

# SONY

## SAVE UP TO \$1,500

SAVE \$1,500

LOWEST PRICE EVER!



**α1** BODY

REG: \$6,499<sup>99</sup> SALE: \$4,999<sup>99</sup>

SAVE \$500



**α7R V** BODY

REG: \$3,899<sup>99</sup> SALE: \$3,399<sup>99</sup>

SAVE \$500



**α7 III + 28-70MM LENS**

REG: \$1,999<sup>99</sup> SALE: \$1,499<sup>99</sup>

SAVE \$100



**ZV-E10 + 16-50MM LENS**

REG: \$799<sup>99</sup> SALE: \$699<sup>99</sup>

Available in black and white

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

SAVE \$100



**ZV-1 II + FIXED 18-50MM LENS**

REG: \$899<sup>99</sup> SALE: \$799<sup>99</sup>

Available in black and white

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

SAVE \$100



**ZV-1F + ULTRA-WIDE 20MM LENS**

REG: \$499<sup>99</sup> SALE: \$399<sup>99</sup>

Available in black and white

**+ ADDITIONAL \$80 OFF WHEN BUNDLED WITH ACCVC1 ACCESSORY KIT**



SEL24105G  
FE 24-105MM  
F4 G OSS

REG: \$1,299<sup>99</sup>  
SALE: \$1,099<sup>99</sup>  
SAVE \$200

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



SEL50F14GM  
FE 50MM F1.4 GM

REG: \$1,299<sup>99</sup>  
SALE: \$1,199<sup>99</sup>  
SAVE \$100

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



SEL2470GM  
FE 24-70MM F2.8 GM

REG: \$1,699<sup>99</sup>  
SALE: \$1,599<sup>99</sup>  
SAVE \$100

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



SEL70200GM  
FE 70-200MM  
F2.8 GM OSS

REG: \$1,999<sup>99</sup>  
SALE: \$1,899<sup>99</sup>  
SAVE \$100

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



ECMS1  
WIRELESS  
STREAMING MIC

REG: \$419<sup>99</sup>  
SALE: \$319<sup>99</sup>  
SAVE \$100



ECMW3  
DUAL-CHANNEL  
WIRELESS MIC

REG: \$469<sup>99</sup>  
SALE: \$349<sup>99</sup>  
SAVE \$120



ECMW3S  
DUAL-CHANNEL  
WIRELESS MIC

REG: \$349<sup>99</sup>  
SALE: \$299<sup>99</sup>  
SAVE \$50

# 2x

**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.

LIMITED TIME SAVINGS: DEC 16 - DEC 29, 2024

CAMERAS	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
Alpha 1 Body	ILCE1/B	\$6,499 <sup>99</sup>	\$1,500	\$4,999 <sup>99</sup>
Alpha 7R V Body	ILCE7RM5/B	\$3,899 <sup>99</sup>	\$500	\$3,499 <sup>99</sup>
Alpha 7S III Body	ILCE7SM3/B	\$3,499 <sup>99</sup>	\$300	\$3,199 <sup>99</sup>
Alpha 7R IV Body	ILCE7RM4A/B	\$3,199 <sup>99</sup>	\$200	\$2,999 <sup>99</sup>
Alpha 7 IV + 28-70mm Zoom Lens	ILCE7M4K/B	\$2,699 <sup>99</sup>	\$400	\$2,299 <sup>99</sup>
Alpha 7 IV Body	ILCE7M4/B	\$2,499 <sup>99</sup>	\$400	\$2,099 <sup>99</sup>
Alpha ZV-E1 + 28-60mm Zoom Lens (All Colors)	ILCZVE1L	\$2,499 <sup>99</sup>	\$300	\$2,199 <sup>99</sup>
Alpha ZV-E1 Body (All Colors)	ILCZVE1	\$2,199 <sup>99</sup>	\$300	\$1,899 <sup>99</sup>
Alpha 7R III Body	ILCE7RM3A/B	\$2,199 <sup>99</sup>	\$200	\$1,999 <sup>99</sup>
Alpha 7C + 28-70mm Zoom Lens (All Colors)	ILCE7CL	\$1,899 <sup>99</sup>	\$100	\$1,799 <sup>99</sup>
Alpha 7 III + 28-70mm Zoom Lens	ILCE7M3K/B	\$1,999 <sup>99</sup>	\$500	\$1,499 <sup>99</sup>
Alpha 7 III Body	ILCE7M3/B	\$1,799 <sup>99</sup>	\$500	\$1,299 <sup>99</sup>
Alpha 7C Body (All Colors)	ILCE7C	\$1,599 <sup>99</sup>	\$100	\$1,499 <sup>99</sup>
Alpha 6600 + 18-135mm Zoom Lens	ILCE6600M/B	\$1,599 <sup>99</sup>	\$200	\$1,399 <sup>99</sup>
Alpha 7 II + 28-70mm Zoom Lens	ILCE7M2K/B	\$1,599 <sup>99</sup>	\$600	\$999 <sup>99</sup>
Alpha 7 II Body	ILCE7M2/B	\$1,399 <sup>99</sup>	\$500	\$899 <sup>99</sup>
Alpha 6400 + 18-135mm Zoom Lens	ILCE6400M/B	\$1,299 <sup>99</sup>	\$150	\$1,149 <sup>99</sup>
Alpha 6600 Body	ILCE6600/B	\$1,199 <sup>99</sup>	\$200	\$999 <sup>99</sup>
Alpha 6100 + 16-50mm + 55-210mm Zoom Lenses	ILCE6100Y/B	\$1,099 <sup>99</sup>	\$200	\$899 <sup>99</sup>
Alpha 6400 + 16-50mm Power Zoom Lens	ILCE6400L/B	\$999 <sup>99</sup>	\$150	\$849 <sup>99</sup>
Alpha 6400 Body	ILCE6400/B	\$899 <sup>99</sup>	\$150	\$749 <sup>99</sup>
Alpha 6100 + 16-50mm Power Zoom Lens	ILCE6100L/B	\$849 <sup>99</sup>	\$150	\$699 <sup>99</sup>
Alpha 6100 Body	ILCE6100/B	\$749 <sup>99</sup>	\$150	\$599 <sup>99</sup>
Alpha ZV-E10 + 16-50mm Power Zoom Lens (All Colors)	ILCZVE10L	\$799 <sup>99</sup>	\$100	\$699 <sup>99</sup>
Alpha ZV-E10 Body (All Colors)	ILCZVE10	\$699 <sup>99</sup>	\$100	\$599 <sup>99</sup>
ZV-1 II Camera (All Colors)	ZV1M2	\$899 <sup>99</sup>	\$100	\$799 <sup>99</sup>
ZV-1 Camera (All Colors)	DCZV1	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>
ZV-1F Vlog camera (All Colors)	ZV1F	\$499 <sup>99</sup>	\$100	\$399 <sup>99</sup>

