

	Model	Full Frame Format	MSRP	Instant Savings	Promo Price	Promo Price w/TITU
S-Series Camera	DC-S5M2BODY	S5M2 Body Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	\$200.00	\$1,799.99	\$1,499.99
	DC-S5M2KK	S5M2 Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	\$200.00	\$2,099.99	\$1,799.99
	DC-S5M2WK	S5M2 2 Lens Kit Full Frame w/20-60mm Lens + 50mm	\$2,749.99	\$200.00	\$2,549.99	\$2,249.99
	DC-S5M2XBODY	S5MX2 Body Full Frame Mirrorless 4k 60p Camera	\$2,199.99	\$200.00	\$1,999.99	\$1,699.99
	DC-S5M2XKK	S5M2X Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,499.99	\$200.00	\$2,299.99	\$1,999.99
	DC-S5M2XWK	S5M2X 2 Lens Kit Full Frame w/20-60mm Lens + 50mm	\$2,949.99	\$200.00	\$2,749.99	\$2,449.99
	DC-S5BODY	S5 Full Frame Mirrorless 4k 60p Camera (Body)	\$1,799.99	\$550.00	\$1,249.99	N/A
	DC-S5KK	S5 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,099.99	\$550.00	\$1,549.99	N/A
	DC-S9BODYK	S9 Full Frame Camera (Body Black) Free 26mm	\$1,499.99	\$0.00	\$1,499.99	N/A
	DC-S9KK	S9 Full Frame Camera w/20-60mm (Black Kit)	\$1,799.99	\$0.00	\$1,799.99	N/A
	DC-S9KR	S9 Full Frame Camera w/20-60mm (Red Kit)	\$1,799.99	\$0.00	\$1,799.99	N/A
	DC-S9KG	S9 Full Frame Camera w/20-60mm (Green Kit)	\$1,799.99	\$0.00	\$1,799.99	N/A
	DC-S9KA	S9 Full Frame Camera w/20-60mm (Blue Kit)	\$1,799.99	\$0.00	\$1,799.99	N/A
DC-S1HBODY	S1H Full Frame Mirrorless Camera w/24.2MP MOS High-Res Sensor	\$3,999.99	\$0.00	\$3,999.99	N/A	
	Model	Crop Sensor Format	MSRP	Instant Savings	Promo Price	
G-Series Camera	DC-GH7LK	GH7, Phase AF MFT Camera w/12-60mm Lens	\$2,799.99	\$0.00	\$2,799.99	
	DC-GH7BODY	GH7, Phase AF MFT Camera (Body Only)	\$2,199.99	\$0.00	\$2,199.99	
	DC-G9M2BODY	G9II, Mirrorless ILC Camera Body	\$1,899.99	\$100.00	\$1,799.99	
	DC-G9M2LK	G9II, Mirrorless ILC Camera w/Lumix 12-60mm Lens	\$2,499.99	\$100.00	\$2,399.99	
	DC-GH6LK	GH6, Next Gen High-End Mirrorless MFT Camera w/12-60mm Lens	\$2,799.99	\$100.00	\$2,699.99	
	DC-GH6BODY	GH6, Next Gen High-End Mirrorless MFT Camera (Body only)	\$2,199.99	\$100.00	\$2,099.99	
	DC-GH5M2LK	GH5M2, Mirrorless Camera w/Livestreaming + Leica Lens	\$2,099.99	\$300.00	\$1,799.99	
	DC-GH5M2BODY	GH5M2, Mirrorless Camera w/Livestreaming	\$1,499.99	\$300.00	\$1,199.99	
	DC-BGH1	BGH1, 4K Cinema Box Camera w/Livestreaming	\$1,999.99	\$0.00	\$1,999.99	
	DC-G95DMK	G95, Mirrorless ILC Camera w/12-60mm Lens, OLED	\$999.99	\$100.00	\$899.99	
	DMC-G85MK	G85, Mirrorless ILC Camera w/12-60mm Lens	\$899.99	\$200.00	\$699.99	
