

# Digital Imaging

Instant Savings September 7-13, 2020



## Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
<b>α9 Body Only - Black</b> Bundle and save up to \$410. Check bundle chart for savings.	ILCE9/B	\$3,999 <sup>99</sup>	\$500	<b>\$3,499<sup>99</sup></b>
<b>α7R IV Body Only - Black</b> Bundle and save up to \$410. Check bundle chart for savings.	ILCE7RM4/B	\$3,499 <sup>99</sup>	\$300	<b>\$3,199<sup>99</sup></b>
<b>α7R III Body Only - Black</b> Bundle and save up to \$410. Check bundle chart for savings.	ILCE7RM3/B	\$2,799 <sup>99</sup>	\$300	<b>\$2,499<sup>99</sup></b>
<b>α7S II Body Only - Black</b> Bundle and save up to \$250. Check bundle chart for savings.	ILCE7SM2/B	\$2,399 <sup>99</sup>	\$400	<b>\$1,999<sup>99</sup></b>
<b>α7R II Body Only - Black</b> Bundle and save up to \$250. Check bundle chart for savings.	ILCE7RM2/B	\$1,799 <sup>99</sup>	\$400	<b>\$1,399<sup>99</sup></b>
<b>α7 II + 28-70mm Zoom Lens - Black</b> Bundle and save up to \$200. Check bundle chart for savings.	ILCE7M2K/B	\$1,599 <sup>99</sup>	\$600	<b>\$999<sup>99</sup></b>
<b>α7 II Body Only - Black</b> Bundle and save up to \$250. Check bundle chart for savings.	ILCE7M2/B	\$1,399 <sup>99</sup>	\$500	<b>\$899<sup>99</sup></b>
<b>α6600 Body Only - Black</b> Bundle and save up to \$300. Check bundle chart for savings.	ILCE6600/B	\$1,399 <sup>99</sup>	\$200	<b>\$1,199<sup>99</sup></b>
<b>α6100 + 16-50mm &amp; 55-210mm Lenses - Black</b> Bundle and save up to \$100. Check bundle chart for savings.	ILCE6100Y/B	\$1,099 <sup>99</sup>	\$100	<b>\$999<sup>99</sup></b>
<b>α6000 + 16-50mm &amp; 55-210mm Lenses - Black</b> Bundle and save up to \$100. Check bundle chart for savings.	ILCE6000Y/B	\$999 <sup>99</sup>	\$300	<b>\$699<sup>99</sup></b>
<b>α6000 + 16-50mm Power Zoom Lens - All Colors</b> Bundle and save up to \$250. Check bundle chart for savings.	ILCE6000L/B	\$649 <sup>99</sup>	\$100	<b>\$549<sup>99</sup></b>
<b>α6000 Body Only - All Colors</b> Bundle and save up to \$250. Check bundle chart for savings.	ILCE6000/B	\$549 <sup>99</sup>	\$100	<b>\$449<sup>99</sup></b>
<b>α5100 + 16-50mm Power Zoom Lens - All Colors</b> Bundle and save up to \$150. Check bundle chart for savings.	ILCE5100L/B	\$549 <sup>99</sup>	\$100	<b>\$449<sup>99</sup></b>

**Please check final pricing at retail. Offers valid at participating retailers.** \* Stackable with other soft bundles and standalone instant rebate. \*\* Not stackable with other soft bundles and standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any. ††† Stackable with instant rebate on camera body and accessory only, if any.

Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photographic, typographic or system errors.

# Digital Imaging

Instant Savings September 7-13, 2020

SONY

## Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,599 <sup>99</sup>	\$200	<b>\$2,399<sup>99</sup></b>
FE 16-35mm F2.8 GM <b>Bundle and save up to \$200.</b> Check bundle chart for savings.	SEL1635GM	\$2,199 <sup>99</sup>	\$100	<b>\$2,099<sup>99</sup></b>
FE 24-70mm F2.8 GM <b>Bundle and save up to \$200.</b> Check bundle chart for savings.	SEL2470GM	\$2,199 <sup>99</sup>	\$100	<b>\$2,099<sup>99</sup></b>
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 <sup>99</sup>	\$100	<b>\$1,399<sup>99</sup></b>
FE 24-105mm F4 G OSS <b>Bundle and save up to \$300.</b> Check bundle chart for savings.	SEL24105G/2	\$1,399 <sup>99</sup>	\$200	<b>\$1,199<sup>99</sup></b>
Vario-Tessar T* FE 16-35mm F4 ZA OSS <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	SEL1635Z	\$1,349 <sup>99</sup>	\$100	<b>\$1,249<sup>99</sup></b>
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 <sup>99</sup>	\$100	<b>\$1,174<sup>99</sup></b>
Vario-Tessar T* FE 24-70mm F4 ZA OSS <b>Bundle and save up to \$200.</b> Check bundle chart for savings.	SEL2470Z	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>
E 16-55mm F2.8 G	SEL1655G	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>
E 70-350mm F4.5-6.3 G OSS	SEL70350G	\$999 <sup>99</sup>	\$100	<b>\$899<sup>99</sup></b>

