

Digital Imaging

Instant Savings October 12-18, 2020

Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α9 Body Only - Black Bundle and save up to \$310. Check bundle chart for savings.	ILCE9/B	\$3,999 ⁹⁹	\$1,000	\$2,999⁹⁹
α7R IV Body Only - Black Bundle and save up to \$310. Check bundle chart for savings.	ILCE7RM4/B	\$3,499 ⁹⁹	\$500	\$2,999⁹⁹
α7R III Body Only - Black Bundle and save up to \$310. Check bundle chart for savings.	ILCE7RM3/B	\$2,799 ⁹⁹	\$500	\$2,299⁹⁹
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	\$500	\$1,299⁹⁹
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 \$350. 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

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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 PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 ⁹⁹	\$100	\$2,399⁹⁹
FE 16-35mm F2.8 GM	SEL1635GM	\$2,199 ⁹⁹	\$200	\$1,999⁹⁹
FE 24-70mm F2.8 GM	SEL2470GM	\$2,199 ⁹⁹	\$200	\$1,999⁹⁹
FE 12-24mm F4 G	SEL1224G	\$1,774 ⁹⁹	\$100	\$1,674⁹⁹
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,399 ⁹⁹	\$300	\$1,099⁹⁹
Vario-Tessar T* FE 16-35mm F4 ZA OSS	SEL1635Z	\$1,349 ⁹⁹	\$250	\$1,099⁹⁹
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 ⁹⁹	\$100	\$1,174⁹⁹
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,049 ⁹⁹	\$100	\$949⁹⁹
Sonnar® T* FE 55mm F1.8 ZA	SEL55F18Z	\$999 ⁹⁹	\$100	\$899⁹⁹
FE 20mm F1.8 G	SEL20F18G	\$899 ⁹⁹	\$100	\$799⁹⁹
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470Z	\$899 ⁹⁹	\$200	\$699⁹⁹
Sonnar T* FE 35mm F2.8 ZA	SEL35F28Z	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 35mm F1.8	SEL35F18F	\$749 ⁹⁹	\$50	\$699⁹⁹
FE 85mm F1.8	SEL85F18/2	\$599 ⁹⁹	\$50	\$549⁹⁹
FE 50mm F1.8	SEL50F18F/2	\$249 ⁹⁹	\$50	\$199⁹⁹

APS-C E-Mount Lenses

E PZ 18-110mm F4 G OSS	SELP18110G	\$3,649 ⁹⁹	\$100	\$3,549⁹⁹
E 16-55mm F2.8 G	SEL1655G	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
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 70-350mm F4.5-6.3 G OSS	SEL70350G	\$999 ⁹⁹	\$100	\$899⁹⁹
E 10-18mm F4 OSS	SEL1018	\$899 ⁹⁹	\$100	\$799⁹⁹
E 18-200mm F3.5-6.3 OSS	SEL18200	\$899 ⁹⁹	\$100	\$799⁹⁹
E 18-200mm F3.5-6.3 OSS LE	SEL18200LE	\$849 ⁹⁹	\$100	\$749⁹⁹
E 18-135mm F3.5-5.6 OSS	SEL18135	\$649 ⁹⁹	\$100	\$549⁹⁹
E PZ 18-105mm F4 G OSS	SELP18105G	\$649 ⁹⁹	\$50	\$599⁹⁹
E 35mm F1.8 OSS	SEL35F18	\$474 ⁹⁹	\$50	\$424⁹⁹
E 20mm F2.8	SEL20F28	\$349 ⁹⁹	\$50	\$299⁹⁹
E 16mm F2.8	SEL16F28	\$249 ⁹⁹	\$25	\$224⁹⁹