	DC-G100KK	G100, 4K Mirrorless Camera w/12-32mm Lens	\$749.99	\$150.00	\$599.99	
	DC-G100VK	G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod Grip	\$799.99	\$150.00	\$649.99	
	DC-G100DKK	Updated G100, 4K Mirrorless Camera w/12-32mm Lens	\$749.99	\$150.00	\$599.99	
	DC-G100DVK	Updated G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod Grip	\$799.99	\$150.00	\$649.99	
	DMC-G7KK	G7, 4K Mirrorless ILC Camera w/14-42 mm Lens (blk)	\$699.99	\$150.00	\$549.99	
	DMC-G7KS	G7, 4K Mirrorless ILC Camera w/14-42 mm Lens (slv)	\$699.99	\$150.00	\$549.99	
DMC-G7WK	G7, 4K Mirrorless ILC Camera w/14-140mm&45-150mm Lens	\$799.99	\$150.00	\$649.99		



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	Model	S Series Full Frame Lenses	MSRP	Instant Savings	Stand Alone IR Price	
S-Series Lenses	S-E2470	S Pro 24-70mm F2.8 L-Mount Interchangeable Lens	\$1,999.99	\$300.00	\$1,699.99	
	S-E70200	S Pro 70-200mm F2.8 Telephoto Lens, Full-Frame L Mount Lens	\$2,299.99	\$300.00	\$1,999.99	
	S-R1428	14-28mm F4-5.6 L-Mount Interchangeable Lens	\$799.99	\$100.00	\$699.99	
	S-R1635	16-35mm F4 Wide Zoom L-Mount Interchangeable Lens	\$1,499.99	\$300.00	\$1,199.99	
	S-R2060	20-60mm F3.5-5.6 L-Mount Interchangeable Lens	\$599.99	\$100.00	\$499.99	
	S-R24105	24-105mm F4 L-Mount Interchangeable Lens	\$1,299.99	\$300.00	\$999.99	
	S-R28200	28-200mm F4-7.1 L-Mount Interchangeable Lens	\$899.99	\$0.00	\$899.99	
	S-R70200	70-200mm F4 Telephoto Lens, Full-frame L Mount	\$1,499.99	\$500.00	\$999.99	
	S-R70300	70-300mm F4 Telephoto Lens, Full-frame L Mount	\$1,099.99	\$200.00	\$899.99	
	S-E100	100mm F2.8 L-Mount Interchangeable Macro Lens	\$999.99	\$0.00	\$999.99	
	S-S18	18mm F1.8 L-Mount Interchangeable Lens	\$999.99	\$100.00	\$899.99	
	S-S24	24mm F1.8 L-Mount Interchangeable Lens	\$899.99	\$100.00	\$799.99	
	S-S35	35mm F1.8 L-Mount Interchangeable Lens	\$699.99	\$100.00	\$599.99	
	S-S50	50mm F1.8 L-Mount Interchangeable Lens	\$449.99	\$100.00	\$349.99	
	S-S85	85mm F1.8 L-Mount Interchangeable Lens	\$599.99	\$100.00	\$499.99	
	S-R26	26mm F/8 L-Mount	\$199.99	\$0.00	\$199.99	
	S-X50	S Pro 50mm f1.4 L-Mount	\$2,299.99	\$200.00	\$2,099.99	
	Model	G Series Lenses	MSRP	Instant Savings	Promo Price	Promo Price w/G9M2
G-Series Lenses	H-X09	9mm f/1.7 ASPH	\$499.99	\$0.00	\$499.99	FREE
	H-X015K	15mm f1.7 Aspherical Lens	\$599.99	\$50.00	\$549.99	\$49.99
	H-XA025	25mm f1.7 Lens (blk)	\$699.99	\$100.00	\$599.99	\$99.99
	H-ES045	42.5mm f1.2 Lens	\$799.99	\$0.00	\$799.99	\$299.99
	H-ES12035	12-35mm 2.8 ASPH. POWER O.I.S.	\$899.99	\$100.00	\$799.99	\$299.99
