

# Digital Imaging

Instant Savings December 2-8, 2018



## Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
<b>α9 Body Only - Black</b>	ILCE9/B	\$4,499 <sup>99</sup>	\$1,000	<b>\$3,499<sup>99</sup></b>
<b>α7R III Body Only - Black</b>	ILCE7RM3/B	\$3,199 <sup>99</sup>	\$400	<b>\$2,799<sup>99</sup></b>
<b>α7R II Body Only - Black</b> Bundle and save up to \$50. Check bundle chart for savings.	ILCE7RM2/B	\$1,999 <sup>99</sup>	\$400	<b>\$1,599<sup>99</sup></b>
<b>α7S II Body Only - Black</b> Bundle and save up to \$50. Check bundle chart for savings.	ILCE7SM2/B	\$2,399 <sup>99</sup>	\$200	<b>\$2,199<sup>99</sup></b>
<b>α7 II + 28-70mm Zoom Lens - Black</b> Bundle and save up to \$50. 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 \$50. Check bundle chart for savings.	ILCE7M2/B	\$1,399 <sup>99</sup>	\$500	<b>\$899<sup>99</sup></b>
<b>α6500 + 18-135mm Zoom Lens - Black</b> Bundle and save up to \$200. Check bundle chart for savings.	ILCE6500M/B	\$1,599 <sup>99</sup>	\$100	<b>\$1,499<sup>99</sup></b>
<b>α6500 + 16-50mm Power Zoom Lens - All Colors</b> Bundle and save up to \$200. Check bundle chart for savings.	ILCE6500KIT	\$1,299 <sup>99</sup>	\$100	<b>\$1,199<sup>99</sup></b>
<b>α6500 Body Only - Black</b> Bundle and save up to \$200. Check bundle chart for savings.	ILCE6500/B	\$1,199 <sup>99</sup>	\$100	<b>\$1,099<sup>99</sup></b>
<b>α6300 + 18-135mm Zoom Lens - All Colors</b> Bundle and save up to \$200. Check bundle chart for savings.	ILCE6300M	\$1,299 <sup>99</sup>	\$150	<b>\$1,149<sup>99</sup></b>
<b>α6300 + 16-50mm Lens - All Colors</b> Bundle and save up to \$200. Check bundle chart for savings.	ILCE6300L	\$999 <sup>99</sup>	\$150	<b>\$849<sup>99</sup></b>
<b>α6300 Body Only - All Colors</b> Bundle and save up to \$200. Check bundle chart for savings.	ILCE6300	\$899 <sup>99</sup>	\$150	<b>\$749<sup>99</sup></b>
<b>α6000 + 16-50mm &amp; 55-210mm Lenses - Black</b> Bundle and save up to \$200. Check bundle chart for savings.	ILCE6000Y/B	\$999 <sup>99</sup>	\$350	<b>\$649<sup>99</sup></b>
<b>α6000 + 16-50mm Power Zoom Lens - All Colors</b> Bundle and save up to \$200. Check bundle chart for savings.	ILCE6000L	\$649 <sup>99</sup>	\$150	<b>\$499<sup>99</sup></b>
<b>α6000 Body Only - All Colors</b> Bundle and save up to \$200. Check bundle chart for savings.	ILCE6000	\$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 \$200. Check bundle chart for savings.	ILCE5100L	\$549 <sup>99</sup>	\$100	<b>\$449<sup>99</sup></b>
<b>α5100 Body Only - Black</b> Bundle and save up to \$200. Check bundle chart for savings.	ILCE5100/B	\$449 <sup>99</sup>	\$100	<b>\$349<sup>99</sup></b>

## α Bundles

Bundle	With	Additional Savings
<b>α5000, α5100, α6000, α6300, OR α6500*</b>	E 55-210mm F4.5-6.3 Lens (all colors)*	<b>\$200</b>
<b>α7, α7R, OR α7S**</b>	VGC1EM Grip*	<b>\$50</b>
<b>α7 II, α7R II, OR α7S II**</b>	VGC2EM Grip*	<b>\$50</b>
<b>α7R III, OR α9**</b>	VGC3EM Grip*	<b>\$50</b>

