SONY

SAVE **%\$1,500**



C 1 BODY REG: \$6,499** **SALE: \$4,999****



CX 7 R ▼ BODY
REG: \$3,899** SALE: \$3,399**



グブ皿 + 28-70MM LENS REG: \$1,999⁹⁹ SALE: \$1,499⁹⁹



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

+ ADDITIONAL \$100 OFF WHEN BUNDLED WITH ACCVC2 CREATOR ACCESSORY KIT



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

+ ADDITIONAL \$100 OFF WHEN BUNDLED WITH ACCVC2 CREATOR ACCESSORY KIT



ZV-1F + ULTRA-WIDE 20MM LENS REG: \$499⁹⁹ SALE: \$399⁹⁹

+ ADDITIONAL \$80 OFF WHEN BUNDLED WITH 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



SEL2470GM FE 24-70MM F2.8 GM REG: \$1,699⁹⁹ SALE: \$1,599⁹⁹ SAVE \$100

+ ADDITIONAL \$100 OFF WHEN BUNDLED WITH A CAMERA



SEL70200GM FE 70-200MM F2.8 GM OSS

REG: \$1,999⁹⁹ SALE: **\$1,899**⁹⁹ 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
JUST 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.

Alpha 7R V Body	LE ICE	SALE PRICE	INSTANT REBATE	REGULAR PRICE	MODEL #	CAMERAS
Alpha 7S III Body	99 ⁹⁹	\$4,999	\$1,500	\$6,499 ⁹⁹	ILCE1/B	Alpha 1 Body
Alpha 7R IV Body	1 99 99	\$3,499	\$500	\$3,89999	ILCE7RM5/B	Alpha 7R V Body
Alpha 7 IV + 28-70mm Zoom Lens ILCE7M4K/B \$2,69999 \$400 \$2,2 Alpha 7 IV Body ILCE7M4/B \$2,49999 \$400 \$2,0 Alpha ZV-E1 + 28-60mm Zoom Lens (All Colors) ILCZVE1L \$2,49999 \$300 \$2,1 Alpha ZV-E1 Body (All Colors) ILCZYE1 \$2,19999 \$300 \$2,1 Alpha 7R III Body ILCE7RM3A/B \$2,19999 \$200 \$1,5 Alpha 7C + 28-70mm Zoom Lens (All Colors) ILCE7CL \$1,89999 \$100 \$1,7 Alpha 7 III Body ILCE7M3K/B \$1,79999 \$500 \$1,2 Alpha 7 III Body ILCE7M3/B \$1,79999 \$500 \$1,2 Alpha 7 II Body ILCE7C \$1,59999 \$100 \$1,2 Alpha 6600 + 18-135mm Zoom Lens ILCE6600M/B \$1,59999 \$200 \$1,3 Alpha 7 II Body ILCE7M2K/B \$1,59999 \$600 \$99 Alpha 6600 + 18-135mm Zoom Lens ILCE6600/MB \$1,29999 \$500 \$89 Alpha 6400 + 18-50mm Fower Zoom Lens ILCE6600/B \$1,19999 \$200 <td>9999</td> <td>\$3,199°</td> <td>\$300</td> <td>\$3,49999</td> <td>ILCE7SM3/B</td> <td>Alpha 7S III Body</td>	9999	\$3,199°	\$300	\$3,49999	ILCE7SM3/B	Alpha 7S III Body
Alpha 7 IV Body ILCE7M4/B \$2,499 ⁹⁹ \$400 \$2,0 Alpha ZV-E1 + 28-60mm Zoom Lens (All Colors) ILCZVE1L \$2,499 ⁹⁹ \$300 \$2,7 Alpha ZV-E1 Body (All Colors) ILCZVE1 \$2,199 ⁹⁹ \$300 \$1,8 Alpha 7R III Body ILCERM3A/B \$2,199 ⁹⁹ \$200 \$1,8 Alpha 7 III Body ILCE7CL \$1,899 ⁹⁹ \$100 \$1,7 Alpha 7 III Body ILCE7M3K/B \$1,999 ⁹⁹ \$500 \$1,4 Alpha 7 III Body ILCE7M3/B \$1,799 ⁹⁹ \$500 \$1,2 Alpha 7 II Body ILCE7C \$1,599 ⁹⁹ \$500 \$1,2 Alpha 6600 + 18-135mm Zoom Lens ILCE6600M/B \$1,599 ⁹⁹ \$200 \$1,3 Alpha 7 II + 28-70mm Zoom Lens ILCE7M2K/B \$1,599 ⁹⁹ \$200 \$1,3 Alpha 7 II Body ILCE7M2/B \$1,399 ⁹⁹ \$500 \$99 Alpha 6400 + 18-135mm Zoom Lens ILCE6400M/B \$1,299 ⁹⁹ \$150 \$1,1 Alpha 6600 Body ILCE6600M/B \$1,199 ⁹⁹ \$200 \$99 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100L/B \$999 ⁹⁹ <	99 ⁹⁹	\$2,999	\$200	\$3,199 ⁹⁹	ILCE7RM4A/B	Alpha 7R IV Body
