

Digital Imaging

Instant Savings 5/29-6/4, 2023



Interchangeable Lens Cameras



| Product | Model # | Selling Price | IR Savings | Selling Price After Savings | Indirect Agreement # |
|---|-------------|-----------------------|------------|-----------------------------|----------------------|
| α7R IV Body Only - Black Bundle and save more. Check bundle chart for savings. | ILCE7RM4A/B | \$3,199 ⁹⁹ | \$200 | \$2,999⁹⁹ | 600101652 |
| α7R III Body Only - Black Bundle and save more. Check bundle chart for savings. | ILCE7RM3A/B | \$2,199 ⁹⁹ | \$200 | \$1,999⁹⁹ | 600101652 |
| α7 III + 28-70mm Zoom Lens - Black Bundle and save more. Check bundle chart for savings. | ILCE7M3K/B | \$2,199 ⁹⁹ | \$300 | \$1,899⁹⁹ | 600101652 |
| α7 III Body Only - Black Bundle and save more. Check bundle chart for savings. | ILCE7M3/B | \$1,999 ⁹⁹ | \$300 | \$1,699⁹⁹ | 600101652 |
| α7 II + 28-70mm Zoom Lens - Black Bundle and save more. Check bundle chart for savings. | ILCE7M2K/B | \$1,599 ⁹⁹ | \$600 | \$999⁹⁹ | 600101652 |
| α7 II Body Only - Black Bundle and save more. Check bundle chart for savings. | ILCE7M2/B | \$1,399 ⁹⁹ | \$500 | \$899⁹⁹ | 600101652 |
| α7C + 28-60mm Zoom Lens - All Colors Bundle and save more. Check bundle chart for savings. | ILCE7CL | \$2,099 ⁹⁹ | \$200 | \$1,899⁹⁹ | 600101652 |
| α7C Body Only - All Colors Bundle and save more. Check bundle chart for savings. | ILCE7C | \$1,799 ⁹⁹ | \$200 | \$1,599⁹⁹ | 600101652 |

DI Accessories



| Product | Model # | Selling Price | IR Savings | Selling Price After Savings | Indirect Agreement # |
|--|-----------|---------------------|------------|-----------------------------|----------------------|
| Wireless Microphone (Non-MI shoe) | ECMAW4 | \$229 ⁹⁹ | \$50 | \$179⁹⁹ | 600101641 |
| Digital Bluetooth Wireless Microphone | ECMW2BT | \$229 ⁹⁹ | \$30 | \$199⁹⁹ | 600101641 |
| Stereo Microphone (MI-shoe) | ECMXYST1M | \$159 ⁹⁹ | \$20 | \$139⁹⁹ | 600101641 |
| External Battery Adaptor for Flash | FAEBA1 | \$249 ⁹⁹ | \$50 | \$199⁹⁹ | 600101641 |
| Compact MI-shoe Flash (Guide Number 20) | HVLF20M | \$149 ⁹⁹ | \$10 | \$139⁹⁹ | 600101641 |
| Wireless Radio Flash (Guide Number 46) | HVLF46RM | \$399 ⁹⁹ | \$30 | \$369⁹⁹ | 600101641 |
| Wireless Radio Flash (Guide Number 60) | HVLF60RM2 | \$549 ⁹⁹ | \$50 | \$499⁹⁹ | 600101641 |
| Full-frame A-mount Lens Adaptor for E-mount cameras | LAEA5 | \$249 ⁹⁹ | \$20 | \$229⁹⁹ | 600101641 |
| Vertical Grip for α9, α7R III, α7 III | VGC3EM | \$349 ⁹⁹ | \$50 | \$299⁹⁹ | 600101641 |
| Vertical Grip for α9 II, α7R IV, α7R V, α1, α7 IV, α7S III | VGC4EM | \$399 ⁹⁹ | \$50 | \$349⁹⁹ | 600101641 |

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.

