

Digital Imaging

Instant Savings Nov. 25–Dec. 1, 2018



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α9 Body Only - Black	ILCE9/B	\$4,499 ⁹⁹	\$1,000	\$3,499⁹⁹
α7R III Body Only - Black	ILCE7RM3/B	\$3,199 ⁹⁹	\$400	\$2,799⁹⁹
α7R II Body Only - Black Bundle and save up to \$50. Check bundle chart for savings.	ILCE7RM2/B	\$1,999 ⁹⁹	\$400	\$1,599⁹⁹
α7S II Body Only - Black Bundle and save up to \$50. Check bundle chart for savings.	ILCE7SM2/B	\$2,399 ⁹⁹	\$200	\$2,199⁹⁹
α7 II + 28-70mm Zoom Lens - Black Bundle and save up to \$50. Check bundle chart for savings.	ILCE7M2K/B	\$1,599 ⁹⁹	\$600	\$999⁹⁹
α7 II Body Only - Black Bundle and save up to \$50. Check bundle chart for savings.	ILCE7M2/B	\$1,399 ⁹⁹	\$500	\$899⁹⁹
α6500 + 18-135mm Zoom Lens - Black Bundle and save up to \$200. Check bundle chart for savings.	ILCE6500M/B	\$1,599 ⁹⁹	\$100	\$1,499⁹⁹
α6500 + 16-50mm Power Zoom Lens - All Colors Bundle and save up to \$200. Check bundle chart for savings.	ILCE6500KIT	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
α6500 Body Only - Black Bundle and save up to \$200. Check bundle chart for savings.	ILCE6500/B	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
α6300 + 18-135mm Zoom Lens - All Colors Bundle and save up to \$200. Check bundle chart for savings.	ILCE6300M	\$1,299 ⁹⁹	\$150	\$1,149⁹⁹
α6300 + 16-50mm Lens - All Colors Bundle and save up to \$200. Check bundle chart for savings.	ILCE6300L	\$999 ⁹⁹	\$150	\$849⁹⁹
α6300 Body Only - All Colors Bundle and save up to \$200. Check bundle chart for savings.	ILCE6300	\$899 ⁹⁹	\$150	\$749⁹⁹
α6000 + 16-50mm & 55-210mm Lenses - Black Bundle and save up to \$200. Check bundle chart for savings.	ILCE6000Y/B	\$999 ⁹⁹	\$400	\$599⁹⁹
α6000 + 16-50mm Power Zoom Lens - All Colors Bundle and save up to \$200. Check bundle chart for savings.	ILCE6000L	\$649 ⁹⁹	\$200	\$449⁹⁹
α6000 Body Only - All Colors Bundle and save up to \$200. Check bundle chart for savings.	ILCE6000	\$549 ⁹⁹	\$150	\$399⁹⁹
α5100 + 16-50mm Power Zoom Lens - All Colors Bundle and save up to \$200. Check bundle chart for savings.	ILCE5100L	\$549 ⁹⁹	\$150	\$399⁹⁹
α5100 Body Only - Black Bundle and save up to \$200. 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
α7, α7R, OR α7S**	VGC1EM Grip*	\$50
α7 II, α7R II, OR α7S II**	VGC2EM Grip*	\$50

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. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any.

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 Nov. 25–Dec. 1, 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	\$50	\$2,449⁹⁹
FE 12-24mm F4 G	SEL1224G	\$1,699 ⁹⁹	\$50	\$1,649⁹⁹
Distagon T* FE 35mm F1.4 ZA	SEL35F14Z	\$1,599 ⁹⁹	\$100	\$1,499⁹⁹
Planar T* FE 50mm F1.4 ZA	SEL50F14Z	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
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	\$50	\$1,149⁹⁹
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 ⁹⁹	\$100	\$999⁹⁹
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$999 ⁹⁹	\$50	\$949⁹⁹
Sonnar® T* FE 55mm F1.8 ZA	SEL55F18Z	\$999 ⁹⁹	\$50	\$949⁹⁹
Sonnar T* FE 35mm F2.8 ZA	SEL35F28Z	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 85mm F1.8	SEL85F18	\$599 ⁹⁹	\$25	\$574⁹⁹
FE 50mm F1.8	SEL50F18F	\$299 ⁹⁹	\$25	\$274⁹⁹
FE 50mm F2.8 Macro	SEL50M28	\$499 ⁹⁹	\$25	\$474⁹⁹
FE 28mm F2	SEL28F20	\$449 ⁹⁹	\$25	\$424⁹⁹
Fisheye Converter	SEL057FEC	\$299 ⁹⁹	\$25	\$274⁹⁹
Ultra Wide Converter	SEL075UWC	\$249 ⁹⁹	\$25	\$224⁹⁹
APS-C E-Mount Lenses				
E PZ 18–110mm F4 G OSS	SELP18110G	\$3,499 ⁹⁹	\$50	\$3,399⁹⁹
E PZ 18–200mm F3.5-6.3 OSS	SELP18200	\$1,199 ⁹⁹	\$50	\$1,149⁹⁹
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	\$50	\$849⁹⁹
E 10-18mm F4 OSS	SEL1018	\$849 ⁹⁹	\$50	\$799⁹⁹
E 18–200mm F3.5–6.3 OSS LE	SEL18200LE	\$849 ⁹⁹	\$50	\$799⁹⁹
E 18-135mm F3.5-5.6 OSS	SEL18135	\$599 ⁹⁹	\$100	\$499⁹⁹
E PZ 18–105mm F4 G OSS	SELP18105G	\$599 ⁹⁹	\$25	\$574⁹⁹
E 35mm F1.8 OSS	SEL35F18	\$449 ⁹⁹	\$25	\$424⁹⁹
E 20mm F2.8	SEL20F28	\$349 ⁹⁹	\$50	\$299⁹⁹
E 50mm F1.8 OSS (all colors)	SEL50F18	\$249 ⁹⁹	\$25	\$224⁹⁹
E 30mm F3.5 Macro	SEL30M35	\$279 ⁹⁹	\$25	\$254⁹⁹
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 and standalone instant rebate. ** Not stackable with standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any.

