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SONY

SAVE #\$400

ONE WEEK ONLY: OCTOBER 7 - 13, 2024





C7R∇ BODY REG: \$3,89999 SALE: \$3,49999



 α 7 m + 28-70 MM LENS REG: \$1,99999 SALE: \$1,69999



ZV-E1 + 28-60MM ZOOM LENS REG: \$2,49999 SALE: \$2,19999 Availble in black and white



ZV-E10 + 16-50MM LENS REG: \$79999 SALE: \$69999

+ ADDITIONAL \$50 OFF WHEN BUNDLED

WITH ACCVC2 OR ACCVC1 ACCESSORY KIT



ZV-1 II + FIXED 18-50MM LENS REG: \$89999 SALE: \$79999

+ ADDITIONAL \$50 OFF WHEN BUNDLED WITH ACCVC2 OR ACCVC1 ACCESSORY KIT



ZV-1 + FIXED 24-70MM LENS REG: \$74999 SALE: \$59999

+ ADDITIONAL \$50 OFF WHEN BUNDLED WITH ACCVC2 OR ACCVC1 ACCESSORY KIT



SEL24105G FE 24-105MM F4 G OSS REG: \$1,29999 SALE: \$1,09999 **SAVE \$200**

+ ADDITIONAL \$100 OFF WHEN **BUNDLED WITH** A CAMERA



SEL50F14GM FE 50MM F1.4 GM REG: \$1,29999 SALE: \$1,19999 **SAVE \$100**

+ ADDITIONAL \$100 OFF WHEN **BUNDLED WITH** A CAMERA



SEL2070G FE 20-70MM F4 G REG: \$1,09999 SALE: \$99999 **SAVE \$100**



SEL70200GM FE 70-200MM F2.8 GM OSS

REG: \$1,99999 SALE: \$1,89999

SAVE \$100

+ ADDITIONAL \$100 OFF WHEN **BUNDLED WITH** A CAMERA



ECMS1 WIRELESS STREAMING MIC REG: \$41999

SALE: \$31999 **SAVE \$100**



ECMW3 **DUAL-CHANNEL** WIRELESS MIC

REG: \$46999 SALE: \$34999 **SAVE \$120**



ECMW3S **DUAL-CHANNEL** WIRELESS MIC

REG: \$34999 SALE: \$29999

SAVE \$50



DOUBLE YOUR WARRANTY PERIOD T BY REGISTERING

Extend your warranty to 2 years total by receiving a 1-year extension to the limited warranty when you register this product within 30 days of purchase.