Alpha ZV-E1 + 28-60mm Zoom Lens (All Colors) ILCZVE1L \$2,499 ⁹⁹ \$300 \$2,1 Alpha ZV-E1 Body (All Colors) ILCZVE1 \$2,199 ⁹⁹ \$300 \$1,8 Alpha 7R III Body ILCETRM3A/B \$2,199 ⁹⁹ \$200 \$1,8 Alpha 7C + 28-70mm Zoom Lens (All Colors) ILCETCL \$1,899 ⁹⁹ \$100 \$1,7 Alpha 7 III Body ILCETM3K/B \$1,799 ⁹⁹ \$500 \$1,2 Alpha 7 C Body (All Colors) ILCETC \$1,599 ⁹⁹ \$500 \$1,4 Alpha 6600 + 18-135mm Zoom Lens ILCEFCC \$1,599 ⁹⁹ \$200 \$1,7 Alpha 7 II Body ILCETMZK/B \$1,599 ⁹⁹ \$200 \$1,7 Alpha 7 II Body ILCETMZK/B \$1,599 ⁹⁹ \$500 \$99 Alpha 6400 + 18-135mm Zoom Lens ILCEFM2/B \$1,399 ⁹⁹ \$500 \$99 Alpha 6400 + 18-135mm Zoom Lens ILCE6600/B \$1,199 ⁹⁹ \$150 \$1,1 Alpha 6600 Body ILCE6600/B \$1,199 ⁹⁹ \$200 \$99 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100/Y/B \$1,099 ⁹⁹ \$150 \$84 Alpha 6100 + 16-50mm Power Zoom L	9999	\$2,2999	\$400	\$2,69999	ILCE7M4K/B	Alpha 7 IV + 28-70mm Zoom Lens
Alpha ZV-E1 Body (All Colors) ILCZVE1 \$2,19999 \$300 \$1,6 Alpha 7R III Body ILCETRM3A/B \$2,19999 \$200 \$1,5 Alpha 7C + 28-70mm Zoom Lens (All Colors) ILCETCL \$1,89999 \$100 \$1,7 Alpha 7 III + 28-70mm Zoom Lens ILCETM3K/B \$1,99999 \$500 \$1,4 Alpha 7 III Body ILCETM3/B \$1,79999 \$500 \$1,2 Alpha 7 C Body (All Colors) ILCETC \$1,59999 \$500 \$1,2 Alpha 6600 + 18-135mm Zoom Lens ILCE6600M/B \$1,59999 \$600 \$99 Alpha 7 II Body ILCE7M2K/B \$1,39999 \$600 \$99 Alpha 6400 + 18-135mm Zoom Lens ILCE7M2/B \$1,39999 \$500 \$89 Alpha 6400 + 18-135mm Zoom Lens ILCE6400M/B \$1,29999 \$150 \$89 Alpha 6600 Body ILCE6600/B \$1,19999 \$200 \$99 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100Y/B \$1,09999 \$200 \$89 Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400/B \$89999 \$150 \$84 Alpha 6100 + 16-50mm Power Zoom Lens <td< td=""><td>9999</td><td>\$2,0999</td><td>\$400</td><td>\$2,49999</td><td>ILCE7M4/B</td><td>Alpha 7 IV Body</td></td<>	9999	\$2,0999	\$400	\$2,49999	ILCE7M4/B	Alpha 7 IV Body
Alpha 7R III Body ILCE7RM3A/B \$2,19999 \$200 \$1,5 Alpha 7C + 28-70mm Zoom Lens (All Colors) ILCE7CL \$1,89999 \$100 \$1,7 Alpha 7 III + 28-70mm Zoom Lens ILCE7M3K/B \$1,99999 \$500 \$1,4 Alpha 7 III Body ILCE7M3K/B \$1,79999 \$500 \$1,4 Alpha 7 C Body (All Colors) ILCE7C \$1,59999 \$100 \$1,4 Alpha 6600 + 18-135mm Zoom Lens ILCE6600M/B \$1,59999 \$200 \$1,3 Alpha 7 II Body ILCE7M2K/B \$1,59999 \$600 \$99 Alpha 7 II Body ILCE7M2K/B \$1,39999 \$600 \$99 Alpha 6400 + 18-135mm Zoom Lens ILCE6400M/B \$1,29999 \$500 \$89 Alpha 6600 Body ILCE6600/B \$1,19999 \$200 \$99 Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses ILCE6100/B \$1,09999 \$200 \$89 Alpha 6400 Body ILCE6400/B \$99999 \$150 \$84 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6400/B \$89999 \$150 \$74 Alpha 6100 Body ILCE6100/B \$74999	9999	\$2,199°	\$300	\$2,499 ⁹⁹	ILCZVE1L	Alpha ZV-E1 + 28-60mm Zoom Lens (All Colors)
Alpha 7C + 28-70mm Zoom Lens (All Colors) ILCETCL \$1,899 ⁹⁹ \$100 \$1,7 Alpha 7 III + 28-70mm Zoom Lens ILCETM3K/B \$1,999 ⁹⁹ \$500 \$1,4 Alpha 7 III Body ILCETM3K/B \$1,799 ⁹⁹ \$500 \$1,2 Alpha 7C Body (All Colors) ILCETC \$1,599 ⁹⁹ \$100 \$1,5 Alpha 6600 + 18-135mm Zoom Lens ILCE6600M/B \$1,599 ⁹⁹ \$200 \$1,3 Alpha 7 II + 28-70mm Zoom Lens ILCE7M2K/B \$1,599 ⁹⁹ \$600 \$99 Alpha 7 II Body ILCE7M2/B \$1,399 ⁹⁹ \$500 \$89 Alpha 6400 + 18-135mm Zoom Lens ILCE6400M/B \$1,299 ⁹⁹ \$150 \$1,4 Alpha 6600 Body ILCE6600/B \$1,199 ⁹⁹ \$200 \$99 Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses ILCE6100Y/B \$1,099 ⁹⁹ \$200 \$89 Alpha 6400 Body ILCE6400/B \$999 ⁹⁹ \$150 \$84 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6400/B \$899 ⁹⁹ \$150 \$74 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100/B \$749 ⁹⁹ \$150 \$69 Alpha 6100 + 16-	9999	\$1,899	\$300	\$2,199 ⁹⁹	ILCZVE1	Alpha ZV-E1 Body (All Colors)