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 Nov. 25–Dec. 1, 2018



DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Wireless Microphone	ECMAW4	\$229 ⁹⁹	\$50	\$179⁹⁹
Shotgun Microphone	ECMCG60	\$249 ⁹⁹	\$50	\$199⁹⁹
Gun-zoom Microphone (MI-shoe) Bundle and save up to \$110. Check bundle chart for savings.	ECMGZ1M*	\$99 ⁹⁹	\$10	\$89⁹⁹
Bluetooth Wireless Microphone System	ECMW1M	\$229 ⁹⁹	\$50	\$179⁹⁹
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 ⁹⁹	\$30	\$129⁹⁹
Wireless Radio Commander (MI-shoe) Bundle and save up to \$150. Check bundle chart for savings.	FAWRC1M*	\$349 ⁹⁹	\$50	\$299⁹⁹
Wireless Radio Receiver	FAWRR1	\$199 ⁹⁹	\$50	\$149⁹⁹
Compact MI-shoe Flash (Guide Number 20)	HVLF20M	\$149 ⁹⁹	\$20	\$129⁹⁹
MI-shoe Flash (Guide Number 32)	HVLF32M	\$299 ⁹⁹	\$50	\$249⁹⁹
Radio Control MI-shoe Flash (Guide Number 45) Bundle and save up to \$150. Check bundle chart for savings.	HVLF45RM*	\$399 ⁹⁹	\$50	\$349⁹⁹
Radio Control MI-shoe Flash (Guide Number 60) Bundle and save up to \$150. Check bundle chart for savings.	HVLF60RM*	\$599 ⁹⁹	\$100	\$499⁹⁹
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
Protective Jacket Case	LCJRXE/B	\$99 ⁹⁹	\$50	\$49⁹⁹
Jacket Case for Cyber-shot RX100 Series	LCJRXF/B	\$84 ⁹⁹	\$10	\$74⁹⁹
Jacket Case for Cyber-shot RX1 Series	LCJRXH	\$249 ⁹⁹	\$50	\$199⁹⁹
Soft Carrying Case for α7 II	LCSELCB/B	\$149 ⁹⁹	\$50	\$99⁹⁹
Soft Carrying Case for α7	LCSELCC/B	\$149 ⁹⁹	\$50	\$99⁹⁹
Underwater Housing for RX100 series	MPKURX100A	\$329 ⁹⁹	\$50	\$279⁹⁹
Vertical Grip for α7 , α7S , and α7R Bundle and save up to \$100. Check bundle chart for savings.	VGC1EM*	\$299 ⁹⁹	\$50	\$249⁹⁹
Vertical Grip for α7 II , α7S II and α7R II Bundle and save up to \$100. Check bundle chart for savings.	VGC2EM*	\$349 ⁹⁹	\$50	\$299⁹⁹
Vertical Grip for α9 , α7R III and α7 III	VGC3EM	\$349 ⁹⁹	\$50	\$299⁹⁹
Vertical Grip for α77	VGC77AM	\$299 ⁹⁹	\$50	\$249⁹⁹
XLR adaptor kit with mic	XLRK1M	\$799 ⁹⁹	\$100	\$699⁹⁹
XLR adaptor kit with mic (MI-shoe)	XLRK2M	\$599 ⁹⁹	\$100	\$499⁹⁹

Accessory Bundles

Bundle	With	Savings
Flash Trigger (FAWRC1M)*	Radio Control Flash HVLF45RM AND HVLF60RM*	\$100

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. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any.