CAMERAS	MODEL#	REGULAR PRICE	INSTANT REBATE	SALE PRICE
Alpha 7R V Body	ILCE7RM5/B	\$3,899 ⁹⁹	\$400	\$3,499 ⁹⁹
Alpha 7S III Body	ILCE7SM3/B	\$3,499 ⁹⁹	\$300	\$3,199 ⁹⁹
Alpha 7R IV Body	ILCE7RM4A/B	\$3,199 ⁹⁹	\$200	\$2,99999
Alpha 7 IV + 28-70mm Zoom Lens	ILCE7M4K/B	\$2,699 ⁹⁹	\$200	\$2,499 ⁹⁹
Alpha 7 IV Body	ILCE7M4/B	\$2,499 ⁹⁹	\$200	\$2,299 ⁹⁹
Alpha ZV-E1 + 28-60mm Zoom Lens (All Colors)	ILCZVE1L	\$2,499 ⁹⁹	\$300	\$2,199 ⁹⁹
Alpha ZV-E1 Body (All Colors)	ILCZVE1	\$2,199 ⁹⁹	\$300	\$1,899 ⁹⁹
Alpha 7R III Body	ILCE7RM3A/B	\$2,199 ⁹⁹	\$200	\$1,999 ⁹⁹
Alpha 7 III + 28-70mm Zoom Lens	ILCE7M3K/B	\$1,999 ⁹⁹	\$300	\$1,699 ⁹⁹
Alpha 7C + 28-70mm Zoom Lens (All Colors)	ILCE7CL	\$1,899 ⁹⁹	\$300	\$1,599 ⁹⁹
Alpha 7 III Body	ILCE7M3/B	\$1,799 ⁹⁹	\$300	\$1,499 ⁹⁹
Alpha 7C Body (All Colors)	ILCE7C	\$1,599 ⁹⁹	\$300	\$1,299 ⁹⁹
Alpha 6600 + 18-135mm Zoom Lens	ILCE6600M/B	\$1,599 ⁹⁹	\$200	\$1,399 ⁹⁹
Alpha 7 II + 28-70mm Zoom Lens	ILCE7M2K/B	\$1,599 ⁹⁹	\$600	\$99999
Alpha 7 II Body	ILCE7M2/B	\$1,39999	\$500	\$89999
Alpha 6400 + 18-135mm Zoom Lens	ILCE6400M/B	\$1,29999	\$150	\$1,149 ⁹⁹
Alpha 6600 Body	ILCE6600/B	\$1,199 ⁹⁹	\$200	\$99999
Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses	ILCE6100Y/B	\$1,099 ⁹⁹	\$200	\$89999
Alpha 6400 + 16-50mm Power Zoom Lens	ILCE6400L/B	\$99999	\$150	\$849 ⁹⁹
Alpha 6400 Body	ILCE6400/B	\$89999	\$150	\$749 ⁹⁹
Alpha 6100 + 16-50mm Power Zoom Lens	ILCE6100L/B	\$84999	\$150	\$699 ⁹⁹
Alpha 6100 Body	ILCE6100/B	\$749 ⁹⁹	\$150	\$599 ⁹⁹
Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors)	ILCZVE10L	\$799 ⁹⁹	\$100	\$699 ⁹⁹
Alpha ZV-E10 Body (All Colors)	ILCZVE10	\$699 ⁹⁹	\$100	\$599 ⁹⁹
ZV-1 II Camera (All Colors)	ZV1M2	\$89999	\$100	\$799 ⁹⁹
ZV-1 Camera (All Colors)	DCZV1	\$749 ⁹⁹	\$150	\$599 ⁹⁹
ZV-1F Vlog camera (All Colors)	ZV1F	\$499 ⁹⁹	\$100	\$399 ⁹⁹
FULL-FRAME LENSES	MODEL #	REC	GULAR	NSTANT SA