Alpha 7C + 28-70mm Zoom Lens (All Colors) ILCETCL \$1,899 ⁹⁹ \$100 \$1,7 Alpha 7 III + 28-70mm Zoom Lens ILCETM3K/B \$1,999 ⁹⁹ \$500 \$1,4 Alpha 7 III Body ILCETM3K/B \$1,799 ⁹⁹ \$500 \$1,2 Alpha 7C Body (All Colors) ILCETC \$1,599 ⁹⁹ \$100 \$1,5 Alpha 6600 + 18-135mm Zoom Lens ILCE6600M/B \$1,599 ⁹⁹ \$200 \$1,3 Alpha 7 II + 28-70mm Zoom Lens ILCE7M2K/B \$1,599 ⁹⁹ \$600 \$99 Alpha 7 II Body ILCE7M2/B \$1,399 ⁹⁹ \$500 \$89 Alpha 6400 + 18-135mm Zoom Lens ILCE6400M/B \$1,299 ⁹⁹ \$150 \$1,4 Alpha 6600 Body ILCE6600/B \$1,199 ⁹⁹ \$200 \$99 Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses ILCE6100Y/B \$1,099 ⁹⁹ \$200 \$89 Alpha 6400 Body ILCE6400/B \$999 ⁹⁹ \$150 \$84 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6400/B \$899 ⁹⁹ \$150 \$74 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100/B \$749 ⁹⁹ \$150 \$69 Alpha 6100 + 16-	9999	\$1,999	\$200	\$2,199 ⁹⁹	ILCE7RM3A/B	Alpha 7R III Body
Alpha 7 III Body ILCE7M3/B \$1,79999 \$500 \$1,2 Alpha 7C Body (All Colors) ILCE7C \$1,59999 \$100 \$1,4 Alpha 6600 + 18-135mm Zoom Lens ILCE6600M/B \$1,59999 \$200 \$1,3 Alpha 7 II + 28-70mm Zoom Lens ILCE7M2/B \$1,59999 \$600 \$99 Alpha 7 II Body ILCE7M2/B \$1,39999 \$500 \$89 Alpha 6400 + 18-135mm Zoom Lens ILCE6400M/B \$1,29999 \$150 \$1,1 Alpha 6600 Body ILCE6600/B \$1,19999 \$200 \$99 Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses ILCE6100Y/B \$1,09999 \$200 \$89 Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400L/B \$99999 \$150 \$84 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6400L/B \$89999 \$150 \$74 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100L/B \$84999 \$150 \$59 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100L/B \$74999 \$150 \$59 Alpha 6100 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10L \$79999 \$150 \$59 Alpha 2V-E	9999	\$1,799°	\$100	\$1,899 ⁹⁹	ILCE7CL	Alpha 7C + 28-70mm Zoom Lens (All Colors)
Alpha 7C Body (All Colors) ILCE7C \$1,59999 \$100 \$1,4 Alpha 6600 + 18-135mm Zoom Lens ILCE6600M/B \$1,59999 \$200 \$1,3 Alpha 7 II + 28-70mm Zoom Lens ILCE7M2K/B \$1,59999 \$600 \$99 Alpha 7 II Body ILCE7M2K/B \$1,39999 \$500 \$89 Alpha 6400 + 18-135mm Zoom Lens ILCE6400M/B \$1,29999 \$150 \$1,1 Alpha 6600 Body ILCE6600/B \$1,19999 \$200 \$99 Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses ILCE6100Y/B \$1,09999 \$200 \$89 Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400L/B \$99999 \$150 \$84 Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400/B \$89999 \$150 \$74 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100/B \$84999 \$150 \$59 Alpha 6100 Body ILCE6100/B \$74999 \$150 \$59 Alpha 2V-E10 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10 \$79999 \$100 \$69 Alpha ZV-E10 Body (All Colors) ILCZVE10 \$69999 \$100 \$59	9999	\$1,499	\$500	\$1,99999	ILCE7M3K/B	Alpha 7 III + 28-70mm Zoom Lens
