	\$349 ⁹⁹	\$50	\$299⁹⁹
Wireless Radio Receiver	FAWRR1	\$199 ⁹⁹	\$50	\$149⁹⁹
Grip Extension	GPX1EM	\$129 ⁹⁹	\$20	\$109⁹⁹
Compact MI-shoe Flash (Guide Number 20)	HVLF20M	\$149 ⁹⁹	\$20	\$129⁹⁹
MI-shoe Flash (Guide Number 32)	HVLF32M	\$299 ⁹⁹	\$50	\$249⁹⁹
MI-shoe Flash (Guide Number 43)	HVLF43M	\$399 ⁹⁹	\$70	\$329⁹⁹
Radio Control MI-shoe Flash (Guide Number 45)	HVLF45RM	\$399 ⁹⁹	\$50	\$349⁹⁹
LED Video Light	HVLE1	\$249 ⁹⁹	\$50	\$199⁹⁹
Battery Video IR Light	HVLEIR1	\$149 ⁹⁹	\$20	\$129⁹⁹
Full-frame Lens Adapter, E-mount to A-mount	LAEA3	\$199 ⁹⁹	\$50	\$149⁹⁹
Full-frame Lens Adapter, E-mount to A-mount, with Translucent Mirror Technology	LAEA4	\$349 ⁹⁹	\$50	\$299⁹⁹
Underwater Housing for RX100 series	MPKURX100A	\$329 ⁹⁹	\$50	\$279⁹⁹
Fisheye Converter	VCLECF2	\$179 ⁹⁹	\$30	\$149⁹⁹
Ultra Wide Converter	VCLECU2	\$159 ⁹⁹	\$30	\$129⁹⁹
Vertical Grip for α7 , α7S , and α7R	VGC1EM	\$299 ⁹⁹	\$50	\$249⁹⁹
Vertical Grip for α7 II , α7S II and α7R II	VGC2EM	\$349 ⁹⁹	\$50	\$299⁹⁹
Vertical Grip for α9 , α7R III and α7 III	VGC3EM	\$349 ⁹⁹	\$50	\$299⁹⁹
XLR adaptor kit with mic	XLRK1M	\$799 ⁹⁹	\$100	\$699⁹⁹
XLR adaptor kit with mic (MI-shoe)	XLRK2M	\$599 ⁹⁹	\$100	\$499⁹⁹

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.

Digital Imaging

Instant Savings August 19-25, 2018



Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX100 4K Expert Handycam®	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
CX675 Handycam® with Exmor R® CMOS sensor	HDRCX675/B	\$599 ⁹⁹	\$100	\$499⁹⁹
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

Action Cam

FDR-X3000 4K Action Cam with Wi-Fi® & GPS	FDRX3000/W	\$399 ⁹⁹	\$30	\$369⁹⁹
FDR-X3000R 4K Action Cam with Wi-Fi® & GPS with Live-View Remote Kit	FDRX3000R/W	\$549 ⁹⁹	\$30	\$519⁹⁹
HDR-AS50 Action Cam	HDRAS50/B	\$199 ⁹⁹	\$30	\$169⁹⁹
HDR-AS50R Action Cam with Live-View Remote	HDRAS50R/B	\$349 ⁹⁹	\$30	\$319⁹⁹

Cyber-shot



HX400V Compact Camera with 50x Optical Zoom	DSCHX400/B	\$449 ⁹⁹	\$50	\$399⁹⁹
HX80 Compact Camera with 30x Optical Zoom Plus, \$30 gift card promo. Please check calendar.	DSCHX80	\$369 ⁹⁹	\$30	\$339⁹⁹
RX10 III with Large-aperture Wide-range Zoom Lens	DSCRX10M3/B	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
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 super speed 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
RX100 V The premium 1.0-type sensor compact camera with superior AF performance	DSCRX100M5A/B	\$999 ⁹⁹	\$100	\$899⁹⁹

Action Cam Bundles

Bundle	Model #	With	Savings
FDRX3000/W, FDRX3000R/W, HDRAS300/W, OR HDRAS300R/W		Head Mount (BLTUHM1)	\$39⁹⁹

Cyber-shot Promotions

Product	Promotion
DSC-HX80**	\$30 Gift Card

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

*** Not Stackable with Standalone IR. † Not Stackable with other soft bundles. †† Stackable with CAM IR. NOT Stackable with Accessory 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.