ZV-1F Vlog camera (All Colors)	ZV1F \$499°	⁹ \$100	\$399	99	
FULL-FRAME LENSES	MODEL#	REGULAR	INSTANT REBATE	SALE PRICE	BUNDLE & SAV
FE 12-24mm F2.8 GM	SEL1224GM	\$2,999 ⁹⁹	\$100	\$2,899 ⁹⁹	OFFER
FE 14mm F1.8 GM	SEL14F18GM	\$1.59999	\$100	\$1,49999	_
FE PZ 16-35mm F4 G	SELP1635G	\$1.199 ⁹⁹	\$100	\$1,09999	\$50
FE 20mm F1.8 G	SEL20F18G	\$89999	\$100	\$799 ⁹⁹	\$50
FE 20-70mm F4 G	SEL2070G	\$1,09999	\$100	\$99999	-
FE 24mm F1.4 GM	SEL24F14GM	\$1,39999	\$100	\$1,29999	
FE 24mm F2.8 G	SEL24F14GIVI	\$59999	\$50	\$549 ⁹⁹	\$50
FE 24-70mm F4 ZA OSS	SEL2470ZB	\$89999	\$200	\$69999	\$5U -
FE 24-70mm F2.8 GM	SEL2470GM	\$1,699 ⁹⁹	\$100	\$1,59999	\$100
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,29999	\$200	\$1,09999	\$100
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,04999	\$100	\$94999	-
FE 35mm F1.4 GM	SEL35F14GM	\$1,39999	\$100	\$1,29999	
FE 35mm F1.8	SEL35F18F	\$74999	\$100	\$64999	\$50
FE 40mm F2.5 G	SEL40F25G	\$59999	\$50	\$549 ⁹⁹	\$50
FE 50mm F2.5 G	SEL50F25G	\$599 ⁹⁹	\$50	\$549 ⁹⁹	\$50
FE 50mm F1.2 GM	SEL50F12GM	\$1,99999	\$100	\$1,89999	_
FE 50mm F1.4 GM	SEL50F14GM	\$1,299 ⁹⁹	\$100	\$1,199 ⁹⁹	\$100
FE 50mm F1.8	SEL50F18F/2	\$249 ⁹⁹	\$50	\$199 ⁹⁹	\$30
FE 55mm F1.8 ZA	SEL55F18Z	\$99999	\$100	\$89999	_
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$1,99999	\$100	\$1,89999	\$100
FE 70-200mm F4 G OSS	SEL70200G	\$1,19999	\$100	\$1,09999	_
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,27499	\$100	\$1,174 ⁹⁹	_
FE 85mm F1.8	SEL85F18/2	\$599 ⁹⁹	\$50	\$549 ⁹⁹	\$50
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1.09999	\$100	\$99999	-
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499 ⁹⁹	\$100	\$2,39999	_
FE PZ 28-135mm F4 G OSS	SEL100400GW SELP28135G	\$2,49999	\$100	\$2,39999	
				\$1,89999	
	CELONOGOOC	(11 00 099			
FE 200-600mm F5.6-6.3 G OSS Talescopyorter bundled with: SEI 100400GM SEI 200600G	SEL200600G	\$1,999 ⁹⁹	\$100	\$1,099°°	
FE 200-600mm F5.6-6.3 G OSS Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2	SEL200600G SEL14TC / SEL20TC	\$1,999 ⁹⁹ \$549 ⁹⁹	-	-	\$200
Teleconverter bundled with: SEL100400GM, SEL200600G,		\$54999	-	_	\$200
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2 APS-C LENSES	SEL14TC / SEL20TC MODEL #	\$549 ⁹⁹ REGULAR PRICE	- INSTANT REBATE	SALE PRICE	\$200 BUNDLE & SAV OFFER
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G	SEL14TC / SEL20TC MODEL # SELP1020G	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹	INSTANT REBATE \$100	SALE PRICE \$64999	\$200 BUNDLE & SAV OFFER \$50
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹	INSTANT REBATE \$100 \$50	SALE PRICE \$649 ⁹⁹ \$499 ⁹⁹	\$200 BUNDLE & SAV OFFER \$50 \$50
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$749 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100	5ALE PRICE \$64999 \$49999 \$64999	\$200 BUNDLE & SAV OFFER \$50 \$50 \$50
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$749 ⁹⁹ \$1,399 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100	- SALE PRICE \$649 ⁹⁹ \$499 ⁹⁹ \$649 ⁹⁹ \$1,299 ⁹⁹	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$50 \$100
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$749 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100	- SALE PRICE \$649 ⁹⁹ \$499 ⁹⁹ \$1,299 ⁹⁹ \$549 ⁹⁹	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$749 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50	- SALE PRICE \$64999 \$49999 \$549999 \$524999	\$200 BUNDLE & SAV OFFER \$50 \$50 \$100