Alpha 6600 + 18-135mm Zoom Lens ILCE6600M/B \$1,59999 \$200 \$1,5 Alpha 7 II + 28-70mm Zoom Lens ILCE7M2K/B \$1,59999 \$600 \$99 Alpha 7 II Body ILCE7M2/B \$1,39999 \$500 \$89 Alpha 6400 + 18-135mm Zoom Lens ILCE6400M/B \$1,29999 \$150 \$1,1 Alpha 6600 Body ILCE6600/B \$1,19999 \$200 \$99 Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses ILCE6100Y/B \$1,09999 \$200 \$89 Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400L/B \$99999 \$150 \$84 Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400/B \$89999 \$150 \$74 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100L/B \$84999 \$150 \$69 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100L/B \$74999 \$150 \$69 Alpha 6100 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10L \$79999 \$100 \$69 Alpha 2V-E10 Body (All Colors) ILCZVE10 \$69999 \$100 \$59	9999	\$1,2999	\$500	\$1,799 ⁹⁹	ILCE7M3/B	Alpha 7 III Body
Alpha 7 II + 28-70mm Zoom Lens ILCE7M2K/B \$1,599 ⁹⁹ \$600 \$99 Alpha 7 II Body ILCE7M2/B \$1,399 ⁹⁹ \$500 \$89 Alpha 6400 + 18-135mm Zoom Lens ILCE6400M/B \$1,299 ⁹⁹ \$150 \$1,1 Alpha 6600 Body ILCE6600/B \$1,199 ⁹⁹ \$200 \$99 Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses ILCE66100Y/B \$1,099 ⁹⁹ \$200 \$89 Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400L/B \$999 ⁹⁹ \$150 \$84 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6400L/B \$849 ⁹⁹ \$150 \$74 Alpha 6100 Body ILCE6100L/B \$849 ⁹⁹ \$150 \$69 Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10 \$799 ⁹⁹ \$100 \$69 Alpha ZV-E10 Body (All Colors) ILCZVE10 \$699 ⁹⁹ \$100 \$59	9999	\$1,499	\$100	\$1,599 ⁹⁹	ILCE7C	Alpha 7C Body (All Colors)
Alpha 7 II Body ILCE7M2/B \$1,39999 \$500 \$89 Alpha 6400 + 18-135mm Zoom Lens ILCE6400M/B \$1,29999 \$150 \$1,1 Alpha 6600 Body ILCE6600/B \$1,19999 \$200 \$99 Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses ILCE6100Y/B \$1,09999 \$200 \$89 Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400L/B \$99999 \$150 \$84 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6400L/B \$84999 \$150 \$74 Alpha 6100 Body ILCE6100L/B \$74999 \$150 \$59 Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10L \$79999 \$100 \$69 Alpha ZV-E10 Body (All Colors) ILCZVE10 \$69999 \$100 \$59	9999	\$1,399 ⁹	\$200	\$1,599 ⁹⁹	ILCE6600M/B	Alpha 6600 + 18-135mm Zoom Lens
Alpha 6400 + 18-135mm Zoom Lens ILCE6400M/B \$1,29999 \$150 \$1,1 Alpha 6600 Body ILCE6600/B \$1,19999 \$200 \$99 Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses ILCE6100Y/B \$1,09999 \$200 \$89 Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400L/B \$99999 \$150 \$84 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100L/B \$84999 \$150 \$74 Alpha 6100 Body ILCE6100L/B \$74999 \$150 \$59 Alpha 2V-E10 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10L \$79999 \$100 \$69 Alpha ZV-E10 Body (All Colors) ILCZVE10 \$69999 \$100 \$59	999	\$99999	\$600	\$1,599 ⁹⁹	ILCE7M2K/B	Alpha 7 II + 28-70mm Zoom Lens
