

Digital Imaging

Instant Savings April 4-10, 2022



Full-frame E-Mount Lenses

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 70-200mm F2.8 GM OSS PRICE DROP	SEL70200GM	\$2,599 ⁹⁹	-	\$1,999⁹⁹
FE 24-70mm F2.8 GM	SEL2470GM	\$2,199 ⁹⁹	\$200	\$1,999⁹⁹

α Bundles

Bundle	With	Additional Savings
α6400 OR α6400 Kit	E 55-210mm F4.5-6.3 OSS (all colors)*	\$50
α7S III	CEAG160T (CFexpress Type A 160GB card)*	\$50
α6100, α6400, α6600, α7C OR ZV-E10	Vlogger Accessory Kit (ACCVC1)*	\$50
ZV-E10	E 55-210mm F4.5-6.3 OSS (all colors)*	\$100
α7 IV	CEAG160T (CFexpress Type A 160GB card)*	\$50
α7 IV	CEAG80T (CFexpress Type A 80GB card)*	\$25
α7 III, α7 IV, α7R III OR α7R IV	SF-G series TOUGH specification 64GB (SFG64T/T1)*	\$50
α6400 OR α6600	SF-G series TOUGH specification 32GB (SFG32T/T1)*	\$25
α7C OR α7 IV	Digital Bluetooth Wireless Microphone (ECMW2BT)*	\$50
α7C	External Flash with wireless remote control (HVLRF28RM)*	\$50
α7 III, α7R III OR α9	Vertical Grip (VGC3EM)*	\$100
α7 IV, α7R IV, α7S III, α1 OR α9 II	Vertical Grip (VGC4EM)*	\$100
α7 IV, α7R IV, α7S III, α1 OR α9 II	Wireless Radio Control External Flash (HVLRF60RM2)*	\$100
α7C, α7 III OR α7R III	Wireless Radio Control External Flash (HVLRF46RM)*	\$50
α1	CEAG160T (CFexpress Type A 160GB card)*	\$50

Accessories and Media Bundles

Bundle	With	Savings
ECMLV1	Wireless Mic (ECMW2BT)*	\$10
CEAG160T	Buy two get discount CEAG160T (CFexpress Type A 160GB card)	\$100
CEAG80T	Buy two get discount CEAG80T (CFexpress Type A 80GB card)	\$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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