

Digital Imaging

Instant Savings April 19-25, 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
α7R II Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7RM2/B	\$1,799 ⁹⁹	\$500	\$1,299⁹⁹
α6600 Body + 18-135mm Zoom Lens <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE6600M/B	\$1,799 ⁹⁹	\$200	\$1,599⁹⁹
α6600 Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE6600/B	\$1,399 ⁹⁹	\$200	\$1,199⁹⁹

α Bundles

Bundle	With	Additional Savings
α7 III Body OR α7R II*	FE 28-60mm F4-5.6	\$150
α6100 Body OR α6100 L Kit*	E 55-210mm F4.5-6.3 OSS (all colors)	\$50
α7C KIT*	TOUGH Media Card (SFG64T/T1)	\$110
α7S III*	CFexpress Type A Memory Card 160GB (CEAG160T)	\$50
α6100, α6400, α6600 OR α7C*	Vlogger Accessory Kit (ACCV1)	\$50
α6100, α6400, α6600, α7 II, α7 III, α7R series, α7S series, α9 OR α9 II	SEL35F18F, SEL50F18F/2 OR SEL85F18F/2	\$50
α6000, α6100 OR α6400* (camera body only)	E PZ 16-50mm F3.5-5.6 OSS	\$200
α7 II, α7R II OR α7 III* (camera body only)	FE 28-70mm F3.5-5.6 OSS	\$200
α7 III OR α7C*	FE 20mm F1.8 G	\$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.

Digital Imaging

Instant Savings April 19-25, 2021



Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 12-24mm F2.8 GM	SEL1224GM	\$2,999 ⁹⁹	\$100	\$2,899⁹⁹
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,599 ⁹⁹	\$300	\$2,299⁹⁹
FE 24-70mm F2.8 GM	SEL2470GM	\$2,199 ⁹⁹	\$400	\$1,799⁹⁹
FE 85mm F1.4 GM	SEL85F14GM	\$1,799 ⁹⁹	\$100	\$1,699⁹⁹
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
FE 24mm F1.4 GM	SEL24F14GM	\$1,399 ⁹⁹	\$100	\$1299⁹⁹
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,399 ⁹⁹	\$300	\$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
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470Z	\$899 ⁹⁹	\$200	\$699⁹⁹
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 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

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 April 19-25, 2021



DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Wireless Microphone (Non-MI shoe)	ECMAW4	\$229 ⁹⁹	\$30	\$199⁹⁹
Gun Zoom Microphone (MI-shoe)	ECMGZ1M	\$99 ⁹⁹	\$10	\$89⁹⁹
Bluetooth® Wireless Microphone System for MI-shoe Camcorder	ECMW1M	\$229 ⁹⁹	\$30	\$199⁹⁹
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 ⁹⁹	\$20	\$139⁹⁹
External Battery Adaptor for Flash	FAEBA1	\$249 ⁹⁹	\$50	\$199⁹⁹
Grip Extension	GPX1EM	\$149 ⁹⁹	\$20	\$129⁹⁹
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	LCJRXK/B	\$84 ⁹⁹	\$20	\$64⁹⁹
Underwater Housing for compatible RX100 series	MPKURX100A	\$329 ⁹⁹	\$30	\$299⁹⁹
Vertical Grip for α9, α7R III and α7 III	VGC3EM	\$349 ⁹⁹	\$50	\$299⁹⁹
Vertical Grip for α9 II, α7R IV and α1	VGC4EM	\$399 ⁹⁹	\$50	\$349⁹⁹

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	\$150	\$1,049⁹⁹
Xperia 5 II - Compact design, 21:9 CinemaWide™ display, Real-Time Eye AF	XQAS62/B	\$949 ⁹⁹	\$100	\$849⁹⁹

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	\$749 ⁹⁹	\$50	\$699⁹⁹
Sony ZV-1 Camera - White Bundle and save up to \$100. Check bundle chart for savings.	DCZV1/W	\$749 ⁹⁹	\$50	\$699⁹⁹
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 \$150. Check bundle chart for savings.	DSCRX100M6/B	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹

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 April 19-25, 2021



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	\$50	\$379⁹⁹
CFexpress Type B Memory Card 512GB	CEBG512/J	\$649 ⁹⁹	\$100	\$549⁹⁹
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 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

Handycam and Cyber-shot Bundles

Bundle	With	Savings
FDRAX43/B OR FDRAX53/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 (ACVCV1)	\$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.