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$50 \$50	- SALE PRICE \$649°9 \$499°9 \$1,299°9 \$549°9 \$249°9 \$4249°9	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100 - - -
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS (All colors)	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL35F18	\$549 ⁹⁹ REGULAR \$749 ⁹⁹ \$549 ⁹⁹ \$749 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$500 \$550 \$550 \$550	- SALE PRICE \$64999 \$49999 \$1,29999 \$54999 \$42499 \$29999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GMZ APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G	\$549 ⁹⁹ REGULAR \$749 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$50 \$50 \$50 \$50 \$100	SALE PRICE \$64999 \$49999 \$64999 \$1,29999 \$54999 \$24999 \$424999 \$424999 \$889999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100 \$50
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GMZ APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL35F18	\$549 ⁹⁹ REGULAR \$749 ⁹⁹ \$549 ⁹⁹ \$749 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$50 \$50 \$50 \$50 \$100	SALE PRICE \$64999 \$49999 \$64999 \$1,29999 \$54999 \$24999 \$424999 \$424999 \$889999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$100 \$50 BUNDLE & SAN
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G	\$549 ⁹⁹ REGULAR \$749 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE	- SALE PRICE \$64999 \$49999 \$1,29999 \$54999 \$42499 \$29999 \$89999 \$ALE PRICE	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100 \$50
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SEL918105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL50F18 SEL70350G MODEL # ECMS1	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹ REGULAR PRICE	- INSTANT REBATE \$100 \$50 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$100	SALE PRICE \$64999 \$49999 \$64999 \$1,29999 \$54999 \$24999 \$424999 \$424999 \$889999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100 \$50 BUNDLE & SAN OFFER
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$749 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹ REGULAR PRICE \$419 ⁹⁹ \$469 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$100 \$120	SALE PRICE \$64999 \$49999 \$64999 \$1,29999 \$54999 \$24999 \$24999 \$42499 \$29999 \$89999 \$ALE PRICE \$31999 \$34999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100 \$50 BUNDLE & SAN OFFER -
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GMZ APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Single-channel Wireless Mic	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3S	\$54999 REGULAR PRICE \$74999 \$54999 \$1,39999 \$64999 \$477499 \$34999 \$99999 REGULAR PRICE \$41999 \$446999 \$34999	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$100 \$120 \$50	- SALE PRICE \$64999 \$49999 \$54999 \$24999 \$42499 \$29999 \$ALE PRICE \$31999 \$34999 \$29999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$100 BUNDLE & SAN OFFER
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GMZ APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Single-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3 CEAM1920T	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$469 ⁹⁹ \$419 ⁹⁹ \$419 ⁹⁹ \$419 ⁹⁹ \$419 ⁹⁹ \$1,399 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$100 \$120 \$550 \$470	- SALE PRICE \$649°9 \$499°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9 \$349°9 \$349°9 \$299°9 \$929°9	\$200 BUNDLE & SAV OFFER \$50 \$50 \$50 \$100
