

Digital Imaging

Instant Savings September 14-20, 2020



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α9 Body Only - Black Bundle and save up to \$300. Check bundle chart for savings.	ILCE9/B	\$3,999 ⁹⁹	\$500	\$3,499⁹⁹
α7R IV Body Only - Black Bundle and save up to \$300. Check bundle chart for savings.	ILCE7RM4/B	\$3,499 ⁹⁹	\$300	\$3,199⁹⁹
α7R III Body Only - Black Bundle and save up to \$300. Check bundle chart for savings.	ILCE7RM3/B	\$2,799 ⁹⁹	\$300	\$2,499⁹⁹
α7S II Body Only - Black Bundle and save up to \$250. Check bundle chart for savings.	ILCE7SM2/B	\$2,399 ⁹⁹	\$400	\$1,999⁹⁹
α7R II Body Only - Black Bundle and save up to \$250. Check bundle chart for savings.	ILCE7RM2/B	\$1,799 ⁹⁹	\$400	\$1,399⁹⁹
α7 II + 28-70mm Zoom Lens - Black Bundle and save up to \$200. Check bundle chart for savings.	ILCE7M2K/B	\$1,599 ⁹⁹	\$600	\$999⁹⁹
α7 II Body Only - Black Bundle and save up to \$250. Check bundle chart for savings.	ILCE7M2/B	\$1,399 ⁹⁹	\$500	\$899⁹⁹
α6600 Body Only - Black Bundle and save up to \$300. Check bundle chart for savings.	ILCE6600/B	\$1,399 ⁹⁹	\$200	\$1,199⁹⁹
α6100 + 16-50mm & 55-210mm Lenses - Black Bundle and save up to \$100. Check bundle chart for savings.	ILCE6100Y/B	\$1,099 ⁹⁹	\$100	\$999⁹⁹
α6000 + 16-50mm & 55-210mm Lenses - Black Bundle and save up to \$100. 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/B	\$649 ⁹⁹	\$100	\$549⁹⁹
α6000 Body Only - All Colors Bundle and save up to \$250. Check bundle chart for savings.	ILCE6000/B	\$549 ⁹⁹	\$100	\$449⁹⁹
α5100 + 16-50mm Power Zoom Lens - All Colors Bundle and save up to \$150. Check bundle chart for savings.	ILCE5100L/B	\$549 ⁹⁹	\$100	\$449⁹⁹

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

Digital Imaging

Instant Savings September 14-20, 2020



Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,599 ⁹⁹	\$200	\$2,399⁹⁹
FE 16-35mm F2.8 GM Bundle and save up to \$200. Check bundle chart for savings.	SEL1635GM	\$2,199 ⁹⁹	\$100	\$2,099⁹⁹
FE 24-70mm F2.8 GM Bundle and save up to \$200. Check bundle chart for savings.	SEL2470GM	\$2,199 ⁹⁹	\$100	\$2,099⁹⁹
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 24-105mm F4 G OSS Bundle and save up to \$300. Check bundle chart for savings.	SEL24105G/2	\$1,399 ⁹⁹	\$200	\$1,199⁹⁹
Vario-Tessar T* FE 16-35mm F4 ZA OSS Bundle and save up to \$150. Check bundle chart for savings.	SEL1635Z	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 ⁹⁹	\$100	\$1,174⁹⁹
Vario-Tessar T* FE 24-70mm F4 ZA OSS Bundle and save up to \$200. Check bundle chart for savings.	SEL2470Z	\$899 ⁹⁹	\$100	\$799⁹⁹
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

APS-C E-Mount Lenses

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

Digital Imaging

Instant Savings September 14-20, 2020



Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX700 4K 1 inch HDR Camcorder	FDRAX700/B	\$1,899 ⁹⁹	\$100	\$1,799⁹⁹
AX100 4K Expert Handycam	FDRAX100/B	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
AX53 4K Camcorder with Balanced Optical SteadyShot Bundle and save up to \$250. Check bundle chart for savings.	FDRAX53/B*	\$999 ⁹⁹	\$150	\$849⁹⁹
AX43 4K Camcorder with Balanced Optical SteadyShot Bundle and save up to \$200. Check bundle chart for savings.	FDRAX43/B*	\$849 ⁹⁹	\$100	\$749⁹⁹
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	\$30	\$199⁹⁹

