

SPECIAL PROMO

# Digital Imaging

Instant Savings November 19-21, 2021



## Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
<b>α7R IV Body Only - Black</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7RM4A/B	\$3,499 <sup>99</sup>	\$500	<b>\$2,999<sup>99</sup></b>
<b>α7R III Body Only - Black</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7RM3A/B	\$2,799 <sup>99</sup>	\$800	<b>\$1,999<sup>99</sup></b>
<b>α7 III + 28-70mm Zoom Lens - Black</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7M3K/B	\$2,199 <sup>99</sup>	\$200	<b>\$1,999<sup>99</sup></b>
<b>α7 III Body Only - Black</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7M3/B	\$1,999 <sup>99</sup>	\$200	<b>\$1,799<sup>99</sup></b>

## α Bundles

Bundle	With	Additional Savings
<b>α7 II Body, α7 III Body, α7R II OR α7 IV*</b>	FE 28–60mm F4–5.6	<b>\$200</b>
<b>α6100 Body, α6100 L Kit, α6400 OR α6600*</b>	E 55–210mm F4.5–6.3 OSS (all colors)	<b>\$50</b>
<b>α7C*</b>	Digital Bluetooth Wireless Microphone (ECMW2BT)	<b>\$50</b>
<b>α7C*</b>	External Flash with wireless remote control (HVLRF28RM)	<b>\$50</b>
<b>α7S III*</b>	CFexpress Type A Memory Card 160GB (CEAG160T)	<b>\$50</b>
<b>α6100, α6400, α6600, α7C OR ZV-E10*</b>	Vlogger Accessory Kit (ACCVC1)	<b>\$50</b>
<b>α6100, α6400, α6600, α7 II, α7 III, α7 IV, α7R series, α7S series, α9 OR α9 II</b>	SEL35F18F, SEL50F18F/2 OR SEL85F18F/2	<b>\$50</b>
<b>α6000, α6100 OR α6400 OR ZV-E10*</b>	E PZ 16–50mm F3.5–5.6 OSS	<b>\$200</b>
<b>α7 II Body, α7 III Body, α7R II OR α7 IV*</b>	FE 28-70mm F3.5-5.6 OSS	<b>\$200</b>
<b>α7 III, α7C OR α7 IV*</b>	FE 20mm F1.8 G	<b>\$50</b>
<b>ZV-E10*</b>	E 55–210mm F4.5–6.3 OSS (all colors)	<b>\$100</b>
<b>α7C Body*</b>	FE 28–60mm F4–5.6	<b>\$200</b>
<b>α7 IV*</b>	CFexpress Type A Memory Card 160GB (CEAG160T)	<b>\$50</b>
<b>α7 IV*</b>	CFexpress Type A Memory Card 80GB (CEAG80T)	<b>\$25</b>
<b>α7 IV*</b>	Vertical Grip (VGC4EM)	<b>\$50</b>

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## Full-frame E-Mount Lenses