Digital Imaging

Instant Savings 5/29-6/4, 2023



Full-frame E-Mount Lenses



| Product | Model # | Selling Price | IR Savings | Selling Price After Savings | Indirect Agreement # |
|--------------------------------------|-------------|-----------------------|------------|-----------------------------|----------------------|
| FE 12–24mm F2.8 GM | SEL1224GM | \$2,999 ⁹⁹ | \$100 | \$2,899⁹⁹ | 600101654 |
| FE PZ 28-135mm F4 G OSS | SELP28135G | \$2,499 ⁹⁹ | \$100 | \$2,399⁹⁹ | 600101654 |
| FE 100–400mm F4.5-5.6 GM OSS | SEL100400GM | \$2,499 ⁹⁹ | \$100 | \$2,399⁹⁹ | 600101654 |
| FE 16–35mm F2.8 GM | SEL1635GM | \$2,199 ⁹⁹ | \$200 | \$1,999⁹⁹ | 600101654 |
| FE 50mm F1.2 GM | SEL50F12GM | \$1,999 ⁹⁹ | \$100 | \$1,899⁹⁹ | 600101654 |
| FE 200–600mm F5.6–6.3 G OSS | SEL200600G | \$1,999 ⁹⁹ | \$100 | \$1,899⁹⁹ | 600101654 |
| FE 70–200mm F2.8 GM OSS | SEL70200GM | \$1,999 ⁹⁹ | \$100 | \$1,899⁹⁹ | 600101654 |
| FE 85mm F1.4 GM | SEL85F14GM | \$1,799 ⁹⁹ | \$100 | \$1,699⁹⁹ | 600101654 |
| FE 24–70mm F2.8 GM | SEL2470GM | \$1,699 ⁹⁹ | \$100 | \$1,599⁹⁹ | 600101654 |
| FE 14mm F1.8 GM | SEL14F18GM | \$1,599 ⁹⁹ | \$100 | \$1,499⁹⁹ | 600101654 |
| FE 70–200mm F4 G OSS | SEL70200G | \$1,499 ⁹⁹ | \$100 | \$1,399⁹⁹ | 600101654 |
| FE 24mm F1.4 GM | SEL24F14GM | \$1,399 ⁹⁹ | \$100 | \$1,299⁹⁹ | 600101654 |
| FE 35mm F1.4 GM | SEL35F14GM | \$1,399 ⁹⁹ | \$100 | \$1,299⁹⁹ | 600101654 |
| FE 24–105mm F4 G OSS | SEL24105G/2 | \$1,299 ⁹⁹ | \$100 | \$1,199⁹⁹ | 600101654 |
| FE 70–300mm F4.5-5.6 G OSS | SEL70300G | \$1,274 ⁹⁹ | \$100 | \$1,174⁹⁹ | 600101654 |
| FE PZ 16–35mm F4 G | SELP1635G | \$1,199 ⁹⁹ | \$100 | \$1,099⁹⁹ | 600101654 |
| FE 90mm F2.8 Macro G OSS | SEL90M28G | \$1,099 ⁹⁹ | \$100 | \$999⁹⁹ | 600101654 |
| FE 24–240mm F3.5-6.3 OSS | SEL24240 | \$1,049 ⁹⁹ | \$100 | \$949⁹⁹ | 600101654 |
| Sonnar® T* FE 55mm F1.8 ZA | SEL55F18Z | \$999 ⁹⁹ | \$100 | \$899⁹⁹ | 600101654 |
| FE 20mm F1.8 G | SEL20F18G | \$899 ⁹⁹ | \$100 | \$799⁹⁹ | 600101654 |
| Vario-Tessar T* FE 24–70mm F4 ZA OSS | SEL2470Z | \$899 ⁹⁹ | \$200 | \$699⁹⁹ | 600101654 |
| FE 35mm F1.8 | SEL35F18F | \$749 ⁹⁹ | \$100 | \$649⁹⁹ | 600101654 |
| FE 24mm F2.8 G | SEL24F28G | \$599 ⁹⁹ | \$50 | \$549⁹⁹ | 600101654 |
| FE 40mm F2.5 G | SEL40F25G | \$599 ⁹⁹ | \$50 | \$549⁹⁹ | 600101654 |
| FE 50mm F2.5 G | SEL50F25G | \$599 ⁹⁹ | \$50 | \$549⁹⁹ | 600101654 |
| FE 85mm F1.8 | SEL85F18/2 | \$599 ⁹⁹ | \$50 | \$549⁹⁹ | 600101654 |

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.