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB Sony CFexpress Type A Memory Card 960GB	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3 ECMW3S CEAM1920T CEAM960T	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹ REGULAR PRICE \$419 ⁹⁹ \$469 ⁹⁹ \$349 ⁹⁹ \$1,399 ⁹⁹ \$749 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$100 \$120 \$50 \$470 \$200	- SALE PRICE \$64999 \$49999 \$54999 \$89999 \$34999 \$34999 \$34999 \$34999 \$34999 \$34999 \$554999 \$554999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100 \$50 BUNDLE & SAN OFFER \$100 \$50
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Single-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB Sony CFexpress Type A 640GB CFexpress Type A 640GB	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15514G SEL1655G SEL918105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3 ECMW35 CEAM1920T CEAM960T CEAG640T	\$549 ⁹⁹ REGULAR \$749 ⁹⁹ \$549 ⁹⁹ \$749 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹ REGULAR PRICE \$419 ⁹⁹ \$469 ⁹⁹ \$349 ⁹⁹ \$1,399 ⁹⁹ \$1,399 ⁹⁹ \$749 ⁹⁹ \$999 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$100 \$120 \$50 \$200 \$200	- SALE PRICE \$64999 \$49999 \$54999 \$24999 \$89999 \$81,29999 \$34999 \$29999 \$34999 \$29999 \$54999 \$79999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100 \$50 BUNDLE & SAN OFFER \$100 \$50 \$100
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.8 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Single-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB Sony CFexpress Type A Memory Card 960GB CFexpress Type A 640GB CFexpress Type A Memory Card 320GB	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T CEAG320T	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$749 ⁹⁹ \$649 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$474 ⁹⁹ \$999 ⁹⁹ REGULAR PRICE \$419 ⁹⁹ \$469 ⁹⁹ \$349 ⁹⁹ \$1,399 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$100 INSTANT REBATE \$100 \$120 \$50 \$470 \$2200 \$180	SALE PRICE \$64999 \$49999 \$64999 \$1,29999 \$54999 \$42499 \$29999 \$889999 SALE PRICE \$31999 \$34999 \$54999 \$54999 \$54999 \$54999 \$54999 \$79999 \$46999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100 \$50 BUNDLE & SAN OFFER \$100 \$50 \$100 \$50
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB Sony CFexpress Type A Memory Card 960GB CFexpress Type A 640GB CFexpress Type A Memory Card 320GB	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T CEAG320T CEAG160T	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹ REGULAR PRICE \$419 ⁹⁹ \$1,399 ⁹⁹ \$1,399 ⁹⁹ \$1,399 ⁹⁹ \$1,399 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$1,399 ⁹⁹ \$1,399 ⁹⁹ \$1,399 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$50 \$50 \$50 \$50 \$100 \$120 \$50 \$470 \$200 \$180 \$130	- SALE PRICE \$64999 \$49999 \$54999 \$29999 \$54999 \$54999 \$54999 \$34999 \$34999 \$34999 \$54999 \$779999 \$46999 \$26999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$100 \$50 BUNDLE & SAN OFFER \$100 \$50 \$100 \$50 \$440
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Single-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB Sony CFexpress Type A Memory Card 960GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 320GB CFexpress Type A 160GB UHS-II G TOUGH series 256GB	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3 CEAM1920T CEAM960T CEAG320T CEAG320T CEAG160T SFG256T/T1	\$54999 REGULAR \$74999 \$54999 \$54999 \$1,39999 \$447499 \$34999 \$99999 REGULAR \$41999 \$46999 \$34999 \$1,39999 \$74999 \$54999 \$34999 \$34999 \$54999 \$34999 \$34999 \$34999 \$34999 \$34999	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$100 \$120 \$50 \$470 \$200 \$180 \$130 \$130 \$100	- SALE PRICE \$64999 \$49999 \$54999 \$29999 \$54999 \$29999 \$54999 \$54999 \$29999 \$54999 \$54999 \$54999 \$54999 \$54999 \$29999 \$54999 \$29999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$100 \$50 BUNDLE & SAN OFFER \$100 \$50 \$100 \$50 \$40
