

Digital Imaging

Instant Savings January 25-31, 2021



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α6000 + 16-50mm & 55-210mm Lenses - Black	ILCE6000Y/B	\$999 ⁹⁹	\$300	\$699⁹⁹

α Bundles

Bundle	With	Additional Savings
α6100 Body OR α6100 L Kit*	E 55–210mm F4.5-6.3 OSS (all colors)	\$50
α5100 , α6000 , α6400 , or α6600 (excludes doubles lens kit)*	E 55–210mm F4.5-6.3 OSS (all colors)	\$250
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 (ACVC1)	\$50
α6000 , α6100 , OR α6400 * (camera body only)	SELP1650	\$200
α7 II, α7R II OR α7 III* (camera body only)	SEL2870	\$200
α7 III OR α7C *	SEL20F18G	\$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.

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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 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499 ⁹⁹	\$100	\$2,399⁹⁹
FE 16-35mm F2.8 GM	SEL1635GM	\$2,199 ⁹⁹	\$100	\$2,099⁹⁹
FE 24-70mm F2.8 GM	SEL2470GM	\$2,199 ⁹⁹	\$100	\$2,099⁹⁹
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$1,999 ⁹⁹	\$100	\$1,899⁹⁹
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 24mm F1.4 GM	SEL24F14GM	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,399 ⁹⁹	\$200	\$1,199⁹⁹
Vario-Tessar T* FE 16-35mm F4 ZA OSS	SEL1635Z	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹
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 Bundle and save up to \$150. Check bundle chart for savings.	SEL20F18G	\$899 ⁹⁹	\$100	\$799⁹⁹
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470Z	\$899 ⁹⁹	\$100	\$799⁹⁹
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
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
E 10-18mm F4 OSS	SEL1018	\$899 ⁹⁹	\$100	\$799⁹⁹
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

APS-C E-Mount Lenses

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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	\$40	\$389⁹⁹
CFexpress Type B Memory Card 512GB	CEBG512/J	\$649 ⁹⁹	\$80	\$569⁹⁹
XQD Memory Card 64GB	QDG64F/J	\$129 ⁹⁹	\$30	\$99⁹⁹
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	\$8	\$41⁹⁹
UHS-II SD E series Memory Card 256GB	SFE256/T1	\$99 ⁹⁹	\$12	\$87⁹⁹
TOUGH G series UHS-II SD Memory Card 32GB	SFG32T/T1	\$59 ⁹⁹	\$5	\$54⁹⁹
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	\$109 ⁹⁹	\$10	\$99⁹⁹
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

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 OR DCZV1/W	Vlogger Accessory Kit (ACCVC1)	\$50

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