

Digital Imaging

Instant Savings May 5-11, 2025



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α1 Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE1/B	\$5,499 ⁹⁹	\$500	\$4,999⁹⁹
α7R V Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7RM5/B	\$3,899 ⁹⁹	\$400	\$3,499⁹⁹
α7S III Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7SM3/B	\$3,499 ⁹⁹	\$300	\$3,199⁹⁹
α7R IV Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7RM4A/B	\$3,199 ⁹⁹	\$400	\$2,799⁹⁹
α7CR Body Only - All Colors Bundle and save more. Check bundle chart for savings.	ILCE7CR	\$2,999 ⁹⁹	\$200	\$2,799⁹⁹
α7 IV + 28-70mm Zoom Lens - Black Bundle and save more. Check bundle chart for savings.	ILCE7M4K/B	\$2,699 ⁹⁹	\$500	\$2,199⁹⁹
α7 IV Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7M4/B	\$2,499 ⁹⁹	\$500	\$1,999⁹⁹
α7C II + 28-60mm Zoom Lens - All Colors Bundle and save more. Check bundle chart for savings.	ILCE7CM2L	\$2,499 ⁹⁹	\$200	\$2,299⁹⁹
α7C II Body Only - All Colors Bundle and save more. Check bundle chart for savings.	ILCE7CM2	\$2,199 ⁹⁹	\$200	\$1,999⁹⁹
ZV-E1 + 28-60mm Zoom Lens - All Colors Bundle and save more. Check bundle chart for savings.	ILCZVE1L	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
ZV-E1 Body Only - All Colors Bundle and save more. Check bundle chart for savings.	ILCZVE1	\$2,199 ⁹⁹	\$300	\$1,899⁹⁹
α7 III + 28-70mm Zoom Lens Bundle and save more.	ILCE7M3K/B	\$1,999 ⁹⁹	\$500	\$1,499⁹⁹
α7 III Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7M3/B	\$1,799 ⁹⁹	\$500	\$1,299⁹⁹
α7C + 28-60mm Zoom Lens - All Colors Bundle and save more. Check bundle chart for savings.	ILCE7CL	\$1,899 ⁹⁹	\$100	\$1,799⁹⁹
α7C Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE7C/B	\$1,599 ⁹⁹	\$100	\$1,499⁹⁹
α6600 + 18-135mm Zoom Lens - Black Bundle and save more. Check bundle chart for savings.	ILCE6600M/B	\$1,599 ⁹⁹	\$200	\$1,399⁹⁹
α6600 Body Only - Black Bundle and save more. Check bundle chart for savings.	ILCE6600/B	\$1,199 ⁹⁹	\$200	\$999⁹⁹

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Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 100–400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499 ⁹⁹	\$100	\$2,399⁹⁹
FE 50mm F1.2 GM	SEL50F12GM	\$1,999 ⁹⁹	\$100	\$1,899⁹⁹
FE 200–600mm F5.6–6.3 G OSS	SEL200600G	\$1,999 ⁹⁹	\$100	\$1,899⁹⁹
FE 70–200mm F2.8 GM OSS	SEL70200GM	\$1,999 ⁹⁹	\$100	\$1,899⁹⁹
FE 16–35mm F2.8 GM	SEL1635GM	\$1,899 ⁹⁹	\$100	\$1,799⁹⁹
FE 24–70mm F2.8 GM	SEL2470GM	\$1,699 ⁹⁹	\$200	\$1,499⁹⁹
FE 24mm F1.4 GM	SEL24F14GM	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
FE 35mm F1.4 GM	SEL35F14GM	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
FE 24–105mm F4 G OSS	SEL24105G/2	\$1,299 ⁹⁹	\$200	\$1,099⁹⁹
FE 50mm F1.4 GM	SEL50F14GM	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
FE PZ 16–35mm F4 G	SELP1635G	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
FE 20–70mm F4 G	SEL2070G	\$1,099 ⁹⁹	\$100	\$999⁹⁹
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 ⁹⁹	\$100	\$999⁹⁹
FE 24–240mm F3.5-6.3 OSS	SEL24240	\$1,049 ⁹⁹	\$100	\$949⁹⁹
Sonnar® T* FE 55mm F1.8 ZA	SEL55F18Z	\$999 ⁹⁹	\$100	\$899⁹⁹
FE 20mm F1.8 G	SEL20F18G	\$899 ⁹⁹	\$100	\$799⁹⁹
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470ZB	\$899 ⁹⁹	\$200	\$699⁹⁹
FE 35mm F1.8	SEL35F18F	\$749 ⁹⁹	\$100	\$649⁹⁹
FE 85mm F1.8	SEL85F18/2	\$599 ⁹⁹	\$50	\$549⁹⁹
FE 50mm F1.8	SEL50F18F/2	\$249 ⁹⁹	\$50	\$199⁹⁹

