

# Digital Imaging

Instant Savings October 7-13, 2018



## Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
<b>α9 Body Only - Black</b> <b>Bundle and save.</b> Check bundle chart for savings.	ILCE9/B	\$4,499 <sup>99</sup>	\$500	<b>\$3,999<sup>99</sup></b>
<b>α7R III Body Only - Black</b> <b>Bundle and save.</b> Check bundle chart for savings.	ILCE7RM3/B	\$3,199 <sup>99</sup>	\$200	<b>\$2,999<sup>99</sup></b>
<b>α7R II Body Only - Black</b> <b>Bundle and save.</b> Check bundle chart for savings.	ILCE7RM2/B	\$1,999 <sup>99</sup>	\$200	<b>\$1,799<sup>99</sup></b>
<b>α7S II Body Only - Black</b> <b>Bundle and save.</b> Check bundle chart for savings.	ILCE7SM2/B	\$2,399 <sup>99</sup>	\$200	<b>\$2,199<sup>99</sup></b>
<b>α7 II + 28-70mm Zoom Lens - Black</b> <b>Bundle and save.</b> Check bundle chart for savings.	ILCE7M2K/B	\$1,599 <sup>99</sup>	\$300	<b>\$1,299<sup>99</sup></b>
<b>α7 II Body Only - Black</b> <b>Bundle and save.</b> Check bundle chart for savings.	ILCE7M2/B	\$1,399 <sup>99</sup>	\$300	<b>\$1,099<sup>99</sup></b>
<b>α6500 + 18-135mm Zoom Lens - Black</b> <b>Bundle and save up to \$300.</b> Check bundle chart for savings.	ILCE6500M/B	\$1,599 <sup>99</sup>	\$100	<b>\$1,499<sup>99</sup></b>
<b>α6500 + 16-50mm Power Zoom Lens - All Colors</b> <b>Bundle and save up to \$300.</b> Check bundle chart for savings.	ILCE6500KIT	\$1,299 <sup>99</sup>	\$100	<b>\$1,199<sup>99</sup></b>
<b>α6500 Body Only - Black</b> <b>Bundle and save up to \$300.</b> Check bundle chart for savings.	ILCE6500/B	\$1,199 <sup>99</sup>	\$100	<b>\$1,099<sup>99</sup></b>
<b>α6300 + 18-135mm Zoom Lens - All Colors</b> <b>Bundle and save up to \$300.</b> Check bundle chart for savings.	ILCE6300M	\$1,299 <sup>99</sup>	\$100	<b>\$1,199<sup>99</sup></b>
<b>α6300 + 16-50mm Lens - All Colors</b> <b>Bundle and save up to \$300.</b> Check bundle chart for savings.	ILCE6300L	\$999 <sup>99</sup>	\$100	<b>\$899<sup>99</sup></b>
<b>α6300 Body Only - All Colors</b> <b>Bundle and save up to \$300.</b> Check bundle chart for savings.	ILCE6300	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>
<b>α6000 + 16-50mm &amp; 55-210mm Lenses - Black</b> <b>Bundle and save.</b> Check bundle chart for savings.	ILCE6000Y/B	\$999 <sup>99</sup>	\$250	<b>\$749<sup>99</sup></b>
<b>α6000 + 16-50mm Power Zoom Lens - All Colors</b> <b>Bundle and save.</b> Check bundle chart for savings.	ILCE6000L	\$649 <sup>99</sup>	\$100	<b>\$549<sup>99</sup></b>
<b>α6000 Body Only - All Colors</b> <b>Bundle and save.</b> Check bundle chart for savings.	ILCE6000	\$549 <sup>99</sup>	\$100	<b>\$449<sup>99</sup></b>
<b>α5100 + 16-50mm Power Zoom Lens - All Colors</b> <b>Bundle and save.</b> Check bundle chart for savings.	ILCE5100L	\$549 <sup>99</sup>	\$50	<b>\$499<sup>99</sup></b>
<b>α5100 Body Only - Black</b> <b>Bundle and save.</b> Check bundle chart for savings.	ILCE5100/B	\$449 <sup>99</sup>	\$50	<b>\$399<sup>99</sup></b>

**Please check final pricing at retail. Offers valid at participating retailers.** \* Stackable with other soft bundles and standalone instant rebate. \*\* Not stackable with standalone instant rebate. † Not stackable with other soft bundles. †† Stackable with camcorder instant rebate. NOT stackable with accessory instant rebate.