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 Nov. 25–Dec. 1, 2018



Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX100 4K Expert Handycam® Bundle and save up to \$300. Check bundle chart for savings.	FDRAX100/B*	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
AX53 4K Handycam® with Exmor R® CMOS sensor Bundle and save up to \$300. Check bundle chart for savings.	FDRAX53/B*	\$999 ⁹⁹	\$200	\$799⁹⁹
AX33 4K Handycam® with Exmor R® CMOS sensor Bundle and save up to \$200. Check bundle chart for savings.	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	\$70	\$229⁹⁹
CX405 Handycam® with Exmor R® CMOS sensor	HDRCX405/B	\$229 ⁹⁹	\$70	\$159⁹⁹

Action Cam

FDR-X3000 4K Action Cam with Wi-Fi® & GPS Bundle and save up to \$90. Check bundle chart for savings.	FDRX3000/W	\$399 ⁹⁹	\$50	\$349⁹⁹
FDR-X3000R 4K Action Cam with Wi-Fi® & GPS with Live-View Remote Kit Bundle and save up to \$90. Check bundle chart for savings.	FDRX3000R/W	\$549 ⁹⁹	\$50	\$499⁹⁹
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



RX0 Ultra-compact Shockproof Waterproof Digital Camera Bundle and save up to \$150. Check bundle chart for savings.	DSCRX0	\$699 ⁹⁹	\$100	\$599⁹⁹
RX100 Advanced Camera with 1.0 inch sensor	DSCRX100/B	\$449 ⁹⁹	\$80	\$369⁹⁹
RX100 II Advanced Camera with 1.0 inch sensor Bundle and save up to \$100. Check bundle chart for savings.	DSCRX100M2/B	\$599 ⁹⁹	\$50	\$549⁹⁹
RX100 III Advanced Camera with 1.0 inch sensor Bundle and save up to \$199.99. Check bundle chart for savings.	DSCRX100M3/B	\$749 ⁹⁹	\$100	\$649⁹⁹
RX100 IV Premium camera with 4K movies and 1/32000 super speed shutter Bundle and save up to \$150. Check bundle chart for savings.	DSCRX100M4/B	\$899 ⁹⁹	\$100	\$799⁹⁹
RX100 V The premium 1.0-type sensor compact camera with superior AF performance Bundle and save up to \$199.99. Check bundle chart for savings.	DSCRX100M5/B	\$999 ⁹⁹	\$100	\$899⁹⁹
RX100 V The premium 1.0-type sensor compact camera with superior AF performance Bundle and save up to \$199.99. Check bundle chart for savings.	DSCRX100M5A/B	\$999 ⁹⁹	\$100	\$899⁹⁹
RX10 III with Large-aperture Wide-range Zoom Lens	DSCRX10M3/B	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
RX10 IV with 0.03 s. AF/25x optical zoom Bundle and save up to \$209.99. Check bundle chart for savings.	DSCRX10M4/B	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
HX400V Compact Camera with 50x Optical Zoom	DSCHX400/B	\$449 ⁹⁹	\$50	\$399⁹⁹
HX80 Compact Camera with 30x Optical Zoom Bundle and save up to \$119.99. Check bundle chart for savings.	DSCHX80/B	\$369 ⁹⁹	\$70	\$299⁹⁹
HX90V Compact Camera with 30x Optical Zoom	DSCHX90V/B	\$449 ⁹⁹	\$50	\$399⁹⁹

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. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any.

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 Nov. 25–Dec. 1, 2018



Handycam, Cyber-shot, and Action Cam Bundles

Bundle	With	Savings
FDRA33/B OR FDRA53/B	Gun Zoom Microphone (ECMGZ1M) AND/OR Remote Control Tripod (GPVPT1)*	\$50 EACH (up to \$100)
FDRA700/B	FREE Battery (NPFV100A)*	\$160
FDRA100/B	FREE Battery (NPFV70A)*	\$100
DSCRX0, DSCRX100M2, DSCRX100M3, DSCRX100M4, DSCRX100M5, DSCRX100M5A, OR DSCRX100M6	Shooting Grip (VCTSGR1)*	\$50
DSCHX80, DSCRX100M3, DSCRX100M5, DSCRX100M5A, OR DSCRX100M6	FREE Battery (NPBX1/M8)*	\$49⁹⁹
DSCRX10M4/B	FREE Battery (NPFW50) \$79.99 value AND FREE Memory Card (Generic) \$29.99 value ^{††}	\$109⁹⁹
FDRX3000/W, FDRX3000R/W, HDRAS300/W, OR HDRAS300R/W	FREE Head Mount (BLTUHM1)*	\$39⁹⁹

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. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any.

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.