

# Digital Imaging

Instant Savings January 18-24, 2021



## Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
<b>α6000</b> + 16-50mm & 55-210mm Lenses - Black	ILCE6000Y/B	\$999 <sup>99</sup>	\$300	<b>\$699<sup>99</sup></b>

## α Bundles

Bundle	With	Additional Savings
<b>α6100</b> Body <b>OR</b> <b>α6100</b> L Kit*	E 55–210mm F4.5-6.3 OSS (all colors)	<b>\$50</b>
<b>α5100</b> , <b>α6000</b> , <b>α6400</b> , or <b>α6600</b> (excludes doubles lens kit)*	E 55–210mm F4.5-6.3 OSS (all colors)	<b>\$250</b>
<b>α7R</b> III, <b>α7R</b> IV , <b>α9</b> , <b>OR</b> <b>α9</b> II*	TOUGH Media Card 64GB (SFG64T/T1)	<b>\$110</b>
<b>α7S</b> III*	CFexpress Type A Memory Card 160GB (CEAG160T)	<b>\$50</b>
<b>α7</b> II, <b>α7R</b> II <b>OR</b> <b>α7S</b> II*	Vertical Grip (VGC2EM)	<b>\$50</b>
<b>α7</b> III, <b>α7R</b> III <b>OR</b> <b>α9</b> *	Vertical Grip (VGC3EM)	<b>\$100</b>
<b>α7R</b> IV, <b>α7S</b> III <b>OR</b> <b>α9</b> II*	Vertical Grip (VGC4EM)	<b>\$100</b>
<b>α6100</b> , <b>α6400</b> , <b>α6600</b> , <b>OR</b> <b>α7C</b> *	Vlogger Accessory Kit (ACVC1)	<b>\$50</b>
<b>α6000</b> , <b>α6100</b> , <b>OR</b> <b>α6400</b> * (camera body only)	SELP1650	<b>\$200</b>
<b>α7</b> II, <b>α7R</b> II <b>OR</b> <b>α7</b> III* (camera body only)	SEL2870	<b>\$200</b>
<b>α7</b> III <b>OR</b> <b>α7C</b> *	SEL20F18G	<b>\$50</b>

## Handycam and Cyber-shot Bundles

Bundle	With	Savings
FDRAX43/B <b>OR</b> FDRAX53/B	Gun Zoom Microphone (ECMGZ1M) <b>AND/OR</b> Shooting Grip (GPVPT1)*	<b>\$50 EACH</b> (up to \$100)
DSCRX0M2/B, DSCRX100M6/B <b>OR</b> DSCRX100M5A/B	Shooting Grip (VCTSGR1)††	<b>\$50</b>
DCZV1/B <b>OR</b> DCZV1/W	Vlogger Accessory Kit (ACVC1)	<b>\$50</b>

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.

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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 <sup>99</sup>	\$200	<b>\$2,399<sup>99</sup></b>
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499 <sup>99</sup>	\$100	<b>\$2,399<sup>99</sup></b>
FE 16-35mm F2.8 GM	SEL1635GM	\$2,199 <sup>99</sup>	\$100	<b>\$2,099<sup>99</sup></b>
FE 24-70mm F2.8 GM	SEL2470GM	\$2,199 <sup>99</sup>	\$100	<b>\$2,099<sup>99</sup></b>
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$1,999 <sup>99</sup>	\$100	<b>\$1,899<sup>99</sup></b>
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 <sup>99</sup>	\$100	<b>\$1,399<sup>99</sup></b>
FE 24mm F1.4 GM	SEL24F14GM	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,399 <sup>99</sup>	\$200	<b>\$1,199<sup>99</sup></b>
Vario-Tessar T* FE 16-35mm F4 ZA OSS	SEL1635Z	\$1,349 <sup>99</sup>	\$100	<b>\$1,249<sup>99</sup></b>
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 <sup>99</sup>	\$100	<b>\$1,174<sup>99</sup></b>
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,049 <sup>99</sup>	\$100	<b>\$949<sup>99</sup></b>
Sonnar® T* FE 55mm F1.8 ZA	SEL55F18Z	\$999 <sup>99</sup>	\$100	<b>\$899<sup>99</sup></b>
FE 20mm F1.8 G <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	SEL20F18G	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470Z	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>
FE 35mm F1.8	SEL35F18F	\$749 <sup>99</sup>	\$50	<b>\$699<sup>99</sup></b>
FE 85mm F1.8	SEL85F18/2	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>
FE 50mm F1.8	SEL50F18F/2	\$249 <sup>99</sup>	\$50	<b>\$199<sup>99</sup></b>
E 16-55mm F2.8 G	SEL1655G	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>
E 70-350mm F4.5-6.3 G OSS	SEL70350G	\$999 <sup>99</sup>	\$100	<b>\$899<sup>99</sup></b>
E 10-18mm F4 OSS	SEL1018	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>
E 18-135mm F3.5-5.6 OSS	SEL18135	\$649 <sup>99</sup>	\$100	<b>\$549<sup>99</sup></b>
E PZ 18-105mm F4 G OSS	SELP18105G	\$649 <sup>99</sup>	\$50	<b>\$599<sup>99</sup></b>

## APS-C E-Mount Lenses

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