## APS-C E-Mount Lenses

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CEB-G Series CFexpress Type B Memory Card 128GB	CEBG128/J	\$219 <sup>99</sup>	\$20	<b>\$199<sup>99</sup></b>
CEB-G Series CFexpress Type B Memory Card 256GB	CEBG256/J	\$429 <sup>99</sup>	\$30	<b>\$399<sup>99</sup></b>
CEB-G Series CFexpress Type B Memory Card 512GB	CEBG512/J	\$649 <sup>99</sup>	\$50	<b>\$599<sup>99</sup></b>
XQD G Series Memory Card 64GB	QDG64F/J	\$129 <sup>99</sup>	\$5	<b>\$124<sup>99</sup></b>
XQD G Series Memory Card 120GB	QDG120F/J	\$199 <sup>99</sup>	\$30	<b>\$169<sup>99</sup></b>
XQD G Series Memory Card 240GB	QDG240F/J	\$379 <sup>99</sup>	\$40	<b>\$339<sup>99</sup></b>
UHS-II SD E series Memory Card 64GB	SFE64/T1	\$29 <sup>99</sup>	\$3	<b>\$26<sup>99</sup></b>
UHS-II SD E series Memory Card 128GB	SFE128/T1	\$49 <sup>99</sup>	\$6	<b>\$43<sup>99</sup></b>
UHS-II SD E series Memory Card 256GB	SFE256/T1	\$99 <sup>99</sup>	\$10	<b>\$89<sup>99</sup></b>
SF-G series TOUGH specification 32GB	SFG32T/T1	\$59 <sup>99</sup>	\$5	<b>\$54<sup>99</sup></b>
SF-G series TOUGH specification 64GB	SFG64T/T1	\$109 <sup>99</sup>	\$10	<b>\$99<sup>99</sup></b>
SF-G series TOUGH specification 128GB	SFG128T/T1	\$209 <sup>99</sup>	\$20	<b>\$189<sup>99</sup></b>
SF-M series TOUGH specification UHS-II SD Card 64GB	SFM64T/T1	\$44 <sup>99</sup>	\$5	<b>\$39<sup>99</sup></b>
SF-M series TOUGH specification UHS-II SD Card 128GB	SFM128T/T1	\$69 <sup>99</sup>	\$10	<b>\$59<sup>99</sup></b>
SF-M series TOUGH specification UHS-II SD Card 256GB	SFM256T/T1	\$129 <sup>99</sup>	\$15	<b>\$114<sup>99</sup></b>
SF-M series UHS-II SD Card 64GB	SFM64/T2	\$39 <sup>99</sup>	\$5	<b>\$34<sup>99</sup></b>
SF-M series UHS-II SD Card 128GB	SFM128/T2	\$64 <sup>99</sup>	\$10	<b>\$54<sup>99</sup></b>
SF-M series UHS-II SD Card 256GB	SFM256/T2	\$119 <sup>99</sup>	\$15	<b>\$104<sup>99</sup></b>

## Media



**Please check final pricing at retail. Offers valid at participating retailers.** \* Stackable with other soft bundles and standalone instant rebate. \*\* Not stackable with other soft bundles and standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any. ††† Stackable with instant rebate on camera body and accessory only, if any.

Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photographic, typographic or system errors.