Alpha 6600 Body ILCE6600/B \$1,19939 \$200 \$99 Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses ILCE6100Y/B \$1,09999 \$200 \$89 Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400L/B \$99999 \$150 \$84 Alpha 6400 Body ILCE6400L/B \$89999 \$150 \$74 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100L/B \$84999 \$150 \$69 Alpha 6100 Body ILCE6100/B \$74999 \$150 \$59 Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10L \$79999 \$100 \$69 Alpha ZV-E10 Body (All Colors) ILCZVE10 \$69999 \$100 \$59	999	\$89999	\$500	\$1,399 ⁹⁹	ILCE7M2/B	Alpha 7 II Body
Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses ILCE6100Y/B \$1,09999 \$200 \$89 Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400L/B \$99999 \$150 \$84 Alpha 6400 Body ILCE6400/B \$89999 \$150 \$74 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100L/B \$84999 \$150 \$69 Alpha 6100 Body ILCE6100L/B \$74999 \$150 \$59 Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10L \$79999 \$100 \$69 Alpha ZV-E10 Body (All Colors) ILCZVE10 \$69999 \$100 \$59		\$1,149°	\$150	\$1,299 ⁹⁹	ILCE6400M/B	Alpha 6400 + 18-135mm Zoom Lens
Alpha 6400 + 16-50mm Power Zoom Lens ILCE6400L/B \$99999 \$150 \$84 Alpha 6400 Body ILCE6400/B \$89999 \$150 \$74 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100L/B \$84999 \$150 \$69 Alpha 6100 Body ILCE6100L/B \$74999 \$150 \$59 Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10L \$79999 \$100 \$69 Alpha ZV-E10 Body (All Colors) ILCZVE10 \$69999 \$100 \$59	999	\$99999	\$200	\$1,199 ⁹⁹	ILCE6600/B	Alpha 6600 Body
Alpha 6400 Body ILCE6400/B \$89999 \$150 \$74 Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100L/B \$84999 \$150 \$69 Alpha 6100 Body ILCE6100/B \$74999 \$150 \$59 Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10L \$79999 \$100 \$69 Alpha ZV-E10 Body (All Colors) ILCZVE10 \$69999 \$100 \$59	999	\$89999	\$200	\$1,09999	ILCE6100Y/B	Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses
Alpha 6100 + 16-50mm Power Zoom Lens ILCE6100L/B \$849 ⁹⁹ \$150 \$69 Alpha 6100 Body ILCE6100/B \$749 ⁹⁹ \$150 \$59 Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10L \$799 ⁹⁹ \$100 \$69 Alpha ZV-E10 Body (All Colors) ILCZVE10 \$699 ⁹⁹ \$100 \$59	999	\$84999	\$150	\$99999	ILCE6400L/B	Alpha 6400 + 16-50mm Power Zoom Lens
Alpha 6100 Body ILCE6100/B \$74999 \$150 \$59 Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10L \$79999 \$100 \$69 Alpha ZV-E10 Body (All Colors) ILCZVE10 \$69999 \$100 \$59	999	\$749 ⁹⁹	\$150	\$89999	ILCE6400/B	Alpha 6400 Body
Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors) ILCZVE10L \$79999 \$100 \$69 Alpha ZV-E10 Body (All Colors) ILCZVE10 \$69999 \$100 \$59	9 99	\$699 ⁹⁹	\$150	\$84999	ILCE6100L/B	Alpha 6100 + 16-50mm Power Zoom Lens
Alpha ZV-E10 Body (All Colors) ILCZVE10 \$699 ⁹⁹ \$100 \$59	999	\$59999	\$150		ILCE6100/B	Alpha 6100 Body
	999	\$69999	\$100		ILCZVE10L	Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors)
7\/-1 Camera (A Colors)	999	\$59999	\$100	\$69999	ILCZVE10	Alpha ZV-E10 Body (All Colors)
24 in Carriera (7th Colors) 2010 \$15	999	\$799 ⁹⁹	\$100	\$89999	ZV1M2	ZV-1 II Camera (All Colors)
ZV-1 Camera (All Colors) DCZV1 \$749 ⁹⁹ \$100 \$64	999	\$64999	\$100	\$749 ⁹⁹	DCZV1	ZV-1 Camera (All Colors)
ZV-1F Vlog camera (All Colors) ZV1F \$499 ⁹⁹ \$100 \$39 FULL-FRAME LENSES MODEL # REGULAR INSTANT	9 ⁹⁹ S	\$39999			ZV1F	, , , , , , , , , , , , , , , , , , ,