Action Cam



FDR-X3000 4K Action Cam with Wi-Fi® & GPS + Live-View Remote Kit	FDRX3000R/W	\$549 ⁹⁹	\$30	\$519⁹⁹
FDR-X3000 4K Action Cam with Wi-Fi® & GPS	FDRX3000/W	\$399 ⁹⁹	\$30	\$369⁹⁹

Cyber-shot



Sony ZV-1 Camera for Creators and Vloggers Bundle and save up to \$100. Check bundle chart for savings.	DCZV1/B	\$799 ⁹⁹	\$50	\$749⁹⁹
RX100 Advanced Camera with 1.0 inch sensor	DSCRX100/B	\$449 ⁹⁹	\$50	\$399⁹⁹
RX100 III Advanced Camera with 1.0 inch sensor	DSCRX100M3/B	\$749 ⁹⁹	\$150	\$599⁹⁹
RX100 V The premium 1.0-type sensor compact camera with superior AF performance Bundle and save up to \$200. Check bundle chart for savings.	DSCRX100M5A/B	\$999 ⁹⁹	\$150	\$849⁹⁹
RX100 VI Advanced Camera with 1.0 inch sensor Bundle and save up to \$250. Check bundle chart for savings.	DSCRX100M6/B	\$1,199 ⁹⁹	\$200	\$999⁹⁹
RX100 VII Advanced Camera with 1.0 inch sensor	DSCRX100M7/B	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
RX100 VII Advanced Camera with 1.0 inch sensor and Shooting Grip	DSCRX100M7G	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
RX10 IV with 0.03 s. AF/25x optical zoom	DSCRX10M4/B	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹

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

Digital Imaging

Instant Savings September 14-20, 2020



α Bundles

Bundle	With	Additional Savings
α6100, α6400, α6500, α6600, α7 Series, α7R Series, α7S Series OR α9 Series*	SEL35F18F, SEL50F18F/2, SEL85F18/2, OR SEL24105G/2 lens	\$100
α6100 Body OR α6100 Kit	E 55–210mm F4.5-6.3 OSS (all colors)	\$200
α5100, α6000, α6400, OR α6600* (excludes double lens kits)	E 55–210mm F4.5-6.3 OSS (all colors)	\$200
α7S III*	CFexpress Type A Memory Card 160GB (CEAG160T)	\$50
α7 II, α7R II OR α7S II*	Vertical Grip (VGC2EM)	\$50
α7 III, α7R III OR α9*	Vertical Grip (VGC3EM)	\$100
α7R IV OR α9 II*	Vertical Grip (VGC4EM)	\$100
α6100, α6400, OR α6600*	Vlogger Accessory Kit (ACVC1)	\$50
α7 Series, α7R Series, α7S Series OR α9 Series*	SEL2470GM, SEL2470Z, OR SEL1635GM lens	\$100
α7 Series, α7R Series, α7S Series OR α9 Series*	SEL1635Z	\$50
α6000, α6100, OR α6400* (camera body only)	SELP1650	\$200
α7 II, α7R II OR α7 III* (camera body only)	SEL2870	\$200

Handycam and Cyber-shot Bundles

Bundle	With	Savings
FDRA43/B OR FDRA53/B	Gun Zoom Microphone (ECMGZ1M) AND/OR Shooting Grip (GPVPT1)*	\$50 EACH (up to \$100)
DSCRX0M2/B, DSCRX100M6/B OR DSCRX100M5A/B	Shooting Grip (VCTSGR1)††	\$50
DCZV1/B	Vlogger Accessory Kit (ACVC1)	\$50

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