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 30mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB Sony CFexpress Type A Memory Card 960GB CFexpress Type A 640GB CFexpress Type A Memory Card 320GB CFexpress Type A 160GB UHS-II G TOUGH series 256GB UHS-II G TOUGH series 128GB	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T CEAG320T CEAG160T SFG256T/T1 SFG128T/T1	\$549 ⁹⁹ REGULAR PRICE \$749 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹ \$469 ⁹⁹ \$1,399 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$399 ⁹⁹ \$649 ⁹⁹ \$399 ⁹⁹ \$649 ⁹⁹ \$399 ⁹⁹ \$209 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$50 \$100 \$10	- SALE PRICE \$64999 \$49999 \$54999 \$89999 \$54999 \$54999 \$34999 \$34999 \$34999 \$29999 \$54999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$100 \$50 BUNDLE & SAN OFFER \$100 \$50 \$100 \$50 \$40 \$50 \$25
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Single-channel Wireless Mic Single-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB Sony CFexpress Type A Memory Card 960GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 320GB CFexpress Type A 160GB UHS-II G TOUGH series 256GB UHS-II G TOUGH series 128GB Vlogger Accessory Kit	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SEL918105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3 CEAM1920T CEAM960T CEAG640T CEAG320T CEAG160T SFG256T/T1 SFG128T/T1 ACCVC1	\$54999 REGULAR \$74999 \$54999 \$54999 \$1,39999 \$644999 \$47499 \$34999 \$41999 \$46999 \$34999 \$1,39999 \$74999 \$34999 \$1,39999 \$74999 \$34999 \$34999 \$54999 \$14999	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$100 \$100 \$1	- SALE PRICE \$64999 \$49999 \$11,29999 \$24999 \$29999 \$34999 \$29999 \$54999 \$54999 \$29999 \$54999 \$54999 \$54999 \$54999 \$15999 \$15999 \$115999 \$114999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100 \$50 BUNDLE & SAN OFFER \$100 \$50 \$100 \$50 \$40 \$550 \$25 \$50
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.8 E 15mm F1.8 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Single-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB Sony CFexpress Type A Memory Card 960GB CFexpress Type A Memory Card 320GB CFexpress Type A 160GB CFexpress Type A 160GB UHS-II G TOUGH series 128GB Vlogger Accessory Kit Creator Accessory Kit II	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T CEAG320T CEAG160T SFG256T/T1 SFG128T/T1 ACCVC1 ACCVC2	\$549 ⁹⁹ REGULAR \$749 ⁹⁹ \$549 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$4774 ⁹⁹ \$3999 ⁹⁹ REGULAR PRICE \$419 ⁹⁹ \$349 ⁹⁹ \$349 ⁹⁹ \$1,399 ⁹⁹ \$149 ⁹⁹ \$399 ⁹⁹ \$549 ⁹⁹ \$299 ⁹⁹ \$549 ⁹⁹ \$399 ⁹⁹ \$399 ⁹⁹ \$209 ⁹⁹ \$149 ⁹⁹ \$249 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$100 \$120 \$50 \$120 \$50 \$120 \$120 \$50 \$130 \$120 \$50 \$100 \$120 \$120 \$120 \$120 \$120 \$120 \$12	- SALE PRICE \$64999 \$49999 \$54999 \$29999 \$54999 \$79999 \$29999 \$79999 \$26999 \$26999 \$15999 \$115999 \$24999	\$200 BUNDLE & SAN OFFER \$50 \$50 \$50 \$100 \$50 BUNDLE & SAN OFFER \$100 \$50 \$100 \$50 \$40 \$50 \$25 \$50
