

# Digital Imaging

Instant Savings May 4-10, 2020

SONY



## Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
<b>α9 Body Only - Black</b>	ILCE9/B	\$3,999 <sup>99</sup>	\$500	<b>\$3,499<sup>99</sup></b>
<b>α7R II + 28-70mm Zoom Lens - Black</b>	ILCE7RM2K/B	\$1,999 <sup>99</sup>	\$400	<b>\$1,599<sup>99</sup></b>
<b>α7R II Body Only - Black</b>	ILCE7RM2/B	\$1,799 <sup>99</sup>	\$400	<b>\$1,399<sup>99</sup></b>
<b>α7 II + 28-70mm Zoom Lens - Black</b>	ILCE7M2K/B	\$1,599 <sup>99</sup>	\$600	<b>\$999<sup>99</sup></b>
<b>α7 II Body Only - Black</b>	ILCE7M2/B	\$1,399 <sup>99</sup>	\$500	<b>\$899<sup>99</sup></b>
<b>α6100 + 16-50mm &amp; 55-210mm Lenses - Black</b>	ILCE6100Y/B	\$1,099 <sup>99</sup>	\$200	<b>\$899<sup>99</sup></b>
<b>α6100 + 16-50mm Power Zoom Lens - Black</b> <small>Bundle and save up to \$150. Check bundle chart for savings.</small>	ILCE6100L/B	\$849 <sup>99</sup>	\$150	<b>\$699<sup>99</sup></b>
<b>α6100 Body Only - Black</b> <small>Bundle and save up to \$150. Check bundle chart for savings.</small>	ILCE6100/B	\$749 <sup>99</sup>	\$150	<b>\$599<sup>99</sup></b>
<b>α6000 + 16-50mm &amp; 55-210mm Lenses - Black</b>	ILCE6000Y/B	\$999 <sup>99</sup>	\$350	<b>\$649<sup>99</sup></b>
<b>α6000 + 16-50mm Power Zoom Lens - All Colors</b> <small>Bundle and save up to \$150. Check bundle chart for savings.</small>	ILCE6000L	\$649 <sup>99</sup>	\$150	<b>\$499<sup>99</sup></b>
<b>α6000 Body Only - All Colors</b> <small>Bundle and save up to \$150. Check bundle chart for savings.</small>	ILCE6000	\$549 <sup>99</sup>	\$150	<b>\$399<sup>99</sup></b>
<b>α5100 + 16-50mm Power Zoom Lens - All Colors</b> <small>Bundle and save up to \$150. Check bundle chart for savings.</small>	ILCE5100L	\$549 <sup>99</sup>	\$100	<b>\$449<sup>99</sup></b>

## APS-C E-Mount Lenses

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
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>

## α Bundles

Bundle	With	Additional Savings
<b>α5100, α6000, α6100, α6400, OR α6600*</b> (excludes double lens kits)	E 55-210mm F4.5-6.3 OSS (all colors)	<b>\$150</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.

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## DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Digital Shotgun Bluetooth Wireless Microphone	ECMB1M	\$349 <sup>99</sup>	\$30	<b>\$319<sup>99</sup></b>
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 <sup>99</sup>	\$20	<b>\$139<sup>99</sup></b>
Grip Extension	GPX1EM	\$149 <sup>99</sup>	\$20	<b>\$129<sup>99</sup></b>
Premium Jacket Case for RX100 series	LCJRKK/B	\$84 <sup>99</sup>	\$20	<b>\$64<sup>99</sup></b>
Digital XLR adaptor Kit with Mic (MI-shoe)	XLRK3M	\$599 <sup>99</sup>	\$100	<b>\$499<sup>99</sup></b>

## Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
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>
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	\$109 <sup>99</sup>	\$10	<b>\$99<sup>99</sup></b>

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## Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX33 4K Camcorder with Balanced Optical SteadyShot	FDRA33/B	\$849 <sup>99</sup>	\$150	<b>\$699<sup>99</sup></b>
CX675 Handycam® with Exmor R® CMOS sensor	HDRCX675/B	\$599 <sup>99</sup>	\$100	<b>\$499<sup>99</sup></b>
CX440 Handycam® with Exmor R® CMOS sensor	HDRCX440/B	\$299 <sup>99</sup>	\$30	<b>\$269<sup>99</sup></b>
CX405 Handycam® with Exmor R® CMOS sensor	HDRCX405/B	\$229 <sup>99</sup>	\$30	<b>\$199<sup>99</sup></b>

## Cyber-shot



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 III Video Creator Kit with battery, 64GB SD Card, and Shooting Grip	DSCRX100M3KIT	\$799 <sup>99</sup>	\$100	<b>\$699<sup>99</sup></b>
RX100 V The premium 1.0-type sensor compact camera with superior AF performance	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>
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>

## Cyber-shot Bundles

Bundle	With	Savings
DSCRX0M2/B or DSCRX100M6/B	Shooting Grip (VCTSGR1)††	<b>\$50</b>
DSCRX100M7/B or DSCRX100M7G	Compatible 3rd Party Capture Card**	<b>\$100</b>
DSCRX100M7/B or DSCRX100M7G	Sony Stereo Mic (ECMXYST1M)**	<b>\$100</b>

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