	H-ES35100	35-100mm f2.8 Lens Leica	\$1,149.99	\$200.00	\$949.99	\$449.99
	H-E08018	8-18mm f2.8-4 Lens	\$1,099.99	\$100.00	\$999.99	\$499.99
	H-X012	12mm f/1.4 ASPH	\$1,299.99	\$100.00	\$1,199.99	\$699.99
	H-NS043	42.5mm f/1.2 ASPH. POWER O.I.S.	\$1,599.99	\$300.00	\$1,299.99	\$799.99
	H-ES50200	50-200mm f2.8-4 Lens	\$1,699.99	\$200.00	\$1,499.99	\$999.99
	H-RSA100400	100-400mm f4-6.3 Lens Leica	\$1,599.99	\$200.00	\$1,399.99	\$899.99
	H-X1025	10-25mm f/1.7 Lens	\$1,799.99	\$200.00	\$1,599.99	\$1,099.99
	H-X2550	25-50mm f/1.7 Lens	\$1,799.99	\$200.00	\$1,599.99	\$1,099.99
	H-ES12060	12-60mm f2.8-4 Lens	\$999.99	\$100.00	\$899.99	N/A
	H-F007014	7-14mm f4.0 Lens	\$899.99	\$150.00	\$749.99	N/A
	H-F008	8mm f/3.5	\$799.99	\$0.00	\$799.99	N/A
	H-FSA100300	100-300mm f4-5.6 Lens	\$649.99	\$100.00	\$549.99	N/A
	H-FSA14140	14-140mm f3.5-5.6 Lens	\$599.99	\$50.00	\$549.99	N/A
	H-PS45175K	Lumix 45-175mm f4-5.6 Power Zoom Lens	\$449.99	\$0.00	\$449.99	N/A
	H-HS030	30mm f2.8 Lens	\$399.99	\$100.00	\$299.99	N/A
	H-HS043K	42.5mm f1.7 Lens	\$399.99	\$100.00	\$299.99	N/A
	H-PS14042K	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (blk)	\$399.99	\$0.00	\$399.99	N/A
	H-PS14042S	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (slv)	\$399.99	\$0.00	\$399.99	N/A
	H-FS35100K	35-100mm f/4-5.6 ASPH. MEGA O.I.S.	\$399.99	\$0.00	\$399.99	N/A
	H-H020AK	20mm f1.7 Lens (blk)	\$299.99	\$30.00	\$269.99	N/A
	H-H020AS	20mm f1.7 Lens (slv)	\$299.99	\$30.00	\$269.99	N/A
	H-FS45150AK	Lumix 45-150mm f4-5.6 Lens	\$249.99	\$50.00	\$199.99	N/A
	H-H025K	25mm f1.7 Lens	\$249.99	\$100.00	\$149.99	N/A



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Camcorders	Model	Digital Video Camcorders	MSRP	Instant Savings	Promo Price	Promo Price w/TITU
		HC-X2	X2 Pro 4K Video Camera + \$200 Trade In Bonus	\$3,199.99	\$200.00	\$2,999.99
	HC-X20	X20 Pro 4K Video Camera + \$200 Trade in Bonus	\$2,599.99	\$200.00	\$2,399.99	\$2,199.99
	HC-X2000	X2000 4K Pro Camcorder (Livestream+XLR Audio Handle)	\$2,199.99	\$200.00	\$1,999.99	N/A
	HC-X1500	X1500 4K Pro Camcorder (Livestream 4K 60p)	\$1,699.99	\$200.00	\$1,499.99	N/A
	HC-WXF1K	WXF1 4K Camcorder	\$999.99	\$200.00	\$799.99	N/A
	HC-VX1K	VX1 4K Camcorder	\$799.99	\$0.00	\$799.99	N/A
	HC-VX981K	VX981 4K Camcorder	\$799.99	\$0.00	\$799.99	N/A
	HC-VX870K	VX870 Camcorder	\$919.99	\$150.00	\$769.99	N/A
	HC-V800K	V800 Camcorder	\$599.99	\$0.00	\$599.99	N/A
	HC-V785K	V785 Camcorder	\$614.99	\$100.00	\$514.99	N/A

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