Digital Imaging

Instant Savings 5/29-6/4, 2023



APS-C E-Mount Lenses

| Product | Model # | Selling Price | IR Savings | Selling Price After Savings | Indirect Agreement # |
|------------------------------|------------|-----------------------|------------|-----------------------------|----------------------|
| E 16-55mm F2.8 G | SEL1655G | \$1,399 ⁹⁹ | \$100 | \$1,299⁹⁹ | 600101654 |
| E 70-350mm F4.5-6.3 G OSS | SEL70350G | \$999 ⁹⁹ | \$100 | \$899⁹⁹ | 600101654 |
| E 15mm F1.4 G | SEL15F14G | \$749 ⁹⁹ | \$100 | \$649⁹⁹ | 600101654 |
| E PZ 10-20mm F4 G | SELP1020G | \$749 ⁹⁹ | \$100 | \$649⁹⁹ | 600101654 |
| E PZ 18-105mm F4 G OSS | SELP18105G | \$649 ⁹⁹ | \$100 | \$549⁹⁹ | 600101654 |
| E 11mm F1.8 | SEL11F18 | \$549 ⁹⁹ | \$50 | \$499⁹⁹ | 600101654 |
| E 35mm F1.8 OSS | SEL35F18 | \$474 ⁹⁹ | \$50 | \$424⁹⁹ | 600101654 |
| E 50mm F1.8 OSS (All colors) | SEL50F18 | \$349 ⁹⁹ | \$50 | \$299⁹⁹ | 600101654 |
| E 30mm F3.5 Macro | SEL30M35 | \$299 ⁹⁹ | \$50 | \$249⁹⁹ | 600101654 |

Cyber-shot



| Product | Model # | Selling Price | IR Savings | Selling Price After Savings | Indirect Agreement # |
|--|---------|---------------------|------------|-----------------------------|----------------------|
| Sony ZV-1 Camera for Creators and Vloggers Bundle and save more. Check bundle chart for savings. | DCZV1/B | \$749 ⁹⁹ | \$50 | \$699⁹⁹ | 600101643 |
| Sony ZV-1 Camera for Creators and Vloggers Bundle and save more. Check bundle chart for savings. | DCZV1/W | \$749 ⁹⁹ | \$50 | \$699⁹⁹ | 600101643 |

Xperia



| Product | Model # | Selling Price | IR Savings | Selling Price After Savings | Indirect Agreement # |
|--|----------|-----------------------|------------|-----------------------------|----------------------|
| Xperia PRO with 5G mmWave and 5G Sub-6 for High-Speed Data Transfer | XQAQ62/B | \$2,499 ⁹⁹ | \$500 | \$1,999⁹⁹ | 600101126 |
| Xperia PRO-I - 1" image sensor camera with full smartphone capabilities | XQBE62/B | \$1,799 ⁹⁹ | \$800 | \$999⁹⁹ | 600101126 |
| 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 | 600101126 |
| 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 | 600101126 |
| 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 | 600101126 |

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.