APS-C E-Mount Lenses

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
E 16–55mm F2.8 G	SEL1655G	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
E 15mm F1.4 G	SEL15F14G	\$749 ⁹⁹	\$100	\$649⁹⁹
E PZ 10–20mm F4 G	SELP1020G	\$749 ⁹⁹	\$100	\$649⁹⁹
E 50mm F1.8 OSS - All Colors	SEL50F18	\$349 ⁹⁹	\$50	\$299⁹⁹
E 30mm F3.5 Macro	SEL30M35	\$299 ⁹⁹	\$50	\$249⁹⁹

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DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Digital Shotgun Microphone	ECMB10	\$249 ⁹⁹	\$50	\$199⁹⁹
Shotgun Microphone for Multi interface shoe with Digital audio interface	ECMB1M	\$349 ⁹⁹	\$50	\$299⁹⁹
Digital Shotgun Microphone	ECMM1	\$349 ⁹⁹	\$50	\$299⁹⁹
Wireless Streaming Microphone	ECMS1	\$419 ⁹⁹	\$100	\$319⁹⁹
Dual-channel Wireless Microphone	ECMW3	\$469 ⁹⁹	\$120	\$349⁹⁹
Single-channel Wireless Microphone	ECMW3S	\$349 ⁹⁹	\$50	\$299⁹⁹
External Battery Adaptor for Flash	FAEBA1	\$249 ⁹⁹	\$50	\$199⁹⁹
Wireless Radio Flash GN46	HVLF46RM	\$399 ⁹⁹	\$30	\$369⁹⁹
Vertical Grip for α9, α7R III, α7 III	VGC3EM	\$349 ⁹⁹	\$50	\$299⁹⁹
Vertical Grip for α7IV, α7SIII, α1, α9 II, α7R IV and α7R V	VGC4EM	\$399 ⁹⁹	\$50	\$349⁹⁹
XLR Adaptor Kit for Multi interface shoe with Digital audio interface	XLRK3M	\$599 ⁹⁹	\$50	\$549⁹⁹

Cinema Line



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FX30 + XLR Handle Unit Bundle and save more. Check bundle chart for savings.	ILMEFX30	\$2,199 ⁹⁹	\$200	\$1,999⁹⁹
FX30 Body Only Bundle and save more. Check bundle chart for savings.	ILMEFX30B	\$1,799 ⁹⁹	\$200	\$1,599⁹⁹

