

Digital Imaging

Instant Savings February 22-28, 2021



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α9 Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE9/B	\$3,999 ⁹⁹	\$1,000	\$2,999⁹⁹
α7R IV Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7RM4/B	\$3,499 ⁹⁹	\$500	\$2,999⁹⁹
α7R III Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7RM3/B	\$2,799 ⁹⁹	\$500	\$2,299⁹⁹
α7 III + 28-70mm Zoom Lens - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7M3K/B	\$2,199 ⁹⁹	\$300	\$1,899⁹⁹
α7 III Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7M3/B	\$1,999 ⁹⁹	\$300	\$1,699⁹⁹
α7R II Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7RM2/B	\$1,799 ⁹⁹	\$200	\$1,599⁹⁹
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
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
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.

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 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 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 ⁹⁹	\$50	\$1,049⁹⁹
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 35mm F1.8	SEL35F18F	\$749 ⁹⁹	\$50	\$699⁹⁹
FE 85mm F1.8	SEL85F18/2	\$599 ⁹⁹	\$50	\$549⁹⁹
FE 50mm F2.8 Macro	SEL50M28	\$549 ⁹⁹	\$50	\$499⁹⁹
FE 50mm F1.8	SEL50F18F/2	\$249 ⁹⁹	\$50	\$199⁹⁹

APS-C E-Mount Lenses

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
E 30mm F3.5 Macro	SEL30M35	\$299 ⁹⁹	\$25	\$274⁹⁹

Xperia



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Xperia 1 II - 6.5" 21:9 CinemaWide 4K HDR OLED display, Triple lens camera	XQAT51/B	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹

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DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Wireless Microphone	ECMAW4	\$229 ⁹⁹	\$20	\$209⁹⁹
Shotgun Microphone	ECMCG60	\$249 ⁹⁹	\$20	\$229⁹⁹
Gun Zoom Microphone (MI-shoe)	ECMGZ1M	\$99 ⁹⁹	\$10	\$89⁹⁹
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 ⁹⁹	\$20	\$139⁹⁹
Compact MI-shoe Flash (Guide Number 20)	HVLF20M	\$149 ⁹⁹	\$10	\$139⁹⁹
MI-shoe Flash (Guide Number 32)	HVLF32M	\$299 ⁹⁹	\$20	\$279⁹⁹
Radio Control MI-shoe Flash (Guide Number 45)	HVLF45RM	\$399 ⁹⁹	\$30	\$369⁹⁹
Radio Control MI-shoe Flash (Guide Number 60)	HVLF60RM	\$599 ⁹⁹	\$50	\$549⁹⁹
Premium Jacket Case for RX100 series	LCJRXX/B	\$84 ⁹⁹	\$20	\$64⁹⁹

Cyber-shot



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Sony ZV-1 Camera - Black Bundle and save up to \$100. Check bundle chart for savings.	DCZV1/B	\$799 ⁹⁹	\$50	\$749⁹⁹
Sony ZV-1 Camera - White Bundle and save up to \$100. Check bundle chart for savings.	DCZV1/W	\$799 ⁹⁹	\$50	\$749⁹⁹

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 (ACVC1)	\$50
DSCRX10M4/B	FREE Battery (NPFW50)††	\$80

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