ZV-1F Vlog camera (All Colors)	ZV1F \$499 ⁹⁹	7.00			
FULL-FRAME LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
FE 12-24mm F2.8 GM	SEL1224GM	\$2,99999	\$100	\$2,89999	_
FE 14mm F1.8 GM	SEL14F18GM	\$1,59999	\$100	\$1,49999	_
FE PZ 16-35mm F4 G	SELP1635G	\$1,19999	\$100	\$1,09999	\$50
FE 20mm F1.8 G	SEL20F18G	\$89999	\$100	\$79999	\$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	SEL24F28G	\$59999	\$50	\$54999	\$50
FE 24-70mm F4 ZA OSS	SEL2470ZB	\$89999	\$200	\$69999	_
FE 24-70mm F2.8 GM	SEL2470GM	\$1,69999	\$100	\$1,599 ⁹⁹	\$100
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,299 ⁹⁹	\$200	\$1,09999	\$100
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,04999	\$100	\$949 ⁹⁹	_
FE 35mm F1.4 GM	SEL35F14GM	\$1,399 ⁹⁹	\$100	\$1,299 ⁹⁹	_
FE 35mm F1.8	SEL35F18F	\$74999	\$100	\$649 ⁹⁹	\$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	\$1,999 ⁹⁹	\$100	\$1,899 ⁹⁹	_
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	\$899 ⁹⁹	_
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$1,999 ⁹⁹	\$100	\$1,899 ⁹⁹	\$100
FE 70-200mm F4 G OSS	SEL70200G	\$1,199 ⁹⁹	\$100	\$1,099 ⁹⁹	_
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 ⁹⁹	\$100	\$1,174 ⁹⁹	_
FE 85mm F1.8	SEL85F18/2	\$59999	\$50	\$549 ⁹⁹	\$50
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 ⁹⁹	\$100	\$999 ⁹⁹	_
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,49999	\$100	\$2,399 ⁹⁹	_
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 ⁹⁹	\$100	\$2,399 ⁹⁹	_
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$1,999 ⁹⁹	\$100	\$1,899 ⁹⁹	_
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200GZ, SEL70200GM or SEL70200GM2	SEL14TC / SEL20TC	\$549 ⁹⁹	-	_	\$200
APS-C LENSES	MODEL#	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
E PZ 10-20mm F4 G	SELP1020G	\$749 ⁹⁹	\$100	\$649 ⁹⁹	\$50
E 11mm F1.8	SEL11F18	\$54999	\$50	\$49999	\$50
		7	\$100		\$50
F 15mm F1 4 G	SFI 15F14G	\$749 99		\$649 ⁹⁹	
E 15mm F1.4 G	SEL15F14G SEL1655G	\$749 ⁹⁹ \$1 399 ⁹⁹		\$649 ⁹⁹ \$1,299 ⁹⁹	
E 16-55mm F2.8 G	SEL1655G	\$1,39999	\$100	\$1,299 ⁹⁹	\$100
E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS	SEL1655G SELP18105G	\$1,399 ⁹⁹ \$649 ⁹⁹	\$100 \$100	\$1,299 ⁹⁹ \$549 ⁹⁹	\$100
E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro	SEL1655G SELP18105G SEL30M35	\$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹	\$100 \$100 \$50	\$1,299 ⁹⁹ \$549 ⁹⁹ \$249 ⁹⁹	\$100 - -
E 16-55mm F2.8 G E PZ 18-105mm F4 G OSS E 30mm F3.5 Macro E 35mm F1.8 OSS	SEL1655G SELP18105G SEL30M35 SEL35F18	\$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹	\$100 \$100 \$50 \$50	\$1,299 ⁹⁹ \$549 ⁹⁹ \$249 ⁹⁹ \$424 ⁹⁹	\$100 -
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)	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18	\$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹	\$100 \$100 \$50 \$50 \$50	\$1,299 ⁹⁹ \$549 ⁹⁹ \$249 ⁹⁹ \$424 ⁹⁹ \$299 ⁹⁹	\$100 - - - - -
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	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G	\$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹	\$100 \$100 \$50 \$50 \$50 \$100	\$1,299°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9	\$100 - - - - - - \$50
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	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL #	\$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹ REGULAR PRICE	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE	\$1,2999 \$54999 \$24999 \$42499 \$29999 \$89999 \$ALLE PRICE	\$100 - - - - - \$50 BUNDLE & SAVE OFFER
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 Digital Shotgun Microphone	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1	\$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹ REGULAR PRICE \$349 ⁹⁹	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REATE \$50	\$1,299°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9 \$ALE PRICE \$299°9	\$100 - - - - \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1)
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 Digital Shotgun Microphone Wireless Streaming Microphone	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR PRICE \$349°9 \$419°9	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$50 \$100	\$1,299°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9 \$ALE PRICE \$299°9 \$319°9	\$100 - - - - \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1)
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR PRICE \$349°9 \$419°9 \$469°9	\$100 \$100 \$50 \$50 \$50 \$100 \$100 \$100 \$120	\$1,299°9 \$549°9 \$249°9 \$249°9 \$299°9 \$899°9 \$ALE PRICE \$299°9 \$319°9 \$349°9	\$100 - - - \$50 BUNDLE & SAVE OFFER \$50 (\$200 W/ZVE1) - -
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3S	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR PRICE \$349°9 \$419°9 \$469°9 \$349°9	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$50 \$100 \$120 \$50	\$1,299°9 \$549°9 \$249°9 \$299°9 \$899°9 \$ALE \$299°9 \$319°9 \$349°9 \$299°9	\$100 - - - \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1) - -
