

Digital Imaging

Instant Savings August 1-7, 2022



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α7R IV Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7RM4A/B	\$3,499 ⁹⁹	\$500	\$2,999⁹⁹
α7R III Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7RM3A/B	\$2,799 ⁹⁹	\$600	\$2,199⁹⁹
α7 III + 28-70mm Zoom Lens - Black Bundle and save more. Check bundle chart for savings.	ILCE7M3K/B	\$2,199 ⁹⁹	\$200	\$1,999⁹⁹
α7 III Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7M3/B	\$1,999 ⁹⁹	\$200	\$1,799⁹⁹
α7 II + 28-70mm Zoom Lens - Black Bundle and save more. Check bundle chart for savings.	ILCE7M2K/B	\$1,599 ⁹⁹	\$600	\$999⁹⁹
α7 II Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7M2/B	\$1,399 ⁹⁹	\$500	\$899⁹⁹
α7C + 28-60mm Zoom Lens - All Colors Bundle and save more. Check bundle chart for savings.	ILCE7CL	\$2,099 ⁹⁹	\$100	\$1,999⁹⁹
α7C Body Only - All Colors Bundle and save more. Check bundle chart for savings.	ILCE7C	\$1,799 ⁹⁹	\$100	\$1,699⁹⁹

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 24-70mm F2.8 GM	SEL2470GM	\$2,199 ⁹⁹	\$200	\$1,999⁹⁹
FE 24mm F1.4 GM	SEL24F14GM	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,399 ⁹⁹	\$300	\$1,099⁹⁹
FE 35mm F1.4 GM	SEL35F14GM	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
FE 40mm F2.5 G	SEL40F25G	\$599 ⁹⁹	\$50	\$549⁹⁹

APS-C E-Mount Lenses

E 10-18mm F4 OSS	SEL1018	\$899 ⁹⁹	\$200	\$699⁹⁹
E 35mm F1.8 OSS	SEL35F18	\$474 ⁹⁹	\$100	\$374⁹⁹

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DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Wireless Microphone (Non-MI shoe)	ECMAW4	\$229 ⁹⁹	\$50	\$179⁹⁹
Gun Zoom Microphone	ECMGZ1M	\$99 ⁹⁹	\$10	\$89⁹⁹
Bluetooth® Wireless Microphone System for MI-shoe Camcorder	ECMW1M	\$229 ⁹⁹	\$50	\$179⁹⁹
Digital Bluetooth Wireless Microphone	ECMW2BT	\$229 ⁹⁹	\$30	\$199⁹⁹
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 ⁹⁹	\$20	\$139⁹⁹
External Battery Adaptor for Flash	FAEBA1	\$249 ⁹⁹	\$50	\$199⁹⁹
Compact MI-shoe Flash (Guide Number 20)	HVLF20M	\$149 ⁹⁹	\$10	\$139⁹⁹
Remote Control MI-shoe Flash (Guide Number 28)	HVLF28RM	\$249 ⁹⁹	\$20	\$229⁹⁹
MI-shoe Flash (Guide Number 32)	HVLF32M	\$299 ⁹⁹	\$30	\$269⁹⁹
Radio Control MI-shoe Flash (Guide Number 46)	HVLF46RM	\$399 ⁹⁹	\$30	\$369⁹⁹
Radio Control MI-shoe Flash (Guide Number 60)	HVLF60RM2	\$549 ⁹⁹	\$50	\$499⁹⁹
Full-frame A-mount Lens Adaptor for E-mount cameras	LAEA5	\$249 ⁹⁹	\$20	\$229⁹⁹
Vertical Grip for α9, α7R III, α7 III	VGC3EM	\$349 ⁹⁹	\$50	\$299⁹⁹
Vertical Grip for α9 II, α7R IV and α1	VGC4EM	\$399 ⁹⁹	\$50	\$349⁹⁹

