

Digital Imaging

Instant Savings March 23-29, 2020



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α9 Body Only - Black	ILCE9/B	\$3,999 ⁹⁹	\$500	\$3,499⁹⁹
α7R III Body Only - Black	ILCE7RM3/B	\$2,799 ⁹⁹	\$300	\$2,499⁹⁹
α7S II Body Only - Black	ILCE7SM2/B	\$2,399 ⁹⁹	\$100	\$2,299⁹⁹
α7R II Body Only - Black	ILCE7RM2/B	\$1,799 ⁹⁹	\$400	\$1,399⁹⁹
α7 II + 28-70mm Zoom Lens - Black	ILCE7M2K/B	\$1,599 ⁹⁹	\$600	\$999⁹⁹
α7 II Body Only - Black	ILCE7M2/B	\$1,399 ⁹⁹	\$500	\$899⁹⁹
α6600 Body + 18-135mm Zoom Lens <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6600M/B	\$1,799 ⁹⁹	\$200	\$1,599⁹⁹
α6600 Body Only - Black <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6600/B	\$1,399 ⁹⁹	\$200	\$1,199⁹⁹
α6100 + 16-50mm & 55-210mm Lenses - Black <small>Bundle and save up to \$100. Check bundle chart for savings.</small>	ILCE6100Y/B	\$1,099 ⁹⁹	\$150	\$949⁹⁹
α6100 + 16-50mm Power Zoom Lens - Black <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6100L/B	\$849 ⁹⁹	\$150	\$699⁹⁹
α6100 Body Only - Black <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6100/B	\$749 ⁹⁹	\$150	\$599⁹⁹
α6000 + 16-50mm & 55-210mm Lenses - Black	ILCE6000Y/B	\$999 ⁹⁹	\$300	\$699⁹⁹
α6000 + 16-50mm Power Zoom Lens - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6000L	\$649 ⁹⁹	\$100	\$549⁹⁹
α6000 Body Only - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6000	\$549 ⁹⁹	\$100	\$449⁹⁹
α5100 Body Only - Black <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE5100/B	\$449 ⁹⁹	\$100	\$349⁹⁹
α5100 + 16-50mm Power Zoom Lens - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE5100L	\$549 ⁹⁹	\$100	\$449⁹⁹

APS-C E-Mount Lenses

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
E 16-55mm F2.8 G	SEL1655G	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
E 70-350mm F4.5-6.3 G OSS	SEL70350G	\$999 ⁹⁹	\$100	\$899⁹⁹

α Bundles

Bundle	With	Additional Savings
α5000, α5100, α6000, α6100, α6300, α6400, α6500 OR α6600* (excludes double lens kits)	E 55-210mm F4.5-6.3 OSS (all colors)	\$200

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. ††† Stackable with instant rebate on camera body and accessory 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.

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Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX33 4K Camcorder with Balanced Optical SteadyShot	FDRA33/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

Cyber-shot



RX100 V The premium 1.0-type sensor compact camera with superior AF performance	DSCRX100M5A/B	\$999 ⁹⁹	\$150	\$849⁹⁹
RX100 VI Advanced Camera with 1.0 inch sensor	DSCRX100M6/B	\$1,199 ⁹⁹	\$200	\$999⁹⁹

DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 ⁹⁹	\$20	\$139⁹⁹
Premium Jacket Case for RX100 series	LCJRXK/B	\$84 ⁹⁹	\$10	\$74⁹⁹

Cyber-shot Bundles

Bundle	With	Savings
DSCRX0M2/B	Shooting Grip (VCTSGR1)††	\$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. ††† Stackable with instant rebate on camera body and accessory only, if any.

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