

Digital Imaging

Instant Savings January 23-29, 2023



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α7R V + 28-70mm Zoom Lens - Black Bundle and save more. Check bundle chart for savings.	ILCE7M2K/B	\$1,599 ⁹⁹	\$600	\$999⁹⁹
α7R V Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7M2/B	\$1,399 ⁹⁹	\$500	\$899⁹⁹

APS-C E-Mount Lenses

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
E 10-18mm F4 OSS	SEL1018	\$899 ⁹⁹	\$200	\$699⁹⁹
E 15mm F1.4 G	SEL15F14G	\$749 ⁹⁹	\$100	\$649⁹⁹
E PZ 10-20mm F4 G	SELP1020G	\$749 ⁹⁹	\$100	\$649⁹⁹
E 11mm F1.8	SEL11F18	\$549 ⁹⁹	\$50	\$499⁹⁹

Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 320GB	CEAG320T	\$649 ⁹⁹	\$150	\$499⁹⁹
CFexpress Type A TOUGH 640GB	CEAG640T	\$1,249 ⁹⁹	\$400	\$849⁹⁹
TOUGH G series UHS-II SD Memory Card 256GB	SFG256T/T1	\$399 ⁹⁹	\$100	\$299⁹⁹

Xperia



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	\$700	\$1,099⁹⁹
Xperia 1 IV 512GB, bright 6.5" 4K 120Hz HDR OLED, 4K 120fps HDR video, 5G (All colors)	XQCT62	\$1,599 ⁹⁹	\$200	\$1,399⁹⁹
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	\$500	\$799⁹⁹
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	\$300	\$699⁹⁹

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.

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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
α6400 OR α6600 (Body or 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
α7 IV series	CEAG160T (CFexpress Type A 160GB card)*	\$50
α7 IV series	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 series	Digital Bluetooth Wireless Microphone (ECMW2BT)*	\$50
ZV-E10 series, α7 IV OR α7S III	Shotgun Microphone (ECMB10)*	\$50
ZV-E10 series	Vlogger Shotgun Microphone (ECMG1.SYU)	\$50
α6000, α6100, α6400, α6600 OR ZV-E10 (Body or Kit)	SEL11F18, SELP1020G, OR SEL15F14G*	\$50
ZV-E10 series	E 55–210mm F4.5–6.3 OSS (All colors)*	\$100
α7S III OR α1 series	CFexpress Type A media 320GB (CEAG320T)*	\$100
α7S III OR α1 series	CFexpress Type A media 640GB (CEAG640T)*	\$200
α7R V	CEAG160T (CFexpress Type A 160GB card)*	\$50
α7R V	CEAG320T (CFexpress Type A 320GB card)*	\$100
ZV-E10 series	SEL11F18 and Microphone ECMG1.SYU**	\$150
ZV-E10 series	Vlogger Kit ACCVC1 and Microphone ECMG1.SYU**	\$100

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Accessories, Cyber-shot, Media and Xperia Bundles

Bundle	With	Savings
ECMLV1	Wireless Mic (ECMW2BT)*	\$10
DSCRX0M2, RX100M3, RX100M5A OR RX100M6	Shooting Grip (VCTSGR1)*	\$50
RX10M4	W Series Rechargeable Battery Pack (NPFW50)*	\$80
DCZV1/B OR DCZV1/W	Vlogger Accessory Kit (ACVC1)*	\$50
DCZV1/B OR DCZV1/W	Vlogger Shotgun Microphone (ECMG1.SYU)*	\$50
ZV1F/B OR ZV1F/W	Vlogger Shotgun Microphone (ECMG1.SYU)*	\$30
ZV1F/B OR ZV1F/W	Vlogger Accessory Kit (ACVC1)*	\$50
DCZV1/B OR DCZV1/W	Vlogger Kit ACCVC1 AND Microphone ECMG1.SYU**	\$100
ZV1F/B OR ZV1F/W	Vlogger Kit ACCVC1 AND Microphone ECMG1.SYU**	\$80
CEAG160T	Buy two get discount CEAG160T (CFexpress Type A 160GB card)	\$100
CEAG80T	Buy two get discount CEAG80T (CFexpress Type A 80GB card)	\$50
CEAG320T	Buy two get discount CEAG320T (CFexpress Type A 320GB card)	\$200
Xperia PRO-I (XQBE62/B)	Vlog Monitor (XQZIV01) AND/OR Bluetooth Grip (GPVPT2BT)**	\$50 EACH (up to \$100)
FDRA43/B, FDRA43A/B OR FDRA53/B	Gun Zoom Microphone (ECMGZ1M) AND/OR Remote Control Tripod (GPVPT1)**	\$50 EACH (up to \$100)
FX3	CFexpress Type A 160GB card (CEAG160T)*	\$50
FX30	CFexpress Type A 160GB card (CEAG160T)*	\$50
FX30	CFexpress Type A 80GB card (CEAG80T)*	\$25
FX30	SELP1020G, SEL11F18 OR SEL1514G*	\$50
FX30	Digital Shotgun Microphone (ECMB10)*	\$50
FX3	CFexpress Type A 320GB card (CEAG320T)*	\$100
FX3	CFexpress Type A 640GB card (CEAG640T)*	\$200

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