

Digital Imaging

Instant Savings May 10-16, 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	\$500	\$1,299⁹⁹

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*	Digital Bluetooth Wireless Microphone (ECMW2BT)	\$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 (ACVC1)	\$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.

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Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 16-35mm F2.8 GM	SEL1635GM	\$2,199 ⁹⁹	\$100	\$2,099⁹⁹
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
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
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 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

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
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

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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	\$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

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

DI Accessories, Handycam and Cyber-shot Bundles

Bundle	With	Savings
ECMLV1	Wireless Mic (ECMW2BT)*	\$10
FDRA43/B OR FDRA53/B	Gun Zoom Microphone (ECMGZ1M) AND/OR Shooting Grip (GPVPT1)*	\$50 EACH (up to \$100)
DSCRX0M2/B, DSCRX100M3, DSCRX100M5A OR DSCRX100M6	Shooting Grip (VCTSGR1)††	\$50
DCZV1/B OR DCZV1/W	Vlogger Accessory Kit (ACVC1)	\$50

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