# Digital Imaging

Instant Savings September 7-13, 2020

SONY

## DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Wireless Microphone	ECMAW4	\$229 <sup>99</sup>	\$20	<b>\$209<sup>99</sup></b>
Digital Shotgun Bluetooth Wireless Microphone	ECMB1M	\$349 <sup>99</sup>	\$30	<b>\$319<sup>99</sup></b>
Shotgun Microphone	ECMCG60	\$249 <sup>99</sup>	\$20	<b>\$229<sup>99</sup></b>
Gun Zoom Microphone (MI-shoe)	ECMGZ1M	\$99 <sup>99</sup>	\$10	<b>\$89<sup>99</sup></b>
Bluetooth® Wireless Microphone System (MI-shoe)	ECMW1M	\$229 <sup>99</sup>	\$20	<b>\$209<sup>99</sup></b>
Stereo Microphone (MI-shoe)	ECMYST1M	\$159 <sup>99</sup>	\$20	<b>\$139<sup>99</sup></b>
External Battery Adaptor for Flash	FAEBA1	\$249 <sup>99</sup>	\$50	<b>\$199<sup>99</sup></b>
Grip Extension	GPX1EM	\$149 <sup>99</sup>	\$20	<b>\$129<sup>99</sup></b>
Compact MI-shoe Flash (Guide Number 20)	HVLF20M	\$149 <sup>99</sup>	\$10	<b>\$139<sup>99</sup></b>
MI-shoe Flash (Guide Number 32)	HVLF32M	\$299 <sup>99</sup>	\$20	<b>\$279<sup>99</sup></b>
Radio Control MI-shoe Flash (Guide Number 45)	HVLF45RM	\$399 <sup>99</sup>	\$30	<b>\$369<sup>99</sup></b>
Radio Control MI-shoe Flash (Guide Number 60)	HVLF60RM	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>
LED Video Light	HVLE1	\$249 <sup>99</sup>	\$50	<b>\$199<sup>99</sup></b>
Battery Video IR Light	HVLEIR1	\$149 <sup>99</sup>	\$20	<b>\$129<sup>99</sup></b>
Full-frame Lens Adapter, E-mount to A-mount	LAEA3	\$199 <sup>99</sup>	\$20	<b>\$179<sup>99</sup></b>
Full-frame Lens Adapter, E-mount to A-mount, with Translucent Mirror Technology	LAEA4	\$349 <sup>99</sup>	\$30	<b>\$319<sup>99</sup></b>
Premium Jacket Case for RX100 series	LCJRKK/B	\$84 <sup>99</sup>	\$20	<b>\$64<sup>99</sup></b>
Bluetooth remote commander	RMTP1BT	\$79 <sup>99</sup>	\$20	<b>\$59<sup>99</sup></b>
Fisheye Converter	VCLECF2	\$179 <sup>99</sup>	\$20	<b>\$159<sup>99</sup></b>
Ultra Wide Converter	VCLECU2	\$159 <sup>99</sup>	\$20	<b>\$139<sup>99</sup></b>
Digital XLR adaptor Kit with Mic (MI-shoe)	XLRK3M	\$599 <sup>99</sup>	\$100	<b>\$499<sup>99</sup></b>

**Please check final pricing at retail. Offers valid at participating retailers.** \* Stackable with other soft bundles and standalone instant rebate. \*\* Not stackable with other soft bundles and standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any. ††† Stackable with instant rebate on camera body and accessory only, if any.

Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photographic, typographic or system errors.



# Digital Imaging

Instant Savings September 7-13, 2020

SONY

## Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX700 4K 1 inch HDR Camcorder	FDRAX700/B	\$1,899 <sup>99</sup>	\$100	<b>\$1,799<sup>99</sup></b>
AX100 4K Expert Handycam	FDRAX100/B	\$1,499 <sup>99</sup>	\$200	<b>\$1,299<sup>99</sup></b>
AX53 4K Camcorder with Balanced Optical SteadyShot <b>Bundle and save up to \$250.</b> Check bundle chart for savings.	FDRAX53/B*	\$999 <sup>99</sup>	\$150	<b>\$849<sup>99</sup></b>
AX43 4K Camcorder with Balanced Optical SteadyShot <b>Bundle and save up to \$200.</b> Check bundle chart for savings.	FDRAX43/B*	\$849 <sup>99</sup>	\$100	<b>\$749<sup>99</sup></b>
CX675 Handycam® with Exmor R® CMOS sensor	HDRXC675/B	\$599 <sup>99</sup>	\$100	<b>\$499<sup>99</sup></b>
CX440 Handycam® with Exmor R® CMOS sensor	HDRXC440/B	\$299 <sup>99</sup>	\$30	<b>\$269<sup>99</sup></b>
CX405 Handycam® with Exmor R® CMOS sensor	HDRXC405/B	\$229 <sup>99</sup>	\$30	<b>\$199<sup>99</sup></b>

## Action Cam



FDR-X3000 4K Action Cam with Wi-Fi® & GPS + Live-View Remote Kit	FDRX3000R/W	\$549 <sup>99</sup>	\$30	<b>\$519<sup>99</sup></b>
FDR-X3000 4K Action Cam with Wi-Fi® & GPS	FDRX3000/W	\$399 <sup>99</sup>	\$30	<b>\$369<sup>99</sup></b>

