

Digital Imaging

Instant Savings April 15-21, 2024



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α7R V Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7RM5/B	\$3,899 ⁹⁹	\$400	\$3,499⁹⁹
α7S III Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7SM3/B	\$3,499 ⁹⁹	\$300	\$3,199⁹⁹
α7R IV Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7RM4A/B	\$3,199 ⁹⁹	\$200	\$2,999⁹⁹
α7 IV + 28–70mm Zoom Lens - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7M4K/B	\$2,699 ⁹⁹	\$200	\$2,499⁹⁹
α7 IV Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7M4/B	\$2,499 ⁹⁹	\$200	\$2,299⁹⁹
αZV-E1 + 28–60mm Zoom Lens - All Colors <small>Bundle and save more. Check bundle chart for savings.</small>	ILCZVE1L	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
αZV-E1 Body Only - All Colors <small>Bundle and save more. Check bundle chart for savings.</small>	ILCZVE1	\$2,199 ⁹⁹	\$300	\$1,899⁹⁹
α7R III Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7RM3A/B	\$2,199 ⁹⁹	\$200	\$1,999⁹⁹
α7 III + 28–70mm Zoom Lens <small>Bundle and save more.</small>	ILCE7M3K/B	\$1,999 ⁹⁹	\$300	\$1,699⁹⁹
α7 III Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7M3/B	\$1,799 ⁹⁹	\$300	\$1,499⁹⁹
α7 II + 28–70mm Zoom Lens <small>Bundle and save more.</small>	ILCE7M2K/B	\$1,599 ⁹⁹	\$600	\$999⁹⁹
α7 II Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE7M2/B	\$1,399 ⁹⁹	\$500	\$899⁹⁹
α6600 + 18–135mm Zoom Lens - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE6600M/B	\$1,599 ⁹⁹	\$200	\$1,399⁹⁹
α6600 Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE6600/B	\$1,199 ⁹⁹	\$200	\$999⁹⁹
α6400 + 18–135mm Zoom Lens - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE6400M/B	\$1,299 ⁹⁹	\$150	\$1,149⁹⁹
α6400 + 16–50mm Zoom Lens - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE6400L/B	\$999 ⁹⁹	\$150	\$849⁹⁹
α6400 Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE6400/B	\$899 ⁹⁹	\$150	\$749⁹⁹
α6100 + 16–50mm & 55–210mm Zoom Lens - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE6100Y/B	\$1,099 ⁹⁹	\$200	\$899⁹⁹
α6100 + 16–50mm Zoom Lens - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE6100L/B	\$849 ⁹⁹	\$150	\$699⁹⁹
α6100 Body Only - Black <small>Bundle and save more. Check bundle chart for savings.</small>	ILCE6100/B	\$749 ⁹⁹	\$150	\$599⁹⁹
αZV-E10 + 16–50mm Zoom Lens - All Colors <small>Bundle and save more. Check bundle chart for savings.</small>	ILCZVE10L	\$799 ⁹⁹	\$100	\$699⁹⁹
αZV-E10 Body Only - All Colors <small>Bundle and save more. Check bundle chart for savings.</small>	ILCZVE10	\$699 ⁹⁹	\$100	\$599⁹⁹

Price Move

Price Move

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Digital Imaging

Instant Savings April 15-21, 2024



Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 12–24mm F2.8 GM	SEL1224GM	\$2,999 ⁹⁹	\$100	\$2,899⁹⁹
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 ⁹⁹	\$100	\$2,399⁹⁹
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 85mm F1.4 GM	SEL85F14GM	\$1,799 ⁹⁹	\$100	\$1,699⁹⁹
FE 24–70mm F2.8 GM	SEL2470GM	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
FE 14mm F1.8 GM	SEL14F18GM	\$1,599 ⁹⁹	\$100	\$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	\$100	\$1,199⁹⁹
FE 70–300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 ⁹⁹	\$100	\$1,174⁹⁹
FE 70-200mm F4 G OSS	SEL70200G	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
FE PZ 16–35mm F4 G	SELP1635G	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
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 24mm F2.8 G	SEL24F28G	\$599 ⁹⁹	\$50	\$549⁹⁹
FE 40mm F2.5 G	SEL40F25G	\$599 ⁹⁹	\$50	\$549⁹⁹
FE 50mm F2.5 G	SEL50F25G	\$599 ⁹⁹	\$50	\$549⁹⁹
FE 85mm F1.8	SEL85F18/2	\$599 ⁹⁹	\$50	\$549⁹⁹
FE 50mm F1.8	SEL50F18F/2	\$249 ⁹⁹	\$50	\$199⁹⁹