Digital Imaging

Instant Savings 5/29-6/4, 2023



Media



| Product | Model # | Selling Price | IR Savings | Selling Price After Savings | Indirect Agreement # |
|--|------------|---------------------|------------|-----------------------------|----------------------|
| CFexpress Type A TOUGH 80GB | CEAG80T | \$199 ⁹⁹ | \$20 | \$179⁹⁹ | 600101647 |
| CFexpress Type A TOUGH 160GB | CEAG160T | \$399 ⁹⁹ | \$50 | \$349⁹⁹ | 600101647 |
| CFexpress Type A TOUGH 320GB | CEAG320T | \$649 ⁹⁹ | \$50 | \$599⁹⁹ | 600101647 |
| CFexpress Type B TOUGH 128GB | CEBG128/J | \$219 ⁹⁹ | \$20 | \$199⁹⁹ | 600101647 |
| CFexpress Type B TOUGH 256GB | CEBG256/J | \$429 ⁹⁹ | \$130 | \$299⁹⁹ | 600101647 |
| CFexpress Type B TOUGH 512GB | CEBG512/J | \$649 ⁹⁹ | \$200 | \$449⁹⁹ | 600101647 |
| XQD Memory Card 64GB | QDG64F/J | \$129 ⁹⁹ | \$40 | \$89⁹⁹ | 600101647 |
| XQD Memory Card 120GB | QDG120F/J | \$199 ⁹⁹ | \$30 | \$169⁹⁹ | 600101647 |
| XQD Memory Card 240GB | QDG240F/J | \$379 ⁹⁹ | \$100 | \$279⁹⁹ | 600101647 |
| UHS-II SD E series Memory Card 64GB | SFE64/T2 | \$29 ⁹⁹ | \$3 | \$26⁹⁹ | 600101647 |
| UHS-II SD E series Memory Card 128GB | SFE128/T2 | \$49 ⁹⁹ | \$5 | \$44⁹⁹ | 600101647 |
| UHS-II SD E series Memory Card 256GB | SFE256/T2 | \$99 ⁹⁹ | \$8 | \$91⁹⁹ | 600101647 |
| TOUGH G series UHS-II SD Memory Card 32GB | SFG32T/T1 | \$59 ⁹⁹ | \$5 | \$54⁹⁹ | 600101647 |
| TOUGH G series UHS-II SD Memory Card 64GB | SFG64T/T1 | \$109 ⁹⁹ | \$10 | \$99⁹⁹ | 600101647 |
| TOUGH G series UHS-II SD Memory Card 128GB | SFG128T/T1 | \$209 ⁹⁹ | \$20 | \$189⁹⁹ | 600101647 |
| TOUGH M series UHS-II SD Memory card 64GB | SFM64T/T1 | \$44 ⁹⁹ | \$5 | \$39⁹⁹ | 600101647 |
| TOUGH M series UHS-II SD Memory card 128GB | SFM128T/T1 | \$69 ⁹⁹ | \$10 | \$59⁹⁹ | 600101647 |
| TOUGH M series UHS-II SD Memory card 256GB | SFM256T/T1 | \$129 ⁹⁹ | \$15 | \$114⁹⁹ | 600101647 |
| UHS-II SD M series Memory card 64GB | SFM64/T2 | \$39 ⁹⁹ | \$3 | \$36⁹⁹ | 600101647 |
| UHS-II SD M series Memory card 128GB | SFM128/T2 | \$64 ⁹⁹ | \$10 | \$54⁹⁹ | 600101647 |
| UHS-II SD M series Memory card 256GB | SFM256/T2 | \$119 ⁹⁹ | \$15 | \$104⁹⁹ | 600101647 |

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.