FULL-FRAME LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
FE 12-24mm F2.8 GM	SEL1224GM	\$2,999 <sup>99</sup>	\$100	\$2,899 <sup>99</sup>	-
FE 14mm F1.8 GM	SEL14F18GM	\$1,599 <sup>99</sup>	\$100	\$1,499 <sup>99</sup>	-
FE PZ 16-35mm F4 G	SELP1635G	\$1,199 <sup>99</sup>	\$100	\$1,099 <sup>99</sup>	\$50
FE 20mm F1.8 G	SEL20F18G	\$899 <sup>99</sup>	\$100	\$799 <sup>99</sup>	\$50
FE 20-70mm F4 G	SEL2070G	\$1,099 <sup>99</sup>	\$100	\$999 <sup>99</sup>	-
FE 24mm F1.4 GM	SEL24F14GM	\$1,399 <sup>99</sup>	\$100	\$1,299 <sup>99</sup>	-
FE 24mm F2.8 G	SEL24F28G	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$50
FE 24-70mm F4 ZA OSS	SEL2470ZB	\$899 <sup>99</sup>	\$200	\$699 <sup>99</sup>	-
FE 24-70mm F2.8 GM	SEL2470GM	\$1,699 <sup>99</sup>	\$100	\$1,599 <sup>99</sup>	\$100
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,299 <sup>99</sup>	\$200	\$1,099 <sup>99</sup>	\$100
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,049 <sup>99</sup>	\$100	\$949 <sup>99</sup>	-
FE 35mm F1.4 GM	SEL35F14GM	\$1,399 <sup>99</sup>	\$100	\$1,299 <sup>99</sup>	-
FE 35mm F1.8	SEL35F18F	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$50
FE 40mm F2.5 G	SEL40F25G	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$50
FE 50mm F2.5 G	SEL50F25G	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$50
FE 50mm F1.2 GM	SEL50F12GM	\$1,999 <sup>99</sup>	\$100	\$1,899 <sup>99</sup>	-
FE 50mm F1.4 GM	SEL50F14GM	\$1,299 <sup>99</sup>	\$100	\$1,199 <sup>99</sup>	\$100
FE 50mm F1.8	SEL50F18F/2	\$249 <sup>99</sup>	\$50	\$199 <sup>99</sup>	\$30
FE 55mm F1.8 ZA	SEL55F18Z	\$999 <sup>99</sup>	\$100	\$899 <sup>99</sup>	-
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$1,999 <sup>99</sup>	\$100	\$1,899 <sup>99</sup>	\$100
FE 70-200mm F4 G OSS	SEL70200G	\$1,199 <sup>99</sup>	\$100	\$1,099 <sup>99</sup>	-
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 <sup>99</sup>	\$100	\$1,174 <sup>99</sup>	-
FE 85mm F1.8	SEL85F18/2	\$599 <sup>99</sup>	\$50	\$549 <sup>99</sup>	\$50
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 <sup>99</sup>	\$100	\$999 <sup>99</sup>	-
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499 <sup>99</sup>	\$100	\$2,399 <sup>99</sup>	-
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 <sup>99</sup>	\$100	\$2,399 <sup>99</sup>	-
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$1,999 <sup>99</sup>	\$100	\$1,899 <sup>99</sup>	-
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2	SEL14TC / SEL20TC	\$549 <sup>99</sup>	-	-	\$200