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB Sony CFexpress Type A Memory Card 960GB CFexpress Type A Hemory Card 320GB CFexpress Type A Memory Card 320GB CFexpress Type A Hemory Card 320GB CFexpress Type A 160GB UHS-II G TOUGH series 256GB UHS-II G TOUGH series 128GB Vlogger Accessory Kit Creator Accessory Kit II Wireless Radio Flash GN60	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3 ECMW3 CEAM1920T CEAM960T CEAG640T CEAG640T CEAG320T CEAG160T SFG256T/T1 SFG128T/T1 ACCVC1 ACCVC2 HVLF60RM2	\$54999 REGULAR \$74999 \$54999 \$54999 \$1,39999 \$644999 \$47499 \$34999 \$41999 \$46999 \$34999 \$1,39999 \$74999 \$34999 \$1,39999 \$74999 \$34999 \$34999 \$54999 \$14999	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$100 \$100 \$1	- SALE PRICE \$64999 \$49999 \$11,29999 \$24999 \$29999 \$34999 \$29999 \$54999 \$54999 \$29999 \$54999 \$54999 \$54999 \$54999 \$15999 \$15999 \$115999 \$114999	\$200 BUNDLE & SAV OFFER \$50 \$50 \$50 \$100 \$50 BUNDLE & SAV OFFER \$100 \$50 \$100 \$50 \$40 \$50 \$50 \$50 \$50 \$50
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB Sony CFexpress Type A Memory Card 960GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 320GB CFexpress Type A 160GB UHS-II G TOUGH series 256GB UHS-II G TOUGH series 128GB Vlogger Accessory Kit Creator Accessory Kit II Wireless Radio Flash GN60 Vertical Grip for Alpha 7IV, Alpha 75III, Alpha 1, Alpha 9 II, Alp	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW3 ECMW3 CEAM1920T CEAM960T CEAG640T CEAG640T CEAG320T CEAG160T SFG256T/T1 SFG128T/T1 ACCVC1 ACCVC2 HVLF60RM2	\$549 ⁹⁹ REGULAR \$749 ⁹⁹ \$549 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$4774 ⁹⁹ \$3999 ⁹⁹ REGULAR PRICE \$419 ⁹⁹ \$349 ⁹⁹ \$349 ⁹⁹ \$1,399 ⁹⁹ \$149 ⁹⁹ \$399 ⁹⁹ \$549 ⁹⁹ \$299 ⁹⁹ \$549 ⁹⁹ \$399 ⁹⁹ \$399 ⁹⁹ \$209 ⁹⁹ \$149 ⁹⁹ \$249 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$100 \$120 \$50 \$120 \$50 \$120 \$120 \$50 \$130 \$120 \$50 \$100 \$120 \$120 \$120 \$120 \$120 \$120 \$12	- SALE PRICE \$64999 \$49999 \$54999 \$29999 \$54999 \$79999 \$29999 \$79999 \$26999 \$26999 \$15999 \$115999 \$24999	\$200 BUNDLE & SAV OFFER \$50 \$50 \$50 \$100 \$50 BUNDLE & SAV OFFER \$100 \$50 \$100 \$50 \$40 \$50 \$25 \$50
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2 APS-C LENSES E PZ 10-20mm F4 G E 11mm F1.8 E 15mm F1.4 G E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS E 50mm F1.8 OSS (All colors) E 70-350mm F4.5-6.3 G OSS ACCESSORIES Wireless Streaming Mic Dual-channel Wireless Mic Single-channel Wireless Mic Sony CFexpress Type A Memory Card 1920GB Sony CFexpress Type A Memory Card 960GB CFexpress Type A 640GB CFexpress Type A 160GB UHS-II G TOUGH series 256GB UHS-II G TOUGH series 128GB Vireless Radio Flash GN60	SEL14TC / SEL20TC MODEL # SELP1020G SEL11F18 SEL15F14G SEL1655G SEL918105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G MODEL # ECMS1 ECMW3 ECMW35 CEAM1920T CEAM960T CEAG640T CEAG320T CEAG160T SFG256T/T1 SFG128T/T1 ACCVC1 ACCVC2 HVLF60RM2	\$549 ⁹⁹ REGULAR \$749 ⁹⁹ \$549 ⁹⁹ \$549 ⁹⁹ \$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹ REGULAR \$149 ⁹⁹ \$349 ⁹⁹ \$469 ⁹⁹ \$349 ⁹⁹ \$1,399 ⁹⁹ \$749 ⁹⁹ \$999 ⁹⁹ \$649 ⁹⁹ \$399 ⁹⁹ \$149 ⁹⁹ \$249 ⁹⁹ \$249 ⁹⁹ \$549 ⁹⁹	- INSTANT REBATE \$100 \$50 \$100 \$100 \$50 \$50 \$50 \$100 \$120 \$50 \$120 \$550 \$550 \$100 \$120 \$550 \$100 \$120 \$550 \$100 \$120 \$550 \$100 \$120 \$550 \$100 \$120 \$550 \$100 \$1500	- SALE PRICE \$64999 \$49999 \$54999 \$29999 \$54999 \$26999 \$26999 \$115999 \$14999 \$24999 \$44999 \$44999 \$44999 \$44999 \$44999 \$44999	\$200 BUNDLE & SA\ OFFER \$50 \$50 \$50 \$100 \$50 BUNDLE & SA\ OFFER \$100 \$50 \$100 \$50 \$40 \$50 \$25 \$50