Digital Imaging

Instant Savings 5/29-6/4, 2023



α Bundles

| Bundle | With | Additional Savings | Indirect Agreement # |
|--|---|--------------------|----------------------|
| All ILC Body Models (Body or Kit) | FE 50mm F1.8 (SEL50F18F/2)* | \$30 | 600099938 |
| All ILC Body Models (Body or Kit) | SEL11F18, SEL15F14G, SEL2070G, SEL20F18G, SEL2470GM, SEL24F28G, SEL35F18F, SEL40F25G, SEL50F25G, SEL85F18/2, SELP1020G OR SELP1635G* | \$50 | 600101378 |
| All ILC Body Models (Body or Kit) | SEL2070G, SEL24105G/2 OR SEL55210/B* | \$100 | 600099944 |
| All ILC Body Models (Body or Kit) | FE 28-60mm F4-5.6 (SEL2860)* | \$200 | 600099946 |
| All Compatible ILC Body Models (Body or Kit) | Vlogger Accessory Kit (ACCVC1)* | \$50 | 600100832 |
| All ILC Body Models (Body or Kit) | SF-G series TOUGH specification 256GB (SFG256tT1)* | \$50 | 600100836 |
| All ILC Body Models (Body or Kit) | SF-G series TOUGH specification 128GB (SFG128T/T1)* | \$25 | 600100838 |
| All Compatible ILC Body Models (Body or Kit) | Digital Bluetooth Wireless Microphone (ECMW2BT)* | \$50 | 600100840 |
| All Compatible ILC Body Models (Body or Kit) | Shotgun Microphone (ECMB10)* | \$50 | 600100842 |
| All Compatible ILC Body Models (Body or Kit) | Vlogger Shotgun Microphone (ECMG1.SYU)* | \$50 | 600100845 |
| All Compatible ILC Body Models (Body or Kit) | CFExpress Type A media 80GB (CEAG80T)* | \$20 | 600100834 |
| All Compatible ILC Body Models (Body or Kit) | CFExpress Type A media 160GB (CEAG160T)* | \$40 | 600100830 |
| All Compatible ILC Body Models (Body or Kit) | CFExpress Type A media 320GB (CEAG320T)* | \$50 | 600100848 |
| All Compatible ILC Body Models (Body or Kit) | CFExpress Type A media 640GB (CEAG640T)* | \$100 | 600100852 |
| All Compatible ILC Body Models (Body or Kit) | Digital Shotgun Microphone (ECMB1M)* | \$50 | 600100855 |
| ZV-E10 series | SEL11F18 and Microphone ECMG1.SYU** | \$150 | 600100030 |
| ZV-E10 series | Vlogger Kit ACCVC1 and Microphone ECMG1.SYU** | \$100 | 600100032 |

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.

Digital Imaging

Instant Savings 5/29-6/4, 2023



Accessories, Cyber-shot, Media and Xperia Bundles

| Bundle | With | Savings | Indirect Agreement # |
|--|---|---------|----------------------|
| ECMLV1 | Wireless Mic (ECMW2BT)* | \$10 | 600099958 |
| All DSC Compatible Models | Vlogger Accessory Kit (ACCVC1)* | \$50 | 600099988 |
| All DSC Compatible Models (except ZV1F/B or ZV1F/W) | Vlogger Shotgun Microphone (ECMG1.SYU)* | \$50 | 600099990 |
| ZV1F/B OR ZV1F/W | Vlogger Shotgun Microphone (ECMG1.SYU)* | \$30 | 600099992 |
| DCZV1/B OR DCZV1/W | Vlogger Kit ACCVC1 AND Microphone ECMG1.SYU** | \$100 | 600099996 |
| ZV1F/B OR ZV1F/W | Vlogger Kit ACCVC1 AND Microphone ECMG1.SYU** | \$80 | 600099998 |
| CEAG80T | Buy two get discount CEAG80T (CFexpress Type A 80GB card)** | \$50 | 600099967 |
| CEAG160T | Buy two get discount CEAG160T (CFexpress Type A 160GB card)** | \$100 | 600099965 |
| CEAG320T | Buy two get discount CEAG320T (CFexpress Type A 320GB card)** | \$200 | 600099969 |
| Xperia PRO-I (XQBE62/B) | Vlog Monitor (XQZIV01)** | \$200 | 600101149 |
| Xperia PRO-I (XQBE62/B) | Bluetooth Grip (GPVPT2BT)* | \$50 | 600101124 |
| Xperia 1 IV (XQBE62/B) | Case (XQZCBCT/B)** | \$35 | 600101157 |
| FX30 | SELP1020G, SEL11F18 OR SEL1514G* | \$50 | 600100011 |
| All Compatible CPRO Models | Digital Shotgun Microphone (ECMB10)* | \$50 | 600100806 |
| All Compatible CPRO Models | CFexpress Type A 80GB card (CEAG80T)* | \$20 | 600100804 |
| All Compatible CPRO Models | CFexpress Type A 160GB card (CEAG160T)* | \$40 | 600100801 |
| All Compatible CPRO Models | CFexpress Type A 320GB card (CEAG320T)* | \$50 | 600100808 |
| All Compatible CPRO Models | CFexpress Type A 640GB card (CEAG640T)* | \$100 | 600100810 |
| All Compatible CAM models (FDAX700/B, FDAX53/B OR FDAX43A/B) | Microphones ECMB10, ECMB1M, ECMG1.SYU OR ECMW2BT* | \$50 | 600100823 |

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.