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DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Digital Shotgun Bluetooth Wireless Microphone	ECMB1M	\$349 ⁹⁹	\$50	\$299⁹⁹
Gun Zoom Microphone (MI-shoe)	ECMGZ1M	\$99 ⁹⁹	\$10	\$89⁹⁹
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 ⁹⁹	\$30	\$129⁹⁹
Compact MI-shoe Flash (Guide Number 20)	HVLF20M	\$149 ⁹⁹	\$10	\$139⁹⁹
MI-shoe Flash (Guide Number 32)	HVLF32M	\$299 ⁹⁹	\$30	\$269⁹⁹
Radio Control MI-shoe Flash (Guide Number 45)	HVLF45RM	\$399 ⁹⁹	\$50	\$349⁹⁹
Radio Control MI-shoe Flash (Guide Number 60)	HVLF60RM	\$599 ⁹⁹	\$100	\$499⁹⁹
Premium Jacket Case for RX100 series	LCJRXX/B	\$84 ⁹⁹	\$20	\$64⁹⁹

Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type B Memory Card 128GB	CEBG128/J	\$219 ⁹⁹	\$20	\$199⁹⁹
CFexpress Type B Memory Card 256GB	CEBG256/J	\$429 ⁹⁹	\$30	\$399⁹⁹
CFexpress Type B Memory Card 512GB	CEBG512/J	\$649 ⁹⁹	\$50	\$599⁹⁹
XQD Memory Card 64GB	QDG64F/J	\$129 ⁹⁹	\$5	\$124⁹⁹
XQD Memory Card 120GB	QDG120F/J	\$199 ⁹⁹	\$30	\$169⁹⁹
XQD Memory Card 240GB	QDG240F/J	\$379 ⁹⁹	\$40	\$339⁹⁹
UHS-II SD E series Memory Card 64GB	SFE64/T1	\$29 ⁹⁹	\$3	\$26⁹⁹
UHS-II SD E series Memory Card 128GB	SFE128/T1	\$49 ⁹⁹	\$6	\$43⁹⁹
UHS-II SD E series Memory Card 256GB	SFE256/T1	\$99 ⁹⁹	\$10	\$89⁹⁹
TOUGH G series UHS-II SD Memory Card 32GB	SFG32T/T1	\$59 ⁹⁹	\$5	\$54⁹⁹
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	\$209 ⁹⁹	\$20	\$189⁹⁹
UHS-II SD M series Memory card 64GB	SFM64/T2	\$39 ⁹⁹	\$5	\$34⁹⁹
UHS-II SD M series Memory card 128GB	SFM128/T2	\$64 ⁹⁹	\$10	\$54⁹⁹
UHS-II SD M series Memory card 256GB	SFM256/T2	\$119 ⁹⁹	\$15	\$104⁹⁹
TOUGH M series UHS-II SD Memory card 64GB	SFM64T/T1	\$44 ⁹⁹	\$5	\$39⁹⁹
TOUGH M series UHS-II SD Memory card 128GB	SFM128T/T1	\$69 ⁹⁹	\$10	\$59⁹⁹
TOUGH M series UHS-II SD Memory card 256GB	SFM256T/T1	\$129 ⁹⁹	\$15	\$114⁹⁹

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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
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 \$150. Check bundle chart for savings.	DCZV1/B	\$799 ⁹⁹	\$100	\$699⁹⁹
RX100 III Advanced Camera with 1.0 inch sensor	DSCRX100M3/B	\$749 ⁹⁹	\$100	\$649⁹⁹
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

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α Bundles

Bundle	With	Additional Savings
α6100 Body OR α6100 L Kit*	E 55–210mm F4.5-6.3 OSS (all colors)	\$100
α5100, α6000, α6400, OR α6600* (excludes double lens kits)	E 55–210mm F4.5-6.3 OSS (all colors)	\$200
α7R III, α7R IV, α9, OR α9 II*	TOUGH Media Card 64GB (SFG64T/T1)	\$110
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, α7S III OR α9 II*	Vertical Grip (VGC4EM)	\$100
α6100, α6400, α6600, OR α7C*	Vlogger Accessory Kit (ACCV1)	\$50
α6000, α6100, OR α6400* (camera body only)	SELP1650	\$200
α7 II, α7R II OR α7 III* (camera body only)	SEL2870	\$200
α6100, α6400, α6600, α7 II, α7 III, α7R, α7S, α7C, α9 OR α9 II*	SEL20F18G	\$100

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 (ACCV1)	\$50

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