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Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 80GB	CEAG80T	\$199 ⁹⁹	\$20	\$179⁹⁹
CFexpress Type A TOUGH 160GB	CEAG160T	\$399 ⁹⁹	\$130	\$269⁹⁹
CFexpress Type A TOUGH 320GB	CEAG320T	\$649 ⁹⁹	\$200	\$449⁹⁹
CFexpress Type A TOUGH 640GB	CEAG640T	\$999 ⁹⁹	\$245	\$754⁹⁹
CFexpress Type A TOUGH 960GB	CEAM960T	\$749 ⁹⁹	\$210	\$539⁹⁹
CFexpress Type A TOUGH 1920GB	CEAM1920T	\$1,399 ⁹⁹	\$480	\$919⁹⁹
CFexpress Type B Memory Card G series 240GB	CEBG240T	\$199 ⁹⁹	\$42	\$157⁹⁹
CFexpress Type B Memory Card G series 480GB	CEBG480T	\$319 ⁹⁹	\$80	\$239⁹⁹
UHS-II SD E series Memory Card 256GB	SFE256/T2	\$99 ⁹⁹	\$20	\$79⁹⁹
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	\$109 ⁹⁹	\$30	\$79⁹⁹
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	\$209 ⁹⁹	\$60	\$149⁹⁹
TOUGH G series UHS-II SD Memory Card 256GB	SFG256T/T1	\$399 ⁹⁹	\$130	\$269⁹⁹
TOUGH M series UHS-II SD Memory card 128GB	SFM128T/T1	\$69 ⁹⁹	\$8	\$61⁹⁹
TOUGH M series UHS-II SD Memory card 256GB	SFM256T/T1	\$129 ⁹⁹	\$40	\$89⁹⁹
TOUGH M series UHS-II SD Memory card 512GB	SFM512T/T1	\$229 ⁹⁹	\$60	\$169⁹⁹
UHS-II SD M series Memory card 128GB	SFM128/T2	\$64 ⁹⁹	\$4	\$60⁹⁹
UHS-II SD M series Memory card 256GB	SFM256/T2	\$119 ⁹⁹	\$25	\$94⁹⁹
UHS-II SD M series Memory card 512GB	SFM512/T2	\$224 ⁹⁹	\$50	\$174⁹⁹
UHS-II SD E series Memory Card 64GB A	SFE64A	\$29 ⁹⁹	\$3	\$26⁹⁹
UHS-II SD E series Memory Card 128GB A	SFE128A	\$44 ⁹⁹	\$8	\$36⁹⁹

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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, SEL24F28G, SEL35F18F, SEL40F25G, SEL50F25G, SEL70350G, SEL85F18/2, SELP1020G OR SELP1635G*	\$50
All ILC Models (Body or Kit)	SEL1655G, SEL55210/B, SEL2070G, SEL24105G/2, SEL2470GM, SEL70200GM, OR SEL50F14GM*	\$100
All ILC Models (Body or Kit)	FE 28-60mm F4-5.6 (SEL2860)*	\$200
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM OR SEL70200GM2	SEL14TC OR SEL20TC*	\$200
α7R V, α7R IV, α1, α1 II OR α9III	SEL300F28GM*	\$300
α7R V, α7R IV, α1, α1 II OR α9III	SEL100400GM, SEL200600G, SEL50F12GM, SEL1635GM2, SEL70200GM2 OR SEL2470GM2*	\$100
All Compatible ILC Models (Body or Kit)	CFExpress Type A media 80GB (CEAG80T)*	\$20
All Compatible ILC Models (Body or Kit)	CFExpress Type A media 160GB (CEAG160T)*	\$100
All Compatible ILC Models (Body or Kit)	CFExpress Type A media 320GB (CEAG320T)*	\$100
All Compatible ILC Models (Body or Kit)	CFExpress Type A media 640GB (CEAG640T)*	\$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 III OR α1 II	Vertical Grip (VGC5)*	\$100
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)*	\$80
α9 III, α1, α1 II, α7R V, α7R IV, α7CR (Body or Kit)	Wireless Radio Flash (HVL-F60RM2)*	\$100
All Compatible ILC Body Models (Body or Kit) Excludes ZVE10, ZVE10 II, ZVIM2	Creator Accessory Kit II (ACCVC2)*	\$50

α Bundles

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

Bundle	With	Additional Savings
All Compatible DSC and ILC Models (Body or Kit)	Vlogger Accessory Kit (ACCVC1)*	\$50
All Compatible ILC 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
All Compatible ILC and CAM Models (Body or Kit)	Digital Shotgun Microphone (ECMB1M)*	\$50
CEAG160T	Buy two get discount CEAG160T (CFexpress Type A 160GB card)**	\$300
All Compatible CPRO Models	CFexpress Type A media 80GB (CEAG80T)*	\$20
All Compatible CPRO Models	CFexpress Type A media 160GB (CEAG160T)*	\$100
All Compatible CPRO Models	CFexpress Type A media 320GB (CEAG320T)*	\$100
All Compatible CPRO Models	CFexpress Type A media 640GB (CEAG640T)*	\$100
ILMEFX30 OR ILMEFX30B	SELP1020G, SEL11F18, SEL15F14G OR SEL70350G*	\$50
ILMEFX30 OR ILMEFX30B	SEL1655G*	\$100
ILMEFX3	SEL20F18G OR SELP1635G*	\$50
All Compatible CPRO Models	Digital Shotgun Microphone (ECMB10)*	\$50

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