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FE 12–24mm F2.8 GM	SEL1224GM	\$2,999 <sup>99</sup>	\$100	<b>\$2,899<sup>99</sup></b>
FE 70–200mm F2.8 GM OSS	SEL70200GM	\$2,599 <sup>99</sup>	\$300	<b>\$2,299<sup>99</sup></b>
FE PZ 28–135mm F4 G OSS	SELP28135G	\$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>	\$200	<b>\$1,999<sup>99</sup></b>
FE 24–70mm F2.8 GM	SEL2470GM	\$2,199 <sup>99</sup>	\$400	<b>\$1,799<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 85mm F1.4 GM	SEL85F14GM	\$1,799 <sup>99</sup>	\$100	<b>\$1,699<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>	\$300	<b>\$1,099<sup>99</sup></b>
Vario-Tessar T* FE 16–35mm F4 ZA OSS	SEL1635Z	\$1,349 <sup>99</sup>	\$250	<b>\$1,099<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 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 <sup>99</sup>	\$100	<b>\$999<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>
Vario-Tessar T* FE 24–70mm F4 ZA OSS	SEL2470Z	\$899 <sup>99</sup>	\$200	<b>\$699<sup>99</sup></b>
Vario-Tessar T* E 16–70 mm F4 ZA OSS	SEL1670Z	\$799 <sup>99</sup>	\$100	<b>\$699<sup>99</sup></b>
Sonnar® T* E 24 mm F1.8 ZA	SEL24F18Z	\$799 <sup>99</sup>	\$100	<b>\$699<sup>99</sup></b>
FE 35mm F1.8	SEL35F18F	\$749 <sup>99</sup>	\$100	<b>\$649<sup>99</sup></b>
FE 24mm F2.8 G	SEL24F28G	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>
Sonnar® T* FE 35mm F2.8 ZA	SEL35F28Z	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>
FE 40mm F2.5 G	SEL40F25G	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>
FE 50mm F2.5 G	SEL50F25G	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>
FE 85mm F1.8	SEL85F18/2	\$599 <sup>99</sup>	\$50	<b>\$549<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 18–200mm F3.5–6.3 OSS	SEL18200	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>
E 18–200mm F3.5–6.3 OSS LE	SEL18200LE	\$849 <sup>99</sup>	\$100	<b>\$749<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 35mm F1.8 OSS	SEL35F18	\$474 <sup>99</sup>	\$50	<b>\$424<sup>99</sup></b>
E 20mm F2.8	SEL20F28	\$349 <sup>99</sup>	\$50	<b>\$299<sup>99</sup></b>
E 50mm F1.8 OSS	SEL50F18	\$349 <sup>99</sup>	\$25	<b>\$324<sup>99</sup></b>
E 30mm F3.5 Macro	SEL30M35	\$299 <sup>99</sup>	\$25	<b>\$274<sup>99</sup></b>
E 16mm F2.8	SEL16F28	\$249 <sup>99</sup>	\$25	<b>\$224<sup>99</sup></b>

## APS-C E-Mount Lenses

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## Cyber-shot



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Sony ZV-1 Camera - Black <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	DCZV1/B	\$749 <sup>99</sup>	\$100	<b>\$649<sup>99</sup></b>
Sony ZV-1 Camera - White <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	DCZV1/W	\$749 <sup>99</sup>	\$100	<b>\$649<sup>99</sup></b>
RX100 V The premium 1.0-type sensor compact camera with superior AF performance	DSCRX100M5A/B	\$999 <sup>99</sup>	\$150	<b>\$849<sup>99</sup></b>
RX100 VII Compact Camera, Unrivaled AF	DSCRX100M7/B	\$1,299 <sup>99</sup>	\$100	<b>\$1,199<sup>99</sup></b>
RX10 IV with 0.03 s. AF/25x optical zoom	DSCRX10M4/B	\$1,699 <sup>99</sup>	\$100	<b>\$1,599<sup>99</sup></b>

## Xperia



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Xperia 5 II - Compact design, 21:9 CinemaWide™ display, Real-Time Eye AF	XQAS62/B	\$949 <sup>99</sup>	\$100	<b>\$849<sup>99</sup></b>

## DI Accessories, Handycam and Cyber-shot Bundles

Bundle	With	Savings
ECMLV1	Wireless Mic (ECMW2BT)*	<b>\$10</b>
FDRA43/B OR FDRA53/B	Gun Zoom Microphone (ECMGZ1M) <b>AND/OR</b> Shooting Grip (GPVPT1)*	<b>\$50 EACH</b> (up to \$100)
DSCRX0M2/B, DSCRX100M3 , DSCRX100M5A OR DSCRX100M6	Shooting Grip (VCTSGR1)††	<b>\$50</b>
DCZV1/B OR DCZV1/W	Vlogger Accessory Kit (ACVCV1)††	<b>\$50</b>

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