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, Vario-Tessar T* FE 24-70mm 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, Vario-Tessar T* E 16-70mm F4 ZA OSS, OR E PZ 18-105 mm F4 G OSS*	\$100
α5000, α5100, α6000, α6300, OR α6500*	E 55-210mm F4.5-6.3 Lens (all colors)*	\$150
α6300, α6500, α7 II, α7R II, α7S II, α7R III, OR α9*	Microphone (ECMXYST1M), Flash (HVL32M), OR Flash (HVL45RM)*	\$50
α5100 OR α6000*	FE 50mm F1.8 OSS Lens*	\$50
α7, α7R, OR α7S**	VGC1EM Grip**	\$50
α7 II, α7R II, OR α7S II**	VGC2EM Grip**	\$50

## Handycam and Cyber-shot Bundles

Bundle	With	Savings
FDRA53/B	Travel Charger (BCTRV) OR Battery (NPFV70A)††	\$49 <sup>99</sup>
FDRA700/B	XLR Adapter Kit and Microphone (XLRK2M)††	\$150
FDRA700/B OR FDRA100/B	Wireless Mic (ECMW1M), Battery (NPFV70A), OR Remote Control Tripod (VCTVPR1)††	\$100
DSCRX0, DSCRX100M2, DSCRX100M3, DSCRX100M4, DSCRX100M5, DSCRX100M5A, OR DSCRX100M6	Shooting Grip (VCTSGR1)*	\$50

## Cyber-shot Promotions

Product	Promotion
DSC-HX80*	\$30 Gift Card

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## Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX33 4K Handycam® with Exmor R® CMOS sensor	FDRAX33/B	\$849 <sup>99</sup>	\$150	<b>\$699<sup>99</sup></b>
CX675 Handycam® with Exmor R® CMOS sensor	HDRCX675/B	\$599 <sup>99</sup>	\$100	<b>\$499<sup>99</sup></b>
CX440 Handycam® with Exmor R® CMOS sensor	HDRCX440/B	\$299 <sup>99</sup>	\$30	<b>\$269<sup>99</sup></b>
CX405 Handycam® with Exmor R® CMOS sensor	HDRCX405/B	\$229 <sup>99</sup>	\$50	<b>\$179<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-X3000R 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



RX100 Advanced Camera with 1.0 inch sensor	DSCRX100/B	\$449 <sup>99</sup>	\$80	<b>\$369<sup>99</sup></b>
RX100 II Advanced Camera with 1.0 inch sensor <b>Bundle and save up to \$100.</b> Check bundle chart for savings.	DSCRX100M2/B	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>
RX100 III Advanced Camera with 1.0 inch sensor <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	DSCRX100M3/B	\$749 <sup>99</sup>	\$100	<b>\$649<sup>99</sup></b>
RX100 IV Premium camera with 4K movies and 1/32000 super speed shutter <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	DSCRX100M4/B	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>
RX100 V The premium 1.0-type sensor compact camera with superior AF performance <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	DSCRX100M5/B	\$999 <sup>99</sup>	\$100	<b>\$899<sup>99</sup></b>
RX100 V The premium 1.0-type sensor compact camera with superior AF performance <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	DSCRX100M5A/B	\$999 <sup>99</sup>	\$100	<b>\$899<sup>99</sup></b>
RX10 III with Large-aperture Wide-range Zoom Lens	DSCRX10M3/B	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>
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 <b>Plus, \$30 gift card promo.</b> Please check calendar.	DSCHX80	\$369 <sup>99</sup>	\$30	<b>\$339<sup>99</sup></b>

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