## Cyber-shot



Sony ZV-1 Camera for Creators and Vloggers <b>Bundle and save up to \$100.</b> Check bundle chart for savings.	DCZV1/B	\$799 <sup>99</sup>	\$50	<b>\$749<sup>99</sup></b>
RX100 Advanced Camera with 1.0 inch sensor	DSCRX100/B	\$449 <sup>99</sup>	\$50	<b>\$399<sup>99</sup></b>
RX100 III Advanced Camera with 1.0 inch sensor	DSCRX100M3/B	\$749 <sup>99</sup>	\$150	<b>\$599<sup>99</sup></b>
RX100 V The premium 1.0-type sensor compact camera with superior AF performance <b>Bundle and save up to \$200.</b> Check bundle chart for savings.	DSCRX100M5A/B	\$999 <sup>99</sup>	\$150	<b>\$849<sup>99</sup></b>
RX100 VI Advanced Camera with 1.0 inch sensor <b>Bundle and save up to \$250.</b> Check bundle chart for savings.	DSCRX100M6/B	\$1,199 <sup>99</sup>	\$200	<b>\$999<sup>99</sup></b>
RX100 VII Advanced Camera with 1.0 inch sensor	DSCRX100M7/B	\$1,299 <sup>99</sup>	\$100	<b>\$1,199<sup>99</sup></b>
RX100 VII Advanced Camera with 1.0 inch sensor and Shooting Grip	DSCRX100M7G	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>
RX10 IV with 0.03 s. AF/25x optical zoom	DSCRX10M4/B	\$1,699 <sup>99</sup>	\$100	<b>\$1,599<sup>99</sup></b>

**Please check final pricing at retail. Offers valid at participating retailers.** \* Stackable with other soft bundles and standalone instant rebate. \*\* Not stackable with other soft bundles and standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any. ††† Stackable with instant rebate on camera body and accessory only, if any.

Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photographic, typographic or system errors.

# Digital Imaging

Instant Savings September 7-13, 2020



## α Bundles

Bundle	With	Additional Savings
α6100, α6400, α6500, α6600, α7 Series, α7R Series, α7S Series <b>OR</b> α9 Series*	SEL35F18F, SEL50F18F/2, SEL85F18/2, <b>OR</b> SEL24105G/2 lens	<b>\$100</b>
α6100 Body <b>OR</b> α6100 Kit	E 55–210mm F4.5–6.3 OSS (all colors)	<b>\$200</b>
α5100, α6000, α6400, <b>OR</b> α6600* (excludes double lens kits)	E 55–210mm F4.5–6.3 OSS (all colors)	<b>\$200</b>
α7R III, α7R IV, α9 <b>OR</b> α9 II*	TOUGH Media Card (SFG64T/T1)	<b>\$110</b>
α7S III*	CFexpress Type A Memory Card 160GB (CEAG160T)	<b>\$50</b>
α7 II, α7R II <b>OR</b> α7S II*	Vertical Grip (VGC2EM)	<b>\$50</b>
α7 III, α7R III <b>OR</b> α9*	Vertical Grip (VGC3EM)	<b>\$100</b>
α7R IV <b>OR</b> α9 II*	Vertical Grip (VGC4EM)	<b>\$100</b>
α6100, α6400, <b>OR</b> α6600*	Vlogger Accessory Kit (ACVCV1)	<b>\$50</b>
α7 Series, α7R Series, α7S Series <b>OR</b> α9 Series*	SEL2470GM, SEL2470Z, <b>OR</b> SEL1635GM lens	<b>\$100</b>
α7 Series, α7R Series, α7S Series <b>OR</b> α9 Series*	SEL1635Z	<b>\$50</b>
α6000, α6100, <b>OR</b> α6400* (camera body only)	SELP1650	<b>\$200</b>
α7 II, α7R II <b>OR</b> α7 III* (camera body only)	SEL2870	<b>\$200</b>

## Handycam and Cyber-shot Bundles

Bundle	With	Savings
FDRA43/B <b>OR</b> FDRA53/B	Gun Zoom Microphone (ECMGZ1M) <b>AND/OR</b> Shooting Grip (GPVPT1)*	<b>\$50 EACH</b> (up to \$100)
DSCRX0M2/B, DSCRX100M6/B <b>OR</b> DSCRX100M5A/B	Shooting Grip (VCTSGR1)††	<b>\$50</b>
DCZV1/B	Vlogger Accessory Kit (ACVCV1)	<b>\$50</b>

**Please check final pricing at retail. Offers valid at participating retailers.** \* Stackable with other soft bundles and standalone instant rebate. \*\* Not stackable with other soft bundles and standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any. ††† Stackable with instant rebate on camera body and accessory only, if any.

Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photographic, typographic or system errors.