

Digital Imaging

Instant Savings February 12-18, 2024



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α7 III + 28-70mm Zoom Lens Bundle and save more.	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 Bundle and save more.	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

Cinema Line



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FX9 + 28-135mm f/4 G OSS Lens Bundle and save more. Check bundle chart for savings.	PXWFX9VK	\$13,499 ⁹⁹	\$1,250	\$12,249⁹⁹
FX9 Body Only Bundle and save more. Check bundle chart for savings.	PXWFX9V	\$10,999 ⁹⁹	\$1,000	\$9,999⁹⁹

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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DI Accessories



	Product	Model #	Selling Price	IR Savings	Selling Price After Savings
NEW	Wireless Streaming Microphone	ECMS1.UC	\$419 ⁹⁹	\$30	\$389⁹⁹
NEW	Dual-channel Wireless Microphone	ECMW3.UC	\$469 ⁹⁹	\$30	\$439⁹⁹
NEW	Single-channel Wireless Microphone	ECMW3S.UC	\$349 ⁹⁹	\$20	\$329⁹⁹

Point and Shoot



	Product	Model #	Selling Price	IR Savings	Selling Price After Savings
	Sony ZV-1 Vlog Camera - All Colors Bundle and save more. Check bundle chart for savings.	DCZV1	\$749 ⁹⁹	\$100	\$649⁹⁹
	Sony ZV-1 II Vlog Camera - All Colors Bundle and save more. Check bundle chart for savings.	ZV1M2	\$899 ⁹⁹	\$100	\$799⁹⁹

Xperia



	Product	Model #	Selling Price	IR Savings	Selling Price After Savings
	Xperia PRO-I – 1" image sensor camera with full smartphone capabilities	XQBE62/B	\$1,799 ⁹⁹	\$800	\$999⁹⁹
	Xperia 1 V 256GB, factory unlocked smartphone, 6.5" 4K 120Hz display, 4K 120fps HDR, true optical zoom, 5G	XQDQ62/B	\$1,399 ⁹⁹	\$200	\$1,199⁹⁹
	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	\$400	\$599⁹⁹

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α Bundles

Bundle	With	Additional Savings
All ILC Models (Body or Kit)	FE 50mm F1.8 (SEL50F18F/2)*	\$30
All ILC Models (Body or Kit)	SEL11F18, SEL15F14G, SEL20F18G, SEL2470GM, SEL24F28G, SEL35F18F, SEL40F25G, SEL50F25G, SEL70350G, SEL85F18/2, SELP1020G OR SELP1635G*	\$50
All ILC Models (Body or Kit)	SEL1655G, SEL2070G, SEL24105G/2 OR SEL55210/B*	\$100
All ILC Models (Body or Kit)	FE 28-60mm F4-5.6 (SEL2860)*	\$200
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 80GB (CEAG80T)*	\$20
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 160GB (CEAG160T)*	\$40
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 320GB (CEAG320T)*	\$50
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 640GB (CEAG640T)*	\$100
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 960GB (CEAG960T)*	\$50
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 1920GB (CEAM1920T)*	\$100
All ILC Body Models (Body or Kit)	SF-G series TOUGH 256GB (SFG256T/T1)*	\$50
All ILC Body Models (Body or Kit)	SF-G series TOUGH 128GB (SFG128T/T1)*	\$25
α9 II, α7 IV, α7R IV, α7S III, α1 OR α7R V (Body or Kit)	Vertical Grip (VGC4EM)*	\$100
α9, α7 III OR α7R III (Body or Kit)	Vertical Grip (VGC3EM)*	\$100
All Compatible ILC Body Models (Body or Kit)	Multi-Directional Microphone (ECMM1)*	\$50
α7C II (Body or Kit) All Colors	Grip Extension (GPX2)*	\$50
ZV-E10/B OR ZV-E10/W	Lens SEL11F18 AND Microphone ECMG1.SYU**	\$150
ZV-E10L/B OR ZV-E10L/W	Vlogger Kit ACCVC1 AND Microphone ECMG1.SYU**	\$100
All ILC Models (Body or Kit)	Wireless Streaming Mic (ECM-S1)*	\$70
All ILC Models (Body or Kit)	Dual-channel Wireless Mic (ECM-W3)*	\$70
All ILC Models (Body or Kit)	Single-channel Wireless Mic (ECM-W3S)*	\$50

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Accessories, Point and Shoot, Media, PRO and Xperia Bundles

Bundle	With	Additional Savings
ECMLV1	Wireless Mic (ECMW2BT)*	\$10
All Compatible DSC and ILC Models (Body or Kit)	Vlogger Accessory Kit (ACVC1)*	\$50
All Compatible ILC and CAM Models (Body or Kit)	Wireless Mic (ECMW2BT)*	\$50
All Compatible ILC and CAM Models (Body or Kit)*	Digital Shotgun Microphone (ECMB10)*	\$50
All Compatible ILC, CAM and DSC Models (except ZV1F/B or ZV1F/W)	Vlogger Shotgun Microphone (ECMG1.SYU)*	\$50
ZV1F/B OR ZV1F/W	Vlogger Shotgun Microphone (ECMG1.SYU)*	\$30
All Compatible ILC and CAM Models (Body or Kit)	Digital Shotgun Microphone (ECMB1M)*	\$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)**	\$268
CEAG320T	Buy two get discount CEAG320T (CFexpress Type A 320GB card)**	\$254
FX30	SELP1020G, SEL11F18, SEL1514G OR SEL70350G*	\$50
FX30	SEL1655G	\$100
All Compatible CPRO Models	Digital Shotgun Microphone (ECMB10)*	\$50
All Compatible CPRO Models	CFexpress Type A 80GB card (CEAG80T)*	\$20
All Compatible CPRO Models	CFexpress Type A 160GB card (CEAG160T)*	\$40
All Compatible CPRO Models	CFexpress Type A 320GB card (CEAG320T)*	\$50
All Compatible CPRO Models	CFexpress Type A 640GB card (CEAG640T)*	\$100

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