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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 70-350mm F4.5-6.3 G OSS	SEL70350G	\$999 ⁹⁹	\$100	\$899⁹⁹
E 15mm F1.4 G	SEL15F14G	\$749 ⁹⁹	\$100	\$649⁹⁹
E PZ 10-20mm F4 G	SELP1020G	\$749 ⁹⁹	\$100	\$649⁹⁹
E PZ 18-105mm F4 G OSS	SELP18105G	\$649 ⁹⁹	\$100	\$549⁹⁹
E 11mm F1.8	SEL11F18	\$549 ⁹⁹	\$50	\$499⁹⁹
E 35mm F1.8 OSS	SEL35F18	\$474 ⁹⁹	\$50	\$424⁹⁹
E 50mm F1.8 OSS - All Colors	SEL50F18	\$349 ⁹⁹	\$50	\$299⁹⁹
E 30mm F3.5 Macro	SEL30M35	\$299 ⁹⁹	\$50	\$249⁹⁹

Point and Shoot



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Sony ZV-1 II Vlog Camera - All Colors Bundle and save more. Check bundle chart for savings.	ZV1M2	\$899 ⁹⁹	\$100	\$799⁹⁹
Sony ZV-1 Vlog Camera - All Colors Bundle and save more. Check bundle chart for savings.	DCZV1	\$749 ⁹⁹	\$100	\$649⁹⁹
ZV-1F Vlog Camera - All Colors Bundle and save more. Check bundle chart for savings.	ZV1F	\$499 ⁹⁹	\$100	\$399⁹⁹

Cinema Line



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FX3 Body Only Bundle and save more. Check bundle chart for savings.	ILMEFX3	\$3,899 ⁹⁹	\$200	\$3,699⁹⁹
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
FX9 + 28-135mm f/4 G OSS Lens Bundle and save more. Check bundle chart for savings.	PXWFX9VK	\$13,499 ⁹⁹	\$1,250	\$12,249⁹⁹
FX9 Body Only Bundle and save more. Check bundle chart for savings.	PXWFX9V	\$10,999 ⁹⁹	\$1,000	\$9,999⁹⁹

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Instant Savings April 15-21, 2024



DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Wireless Microphone (Non-MI shoe)	ECMAW4	\$229 ⁹⁹	\$50	\$179⁹⁹
Digital Bluetooth Wireless Microphone	ECMW2BT	\$229 ⁹⁹	\$30	\$199⁹⁹
Wireless Streaming Microphone	ECMS1	\$419 ⁹⁹	\$30	\$389⁹⁹
Dual-channel Wireless Microphone	ECMW3	\$469 ⁹⁹	\$30	\$439⁹⁹
Single-channel Wireless Microphone	ECMW3S	\$349 ⁹⁹	\$20	\$329⁹⁹
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 ⁹⁹	\$20	\$139⁹⁹
External Battery Adaptor for Flash	FAEBA1	\$249 ⁹⁹	\$50	\$199⁹⁹
Compact MI-shoe Flash (Guide Number 20)	HVLF20M	\$149 ⁹⁹	\$10	\$139⁹⁹
Wireless Radio Flash (Guide Number 46)	HVLF46RM	\$399 ⁹⁹	\$30	\$369⁹⁹
Wireless Radio Flash (Guide Number 60)	HVLF60RM2	\$549 ⁹⁹	\$50	\$499⁹⁹
Full-frame A-mount Lens Adaptor for E-mount cameras	LAEA5	\$249 ⁹⁹	\$20	\$229⁹⁹
Vertical Grip for α9, α7R III, α7 III	VGC3EM	\$349 ⁹⁹	\$50	\$299⁹⁹
Vertical Grip for α9 II, α7R IV, α7R V, α1, α7 IV, α7S III	VGC4EM	\$399 ⁹⁹	\$50	\$349⁹⁹

Xperia



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Xperia PRO-I – 1" image sensor camera with full smartphone capabilities	XQBE62/B	\$1,799 ⁹⁹	\$800	\$999⁹⁹
Xperia 1 V 256GB, factory unlocked smartphone, 6.5" 4K 120Hz display, 4K 120fps HDR, true optical zoom, 5G	XQDQ62/B	\$1,399 ⁹⁹	\$200	\$1,199⁹⁹
Xperia 5 III – 5G smartphone 120Hz 6.1" 21:9 HDR OLED Display and triple camera array with four optical focal lengths - All Colors	XQBQ62	\$999 ⁹⁹	\$400	\$599⁹⁹
Xperia 5 IV – 5G, 8GB RAM, 128GB Smartphone, 6.1" FHD 120Hz HDR OLED Display, 4K HDR 120fps video recording on all rear cameras	XQCQ62B.GC	\$999 ⁹⁹	\$200	\$799⁹⁹