APS-C LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
E PZ 10-20mm F4 G	SELP1020G	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$50
E 11mm F1.8	SEL11F18	\$549 <sup>99</sup>	\$50	\$499 <sup>99</sup>	\$50
E 15mm F1.4 G	SEL15F14G	\$749 <sup>99</sup>	\$100	\$649 <sup>99</sup>	\$50
E 16-55mm F2.8 G	SEL1655G	\$1,399 <sup>99</sup>	\$100	\$1,299 <sup>99</sup>	\$100
E PZ 18-105mm F4 G OSS	SELP18105G	\$649 <sup>99</sup>	\$100	\$549 <sup>99</sup>	-
E 30mm F3.5 Macro	SEL30M35	\$299 <sup>99</sup>	\$50	\$249 <sup>99</sup>	-
E 35mm F1.8 OSS	SEL35F18	\$474 <sup>99</sup>	\$50	\$424 <sup>99</sup>	-
E 50mm F1.8 OSS (All colors)	SEL50F18	\$349 <sup>99</sup>	\$50	\$299 <sup>99</sup>	-
E 70-350mm F4.5-6.3 G OSS	SEL70350G	\$999 <sup>99</sup>	\$100	\$899 <sup>99</sup>	\$50

ACCESSORIES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE	BUNDLE & SAVE OFFER
Digital Shotgun Microphone	ECMM1	\$349 <sup>99</sup>	\$50	\$299 <sup>99</sup>	\$50 (\$200 w/ZVE1)
Wireless Streaming Microphone	ECMS1	\$419 <sup>99</sup>	\$100	\$319 <sup>99</sup>	-
Dual-channel Wireless Microphone	ECMW3	\$469 <sup>99</sup>	\$120	\$349 <sup>99</sup>	-
Single-channel Wireless Microphone	ECMW3S	\$349 <sup>99</sup>	\$50	\$299 <sup>99</sup>	-
CFexpress Type A Memory Card 1920GB	CEAM1920T	\$1,399 <sup>99</sup>	\$470	\$929 <sup>99</sup>	\$100
CFexpress Type A Memory Card 960GB	CEAM960T	\$749 <sup>99</sup>	\$200	\$549 <sup>99</sup>	\$50
CFexpress Type A Memory Card 640GB	CEAG640T	\$999 <sup>99</sup>	\$200	\$799 <sup>99</sup>	\$100
CFexpress Type A Memory Card 320GB	CEAG320T	\$649 <sup>99</sup>	\$180	\$469 <sup>99</sup>	\$50
CFexpress Type A Memory Card 160GB	CEAG160T	\$399 <sup>99</sup>	\$130	\$269 <sup>99</sup>	\$40
UHS-II G TOUGH series 256GB	SFG256T/T1	\$399 <sup>99</sup>	\$100	\$299 <sup>99</sup>	\$50
UHS-II G TOUGH series 128GB	SFG128T/T1	\$209 <sup>99</sup>	\$50	\$159 <sup>99</sup>	\$25
Vlogger Accessory Kit	ACCV1	\$149 <sup>99</sup>	-	\$149 <sup>99</sup>	\$50 (\$80 w/ZV1F)
Creator Accessory Kit II	ACCV2	\$249 <sup>99</sup>	-	\$249 <sup>99</sup>	\$100
Wireless Radio Flash GN60	HVLF60RM2	\$549 <sup>99</sup>	\$50	\$499 <sup>99</sup>	-
Vertical Grip for Alpha 7IV, Alpha 7SIII, Alpha 1, Alpha 9 II, Alpha 7R IV and Alpha 7R V	VGC4EM	\$399 <sup>99</sup>	\$50	\$349 <sup>99</sup>	\$100
Vertical Grip for Alpha 9, Alpha 7R III, Alpha 7 III	VGC3EM	\$349 <sup>99</sup>	\$50	\$299 <sup>99</sup>	\$100
HVLF60RM2 flash bundled with Alpha 9 III or Alpha 1	HVLF60RM2	\$549 <sup>99</sup>	\$50	\$499 <sup>99</sup>	\$100

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