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Xperia PRO with 5G mmWave and 5G Sub-6 for High-Speed Data Transfer	XQQA62/B	\$2,499 ⁹⁹	\$500	\$1,999⁹⁹
Xperia PRO-I – 1" image sensor camera with full smartphone capabilities	XQBE62/B	\$1,799 ⁹⁹	\$200	\$1,599⁹⁹
Xperia 1 III - 5G smartphone with 120Hz 6.5" 21:9 4K HDR OLED Display and triple camera array (All colors)	XQBC62	\$1,299 ⁹⁹	\$300	\$999⁹⁹
Xperia 5 III – 5G smartphone 120Hz 6.1" 21:9 HDR OLED Display and triple camera array with four optical focal lengths (all colors)	XQBQ62	\$999 ⁹⁹	\$200	\$799⁹⁹

Xperia



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Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 80GB	CEAG80T	\$199 ⁹⁹	\$20	\$179⁹⁹
CFexpress Type A TOUGH 160GB	CEAG160T	\$399 ⁹⁹	\$40	\$359⁹⁹
CFexpress Type B TOUGH 128GB	CEBG128/J	\$219 ⁹⁹	\$20	\$199⁹⁹
CFexpress Type B TOUGH 256GB	CEBG256/J	\$429 ⁹⁹	\$100	\$329⁹⁹
CFexpress Type B TOUGH 512GB	CEBG512/J	\$649 ⁹⁹	\$200	\$449⁹⁹
XQD Memory Card 64GB	QDG64F/J	\$129 ⁹⁹	\$40	\$89⁹⁹
XQD Memory Card 120GB	QDG120F/J	\$199 ⁹⁹	\$50	\$149⁹⁹
XQD Memory Card 240GB	QDG240F/J	\$379 ⁹⁹	\$100	\$279⁹⁹
UHS-II SD E series Memory Card 128GB	SFE128/T1	\$49 ⁹⁹	\$5	\$44⁹⁹
UHS-II SD E series Memory Card 256GB	SFE256/T1	\$99 ⁹⁹	\$8	\$91⁹⁹
UHS-II SD E series Memory Card 128GB	SFE128/T2	\$49 ⁹⁹	\$5	\$44⁹⁹
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
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	\$209 ⁹⁹	\$20	\$189⁹⁹
TOUGH M series UHS-II SD Memory card 64GB	SFM64T/T1	\$44 ⁹⁹	\$5	\$39⁹⁹
TOUGH M series UHS-II SD Memory card 128GB	SFM128T/T1	\$69 ⁹⁹	\$10	\$59⁹⁹
TOUGH M series UHS-II SD Memory card 256GB	SFM256T/T1	\$129 ⁹⁹	\$15	\$114⁹⁹
UHS-II SD M series Memory card 64GB	SFM64/T2	\$39 ⁹⁹	\$3	\$36⁹⁹
UHS-II SD M series Memory card 128GB	SFM128/T2	\$64 ⁹⁹	\$10	\$54⁹⁹
UHS-II SD M series Memory card 256GB	SFM256/T2	\$119 ⁹⁹	\$15	\$104⁹⁹

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α Bundles

Bundle	With	Additional Savings
α7 III, α7 IV, α7R II, α7 II OR α7C	FE 28–60mm F4–5.6 (SEL2860)*	\$200
α7S III	CEAG160T (CFexpress Type A 160GB card)*	\$50
α6100, α6400, α6600, α7C OR ZV-E10	Vlogger Accessory Kit (ACVC1)*	\$50
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
α1	CEAG160T (CFexpress Type A 160GB card)*	\$50
ZV-E10	Digital Bluetooth Wireless Microphone (ECMW2BT)*	\$50

Accessories, Creative Pro, Cyber-shot, Media and Xperia Bundles

Bundle	With	Savings
ECMLV1	Wireless Mic (ECMW2BT)*	\$10
DCZV1/B OR DCZV1/W	Vlogger Accessory Kit (ACVC1)††	\$50
CEAG160T	Buy two get discount CEAG160T (CFexpress Type A 160GB card)	\$100
CEAG80T	Buy two get discount CEAG80T (CFexpress Type A 80GB card)	\$50
ILME-FX3	CEAG160T (CFexpress Type A 160GB card)*	\$50
Xperia PRO-I (XQBE62/B)	Vlog Monitor (XQZIV01) AND/OR Bluetooth Grip (GPVPT2BT)	\$50 EACH (up to \$100)

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