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3 ECMW3S CEAM1920T	\$1,399 ⁹⁹ \$649 ⁹⁹ \$299 ⁹⁹ \$474 ⁹⁹ \$349 ⁹⁹ \$999 ⁹⁹ REGULAR PRICE \$349 ⁹⁹ \$419 ⁹⁹ \$469 ⁹⁹ \$349 ⁹⁹ \$1,399 ⁹⁹	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$50 \$120 \$120 \$50 \$470	\$1,299°9 \$549°9 \$249°9 \$299°9 \$899°9 \$810°E \$299°9 \$319°9 \$349°9 \$299°9 \$929°9	\$100 - - - \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1) - - \$100
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB CFexpress Type A Memory Card 960GB	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3 ECMW3S CEAM1920T CEAM960T	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR PROJECT \$349°9 \$419°9 \$469°9 \$349°9 \$1,399°9 \$749°9	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$50 \$100 \$120 \$50 \$470 \$200	\$1,299°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9 \$ALE \$299°9 \$319°9 \$349°9 \$299°9 \$929°9 \$549°9	\$100 - - - \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1) - - \$100 \$50
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB CFexpress Type A Memory Card 640GB	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR PRICE \$349°9 \$419°9 \$469°9 \$349°9 \$1,399°9 \$749°9 \$999°9	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$50 \$100 \$120 \$50 \$470 \$200 \$200	\$1,299°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9 \$ALE \$299°9 \$319°9 \$349°9 \$299°9 \$929°9 \$549°9	\$100 - - - \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1) - - \$100 \$50 \$100
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB CFexpress Type A Memory Card 640GB CFexpress Type A Memory Card 640GB CFexpress Type A Memory Card 320GB	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T CEAG320T	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR PRICE \$349°9 \$419°9 \$469°9 \$1,399°9 \$749°9 \$999°9 \$649°9	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REATE \$50 \$100 \$120 \$50 \$470 \$200 \$180	\$1,299°9 \$549°9 \$249°9 \$299°9 \$899°9 \$ALE PRICE \$299°9 \$319°9 \$349°9 \$299°9 \$549°9 \$799°9 \$469°9	\$100 - - - \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1) - - \$100 \$50 \$100 \$50
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB CFexpress Type A Memory Card 640GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 160GB	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3 ECMW3CEM920T CEAM960T CEAG640T CEAG320T CEAG160T	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR PRICAR S349 °9 \$419°9 \$469°9 \$349°9 \$1,399°9 \$749°9 \$999°9 \$649°9 \$399°9	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REBATE \$50 \$1120 \$50 \$470 \$200 \$180 \$130	\$1,299°9 \$549°9 \$249°9 \$299°9 \$899°9 \$ALE \$299°9 \$319°9 \$349°9 \$299°9 \$549°9 \$799°9 \$469°9 \$269°9	\$100 \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1) \$100 \$50 \$100 \$50 \$40
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB CFexpress Type A Memory Card 960GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 160GB UHS-II G TOUGH series 256GB	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3 ECMW3CEAM960T CEAM960T CEAG320T CEAG160T SFG256T/T1	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR PRICE \$349°9 \$419°9 \$449°9 \$349°9 \$1,399°9 \$749°9 \$999°9 \$649°9 \$399°9	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REPATE \$50 \$120 \$50 \$470 \$200 \$130 \$130 \$130	\$1,299°9 \$549°9 \$249°9 \$424°9 \$899°9 \$899°9 \$816E \$299°9 \$319°9 \$349°9 \$299°9 \$549°9 \$799°9 \$469°9 \$269°9 \$2299°9	\$100
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB CFexpress Type A Memory Card 960GB CFexpress Type A Memory Card 640GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 160GB UHS-II G TOUGH series 256GB UHS-II G TOUGH series 128GB	SEL1655G SELP18105G SEL30M35 SEL39F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T CEAG160T SFG256T/T1 SFG128T/T1	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR \$349°9 \$419°9 \$449°9 \$349°9 \$1,399°9 \$749°9 \$999°9 \$649°9 \$3999°9 \$3999°9 \$209°9	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REPATE \$50 \$120 \$50 \$470 \$200 \$130 \$130 \$130 \$100 \$50	\$1,299°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9 \$819°9 \$319°9 \$349°9 \$299°9 \$549°9 \$799°9 \$469°9 \$269°9 \$299°9 \$159°9	\$100