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Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 160GB	CEAG160T	\$399 ⁹⁹	\$130	\$269⁹⁹
CFexpress Type A TOUGH 320GB	CEAG320T	\$649 ⁹⁹	\$120	\$529⁹⁹
CFexpress Type A TOUGH 640GB	CEAG640T	\$999 ⁹⁹	\$160	\$839⁹⁹
CFexpress Type A TOUGH 960GB	CEAM960T	\$749 ⁹⁹	\$170	\$579⁹⁹
CFexpress Type A TOUGH 1920GB	CEAM1920T	\$1,399 ⁹⁹	\$400	\$999⁹⁹
CFexpress Type B TOUGH 128GB	CEBG128/J	\$219 ⁹⁹	\$80	\$139⁹⁹
CFexpress Type B TOUGH 256GB	CEBG256/J	\$429 ⁹⁹	\$130	\$299⁹⁹
CFexpress Type B TOUGH 512GB	CEBG512/J	\$649 ⁹⁹	\$300	\$349⁹⁹
XQD Memory Card 64GB	QDG64F/J	\$129 ⁹⁹	\$40	\$89⁹⁹
XQD Memory Card 120GB	QDG120F/J	\$199 ⁹⁹	\$30	\$169⁹⁹
XQD Memory Card 240GB	QDG240F/J	\$379 ⁹⁹	\$100	\$279⁹⁹
TOUGH G series UHS-II SD Memory Card 32GB	SFG32T/T1	\$59 ⁹⁹	\$5	\$54⁹⁹
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	\$109 ⁹⁹	\$15	\$94⁹⁹
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	\$209 ⁹⁹	\$35	\$174⁹⁹
TOUGH G series UHS-II SD Memory Card 256GB	SFG256T/T1	\$399 ⁹⁹	\$60	\$339⁹⁹
TOUGH M series UHS-II SD Memory card 128GB	SFM128T/T1	\$69 ⁹⁹	\$10	\$59⁹⁹
TOUGH M series UHS-II SD Memory card 256GB	SFM256T/T1	\$129 ⁹⁹	\$15	\$114⁹⁹
TOUGH M series UHS-II SD Memory card 512GB	SFM512T/T1	\$229 ⁹⁹	\$13	\$216⁹⁹
UHS-II SD M series Memory card 64GB	SFM64/T2	\$39 ⁹⁹	\$3	\$36⁹⁹
UHS-II SD M series Memory card 128GB	SFM128/T2	\$64 ⁹⁹	\$10	\$54⁹⁹
UHS-II SD M series Memory card 256GB	SFM256/T2	\$119 ⁹⁹	\$15	\$104⁹⁹
UHS-II SD M series Memory card 512GB	SFM512/T2	\$224 ⁹⁹	\$12	\$212⁹⁹
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	\$5	\$39⁹⁹

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α Bundles

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, SEL2070G, SEL24105G/2, SEL-2470GM, SEL55210/B OR SEL70200GM	\$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
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 80GB (CEAG80T)*	\$20
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 160GB (CEAG160T)*	\$40
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 320GB (CEAG320T)*	\$50
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 640GB (CEAG640T)*	\$100
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 960GB (CEAG960T)*	\$50
α7S III, α7 IV, α1 OR a7R V (Body or Kit)	CFExpress Type A media 1920GB (CEAM1920T)*	\$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 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)*	\$50
α7C II (Body or Kit) All Colors	Grip Extension (GPX2)*	\$50
ZV-E10/B OR ZV-E10/W	Lens SEL11F18 AND Microphone ECMG1.SYU**	\$150
ZV-E10L/B OR ZV-E10L/W	Vlogger Kit ACCVC1 AND Microphone ECMG1.SYU**	\$100
All ILC Models (Body or Kit)	Wireless Streaming Mic (ECM-S1)*	\$70
All ILC Models (Body or Kit)	Dual-channel Wireless Mic (ECM-W3)*	\$70
All ILC Models (Body or Kit)	Single-channel Wireless Mic (ECM-W3S)*	\$50

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

Bundle	With	Additional Savings
ECMLV1	Wireless Mic (ECMW2BT)*	\$10
All Compatible DSC and ILC Models (Body or Kit)	Vlogger Accessory Kit (ACVC1)*	\$50
All Compatible ILC and CAM Models (Body or Kit)	Wireless Mic (ECMW2BT)*	\$50
All Compatible ILC and CAM 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
ZV1F/B OR ZV1F/W	Vlogger Shotgun Microphone (ECMG1.SYU)*	\$30
All Compatible ILC and CAM Models (Body or Kit)	Digital Shotgun Microphone (ECMB1M)*	\$50
DCZV1/B OR DCZV1/W	Vlogger Kit ACCVC1 AND Microphone ECMG1.SYU**	\$100
ZV1F/B OR ZV1F/W	Vlogger Kit ACCVC1 AND Microphone ECMG1.SYU**	\$80
CEAG160T	Buy two get discount CEAG160T (CFexpress Type A 160GB card)**	\$268
CEAG320T	Buy two get discount CEAG320T (CFexpress Type A 320GB card)**	\$254
FX30	SELP1020G, SEL11F18, SEL1514G OR SEL70350G*	\$50
FX30	SEL1655G	\$100
All Compatible CPRO Models	Digital Shotgun Microphone (ECMB10)*	\$50
All Compatible CPRO Models	CFexpress Type A 80GB card (CEAG80T)*	\$20
All Compatible CPRO Models	CFexpress Type A 160GB card (CEAG160T)*	\$40
All Compatible CPRO Models	CFexpress Type A 320GB card (CEAG320T)*	\$50
All Compatible CPRO Models	CFexpress Type A 640GB card (CEAG640T)*	\$100

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