

# Digital Imaging

Instant Savings April 16-22, 2017



## Interchangeable Lens Cameras

Model #	Selling Price	IR Savings	Selling Price After Savings
ILCE7SM2/B α7S II Body Only - Black	\$2,799 <sup>99</sup>	\$100	<b>\$2,699<sup>99</sup></b>
ILCE7RM2/B α7R II Body Only - Black	\$2,999 <sup>99</sup>	\$100	<b>\$2,899<sup>99</sup></b>
ILCE7M2K/B α7 II + 28-70mm Zoom Lens - Black	\$1,999 <sup>99</sup>	\$200	<b>\$1,799<sup>99</sup></b>
ILCE7M2/B α7 II Body Only - Black	\$1,699 <sup>99</sup>	\$100	<b>\$1,599<sup>99</sup></b>
ILCE6300L/B α6300 + 16-50mm Power Zoom Lens - Black	\$1,149 <sup>99</sup>	\$100	<b>\$1,049<sup>99</sup></b>
ILCE6300/B α6300 Body Only - Black	\$999 <sup>99</sup>	\$50	<b>\$949<sup>99</sup></b>
ILCE6000Y/B α6000 + 16-50mm & 55-210mm Lenses	\$1,049 <sup>99</sup>	\$250	<b>\$799<sup>99</sup></b>
ILCE6000L α6000 + 16-50mm Power Zoom Lens - All Colors	\$699 <sup>99</sup>	\$100	<b>\$599<sup>99</sup></b>
ILCE6000K2L/B α6000 + 18-55mm & 55-210mm Lenses	\$1,049 <sup>99</sup>	\$250	<b>\$799<sup>99</sup></b>
ILCE6000/B α6000 Body Only - All Colors	\$549 <sup>99</sup>	\$50	<b>\$499<sup>99</sup></b>
ILCE5100L/B α5100 + 16-50mm Power Zoom Lens - All Colors	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>
Model #	Before	Price Drop	Price After 4/2
ILCE7/B α7 Body Only - Black	\$1,099 <sup>99</sup>	<b>\$100</b>	\$999 <sup>99</sup>
ILCE7K/B α7 + 28-70mm Zoom Lens - Black	\$1,399 <sup>99</sup>	<b>\$200</b>	\$1,199 <sup>99</sup>
ILCE7S/B α7S Body Only - Black	\$2,199 <sup>99</sup>	<b>\$200</b>	\$1,999 <sup>99</sup>

## Price Reduced!

## α Bundles



Bundle	With	Savings
α7, α7R, α7S, α7 II, α7R II or α7S II*	SEL1635Z, SEL24240, SEL50F18F, SEL50M28, SEL55F18Z, SEL70200G or SEL90M28G Lenses	<b>\$100</b>
α7, α7R or α7S*	VGC1EM Grip	<b>\$50</b>
α7 II, α7R II or α7S II*	VGC2EM Grip	<b>\$50</b>
α6300, α6500, α7 II, α7R II or α7S II*	ECMXYST1M Microphone	<b>\$50</b>
α6300, α6500, α7 II, α7R II or α7S II*	HVLF32M Flash	<b>\$50</b>
α6000, α6300 or α6500*	SEL1018, SEL1670Z, SEL70200G or SELP18105G Lenses	<b>\$100</b>
α5000, α5100, α6000, α6300 or α6500*	SEL55210 or SEL55210/B Lenses	<b>\$150</b>
α5000, α5100, α6000, α6300 or α6500*	SEL50F18F or SEL50M28 Lenses	<b>\$50</b>
α6500*	SELP1650 Lens	<b>\$200</b>
α6300 or α6500*	ECMGZ1M Microphone	<b>\$50</b>
α68 or α77 II*	SAL55200/2 or SAL55300 Lenses	<b>\$100</b>
α68 or α77 II*	SAL18135 Lens	<b>\$200</b>

Please check final pricing at retail. \* STACKABLE with other bundles. \*\* Not STACKABLE with standalone IR.

Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers/discouts. 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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## Handycam®

Model #	Selling Price	IR Savings	Selling Price After Savings
FDRAX53 4K Handycam® Camcorder with Exmor R® CMOS Sensor	\$999 <sup>99</sup>	\$100	<b>\$899<sup>99</sup></b>
HDRXC455/B Handycam® with Exmor R® CMOS Sensor	\$399 <sup>99</sup>	\$50	<b>\$349<sup>99</sup></b>
HDRXC675/B Handycam® with Exmor R® CMOS Sensor	\$599 <sup>99</sup>	\$100	<b>\$499<sup>99</sup></b>

## Cyber-shot



DSCHX80 Compact Camera with 30x Optical Zoom	\$369 <sup>99</sup>	\$30	<b>\$339<sup>99</sup></b>
DSCRX100M3/B Advanced Camera with 1.0 inch sensor	\$749 <sup>99</sup>	\$30	<b>\$719<sup>99</sup></b>
DSCRX100M4/B Advanced Camera with 1.0 inch sensor	\$899 <sup>99</sup>	\$30	<b>\$869<sup>99</sup></b>
DSCRX10/B Camera with 24-200 mm F2.8 Lens	\$849 <sup>99</sup>	\$30	<b>\$819<sup>99</sup></b>
DSCRX10M2/B Camera with 24-200 mm F2.8 Lens	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>
DSCRX10M3/B Camera with F2.4-4 large-aperture 24-600mm zoom lens	\$1,599 <sup>99</sup>	\$100	<b>\$1,499<sup>99</sup></b>

## Price Reduced!

Model #	Before	Price Drop	Price After 4/2
RX1RII Professional Compact Camera with 35 mm Sensor	\$3,899 <sup>99</sup>	<b>\$600</b>	\$3,299 <sup>99</sup>
RX1R Professional Compact Camera with 35 mm Sensor	\$2,799 <sup>99</sup>	<b>\$400</b>	\$2,399 <sup>99</sup>
RX1 Professional Compact Camera with 35 mm Sensor	\$2,799 <sup>99</sup>	<b>\$400</b>	\$2,399 <sup>99</sup>

## Action Cam & Cyber-shot Bundles



Bundle	With	Savings
HDRAZ1/W, HDRAS200V/W, <b>or</b> FDRX1000V/W**	Live View Remote (RMLVR2) <i>While Supplies Last</i>	<b>\$150</b>
HDRAZ1/W <b>or</b> HDRAZ1VR/W** (While Supplies Last)	Battery (NPBY1) <i>While Supplies Last</i>	<b>\$25</b>
FDRX1000V/W <b>or</b> FDRX1000VR/W** (While Supplies Last)	Clip Head Mount Kit (BLTCHM1) <i>While Supplies Last</i>	<b>\$35</b>
FDRX1000V/W, FDRX1000VR/W, HDRAS200V/W, HDRAS200VR/W, HDRAZ1V/W, HDRAZ1VR/W, <b>or</b> HDRAS20/B**	Anti Fog Sheet (AKAAF1) <i>While Supplies Last</i>	<b>\$17</b>
FDRX1000V/W, FDRX1000VR/W, HDRAS200V/W, HDRAS200VR/W, HDRAZ1V/W, HDRAZ1VR/W, <b>or</b> HDRAS20/B**	Board Mount (VCTBDM1) <i>While Supplies Last</i>	<b>\$30</b>
HDRAS200V/W <b>or</b> HDRAS200VR/W**	Underwater Housing (MPKAS3) <i>While Supplies Last</i>	<b>\$50</b>
DSCRX1/B, DSCRX1R/B, <b>or</b> DSCRX1RM2/B**	Jacket Case (LCJRXH)	<b>\$100</b>
DSCRX10 <b>or</b> DSCRX10M2**	Jacket Case ( LCJRXE/B)	<b>\$50</b>
DSCRX100M3, DSCRX100M4, <b>or</b> DSCRX100M5**	Free Battery (NPBX1/M8)	<b>\$49<sup>99</sup></b>

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