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB CFexpress Type A Memory Card 960GB CFexpress Type A Memory Card 640GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 160GB UFS-II G TOUGH series 256GB UHS-II G TOUGH series 128GB Vlogger Accessory Kit	SEL1655G SELP18105G SEL30M35 SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T CEAG320T CEAG160T SFG256T/T1 SFG128T/T1 ACCVC1	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR PRICE \$349°9 \$419°9 \$469°9 \$349°9 \$1,399°9 \$749°9 \$999°9 \$649°9 \$399°9 \$209°9 \$149°9	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REPATE \$50 \$120 \$50 \$470 \$200 \$130 \$130 \$130	\$1,299°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9 \$119°9 \$319°9 \$319°9 \$3299°9 \$549°9 \$549°9 \$799°9 \$469°9 \$269°9 \$299°9 \$1159°9 \$1149°9	\$100 \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1) \$100 \$50 \$100 \$50 \$40 \$50 \$25 \$50 (\$80 w/ZV1F)
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB CFexpress Type A Memory Card 960GB CFexpress Type A Memory Card 640GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 160GB UHS-II G TOUGH series 256GB UHS-II G TOUGH series 128GB Vlogger Accessory Kit	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T CEAG320T CEAG160T SFG256T/T1 SFG128T/T1 ACCVC1 ACCVC2	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR \$349°9 \$419°9 \$449°9 \$349°9 \$1,399°9 \$749°9 \$999°9 \$649°9 \$3999°9 \$3999°9 \$209°9	\$100 \$100 \$50 \$50 \$50 \$100 INSTANT REATE \$50 \$100 \$120 \$50 \$470 \$200 \$180 \$130 \$100 \$50	\$1,299°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9 \$819°9 \$319°9 \$349°9 \$299°9 \$549°9 \$799°9 \$469°9 \$269°9 \$299°9 \$159°9	\$100
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB CFexpress Type A Memory Card 960GB CFexpress Type A Memory Card 640GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 160GB UHS-II G TOUGH series 256GB UHS-II G TOUGH series 128GB Vlogger Accessory Kit Creator Accessory Kit Wireless Radio Flash GN60 Vertical Grip for Alpha 7IV, Alpha 7SIII, Alpha 1, Alpha 9 II,	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T CEAG320T CEAG160T SFG256T/T1 SFG128T/T1 ACCVC1 ACCVC2 HVLF60RM2	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR \$349°9 \$419°9 \$469°9 \$349°9 \$1,399°9 \$749°9 \$999°9 \$649°9 \$399°9 \$209°9 \$149°9 \$249°9 \$249°9 \$549°9	\$100 \$100 \$50 \$50 \$50 \$100 \$100 \$1100 \$120 \$50 \$470 \$200 \$180 \$130 \$100 \$50	\$1,299°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9 \$ALE \$299°9 \$319°9 \$349°9 \$299°9 \$549°9 \$799°9 \$469°9 \$269°9 \$159°9 \$159°9 \$149°9 \$249°9 \$499°9	\$100 \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1) \$100 \$50 \$100 \$50 \$100 \$50 \$40 \$50 \$25 \$25 \$50 (\$80 w/ZV1F)
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB CFexpress Type A Memory Card 960GB CFexpress Type A Memory Card 640GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 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 7SIII, Alpha 1, Alpha 9 II, Alpha 7R IV and Alpha 7R V	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T CEAG320T CEAG160T SFG256T/T1 SFG128T/T1 ACCVC1 ACCVC2 HVLF60RM2 VGC4EM	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR FRICE \$349°9 \$419°9 \$469°9 \$349°9 \$749°9 \$999°9 \$649°9 \$399°9 \$209°9 \$149°9 \$249°9 \$349°9 \$349°9 \$399°9 \$399°9 \$399°9 \$399°9 \$399°9 \$399°9 \$399°9 \$399°9 \$399°9	\$100 \$100 \$50 \$50 \$50 \$100 \$100 \$120 \$50 \$470 \$200 \$180 \$130 \$100 \$50 \$50	\$1,299°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9 \$ALE \$299°9 \$319°9 \$349°9 \$299°9 \$549°9 \$799°9 \$469°9 \$269°9 \$159°9 \$149°9 \$249°9 \$349°9 \$349°9	\$100 \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1) \$100 \$50 \$100 \$50 \$100 \$50 \$40 \$50 \$25 \$25 \$50 (\$80 w/ZV1F) \$100 \$100
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 Digital Shotgun Microphone Wireless Streaming Microphone Dual-channel Wireless Microphone Single-channel Wireless Microphone CFexpress Type A Memory Card 1920GB CFexpress Type A Memory Card 960GB CFexpress Type A Memory Card 640GB CFexpress Type A Memory Card 320GB CFexpress Type A Memory Card 160GB UHS-II G TOUGH series 256GB UHS-II G TOUGH series 128GB Vlogger Accessory Kit Creator Accessory Kit Wireless Radio Flash GN60 Vertical Grip for Alpha 7IV, Alpha 7SIII, Alpha 1, Alpha 9 II,	SEL1655G SELP18105G SEL30M35 SEL35F18 SEL50F18 SEL50F18 SEL70350G MODEL # ECMM1 ECMS1 ECMW3 ECMW3S CEAM1920T CEAM960T CEAG640T CEAG320T CEAG160T SFG256T/T1 SFG128T/T1 ACCVC1 ACCVC2 HVLF60RM2	\$1,399°9 \$649°9 \$299°9 \$474°9 \$349°9 \$999°9 REGULAR \$349°9 \$419°9 \$469°9 \$349°9 \$1,399°9 \$749°9 \$999°9 \$649°9 \$399°9 \$209°9 \$149°9 \$249°9 \$249°9 \$549°9	\$100 \$100 \$50 \$50 \$50 \$100 \$100 \$1100 \$120 \$50 \$470 \$200 \$180 \$130 \$100 \$50	\$1,299°9 \$549°9 \$249°9 \$424°9 \$299°9 \$899°9 \$ALE \$299°9 \$319°9 \$349°9 \$299°9 \$549°9 \$799°9 \$469°9 \$269°9 \$159°9 \$159°9 \$149°9 \$249°9 \$499°9	\$100 \$50 BUNDLE & SAVE OFFER \$50 (\$200 w/ZVE1) \$100 \$50 \$100 \$50 \$100 \$50 \$40 \$50 \$25 \$25 \$50 (\$80 w/ZV1F)

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