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## Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 <sup>99</sup>	\$50	<b>\$2,449<sup>99</sup></b>
FE 12-24mm F4 G	SEL1224G	\$1,699 <sup>99</sup>	\$50	<b>\$1,649<sup>99</sup></b>
Distagon T* FE 35mm F1.4 ZA	SEL35F14Z	\$1,599 <sup>99</sup>	\$100	<b>\$1,499<sup>99</sup></b>
Planar T* FE 50mm F1.4 ZA	SEL50F14Z	\$1,499 <sup>99</sup>	\$100	<b>\$1,399<sup>99</sup></b>
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 <sup>99</sup>	\$100	<b>\$1,399<sup>99</sup></b>
Vario-Tessar T* FE 16-35mm F4 ZA OSS	SEL1635Z	\$1,349 <sup>99</sup>	\$100	<b>\$1,249<sup>99</sup></b>
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470Z	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,199 <sup>99</sup>	\$50	<b>\$1,149<sup>99</sup></b>
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 <sup>99</sup>	\$100	<b>\$999<sup>99</sup></b>
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$999 <sup>99</sup>	\$50	<b>\$949<sup>99</sup></b>
Sonnar® T* FE 55mm F1.8 ZA	SEL55F18Z	\$999 <sup>99</sup>	\$50	<b>\$949<sup>99</sup></b>
Sonnar T* FE 35mm F2.8 ZA	SEL35F28Z	\$799 <sup>99</sup>	\$50	<b>\$749<sup>99</sup></b>
FE 85mm F1.8	SEL85F18	\$599 <sup>99</sup>	\$25	<b>\$574<sup>99</sup></b>
FE 50mm F1.8	SEL50F18F	\$249 <sup>99</sup>	\$25	<b>\$224<sup>99</sup></b>
FE 50mm F2.8 Macro	SEL50M28	\$499 <sup>99</sup>	\$25	<b>\$474<sup>99</sup></b>
FE 28mm F2	SEL28F20	\$449 <sup>99</sup>	\$25	<b>\$424<sup>99</sup></b>
Fisheye Converter	SEL057FEC	\$299 <sup>99</sup>	\$25	<b>\$274<sup>99</sup></b>
Ultra Wide Converter	SEL075UWC	\$249 <sup>99</sup>	\$25	<b>\$224<sup>99</sup></b>
<b>APS-C E-Mount Lenses</b>				
E PZ 18-110mm F4 G OSS	SELP18110G	\$3,499 <sup>99</sup>	\$50	<b>\$3,399<sup>99</sup></b>
E PZ 18-200mm F3.5-6.3 OSS	SELP18200	\$1,199 <sup>99</sup>	\$50	<b>\$1,149<sup>99</sup></b>
Sonnar® T* E 24mm F1.8 ZA	SEL24F18Z	\$1,099 <sup>99</sup>	\$100	<b>\$999<sup>99</sup></b>
Vario-Tessar T* E 16-70mm F4 ZA OSS	SEL1670Z	\$999 <sup>99</sup>	\$100	<b>\$899<sup>99</sup></b>
E 18-200mm F3.5-6.3 OSS	SEL18200	\$899 <sup>99</sup>	\$50	<b>\$849<sup>99</sup></b>
E 10-18mm F4 OSS	SEL1018	\$849 <sup>99</sup>	\$50	<b>\$799<sup>99</sup></b>
E 18-200mm F3.5-6.3 OSS LE	SEL18200LE	\$849 <sup>99</sup>	\$50	<b>\$799<sup>99</sup></b>
E 18-135mm F3.5-5.6 OSS	SEL18135	\$599 <sup>99</sup>	\$100	<b>\$499<sup>99</sup></b>
E PZ 18-105mm F4 G OSS	SELP18105G	\$599 <sup>99</sup>	\$25	<b>\$574<sup>99</sup></b>
E 35mm F1.8 OSS	SEL35F18	\$449 <sup>99</sup>	\$25	<b>\$424<sup>99</sup></b>
E 20mm F2.8	SEL20F28	\$349 <sup>99</sup>	\$50	<b>\$299<sup>99</sup></b>
E 50mm F1.8 OSS (all colors)	SEL50F18	\$299 <sup>99</sup>	\$25	<b>\$274<sup>99</sup></b>
E 30mm F3.5 Macro	SEL30M35	\$279 <sup>99</sup>	\$25	<b>\$254<sup>99</sup></b>
E 16mm F2.8	SEL16F28	\$249 <sup>99</sup>	\$25	<b>\$224<sup>99</sup></b>

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## DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Wireless Microphone	ECMAW4	\$229 <sup>99</sup>	\$50	<b>\$179<sup>99</sup></b>
Shotgun Microphone	ECMCG60	\$249 <sup>99</sup>	\$50	<b>\$199<sup>99</sup></b>
Gun-zoom Microphone (MI-shoe) <b>Bundle and save up to \$110.</b> Check bundle chart for savings.	ECMGZ1M*	\$99 <sup>99</sup>	\$10	<b>\$89<sup>99</sup></b>
Bluetooth Wireless Microphone System	ECMW1M	\$229 <sup>99</sup>	\$50	<b>\$179<sup>99</sup></b>
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 <sup>99</sup>	\$30	<b>\$129<sup>99</sup></b>
Wireless Radio Commander (MI-shoe) <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	FAWRC1M*	\$349 <sup>99</sup>	\$50	<b>\$299<sup>99</sup></b>
Wireless Radio Receiver	FAWRR1	\$199 <sup>99</sup>	\$50	<b>\$149<sup>99</sup></b>
Compact MI-shoe Flash (Guide Number 20)	HVLF20M	\$149 <sup>99</sup>	\$20	<b>\$129<sup>99</sup></b>
MI-shoe Flash (Guide Number 32)	HVLF32M	\$299 <sup>99</sup>	\$50	<b>\$249<sup>99</sup></b>
Radio Control MI-shoe Flash (Guide Number 45) <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	HVLF45RM*	\$399 <sup>99</sup>	\$50	<b>\$349<sup>99</sup></b>
Radio Control MI-shoe Flash (Guide Number 60) <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	HVLF60RM*	\$599 <sup>99</sup>	\$100	<b>\$499<sup>99</sup></b>
Full-frame Lens Adapter, E-mount to A-mount	LAEA3	\$199 <sup>99</sup>	\$50	<b>\$149<sup>99</sup></b>
Full-frame Lens Adapter, E-mount to A-mount, with Translucent Mirror Technology	LAEA4	\$349 <sup>99</sup>	\$50	<b>\$299<sup>99</sup></b>
Protective Jacket Case	LCJRXE/B	\$99 <sup>99</sup>	\$50	<b>\$49<sup>99</sup></b>
Jacket Case for Cyber-shot RX100 Series	LCJRXF/B	\$84 <sup>99</sup>	\$10	<b>\$74<sup>99</sup></b>
Jacket Case for Cyber-shot RX1 Series	LCJRXH	\$249 <sup>99</sup>	\$50	<b>\$199<sup>99</sup></b>
Soft Carrying Case for <b>α7 II</b>	LCSELCB/B	\$149 <sup>99</sup>	\$50	<b>\$99<sup>99</sup></b>
Soft Carrying Case for <b>α7</b>	LCSELCC/B	\$149 <sup>99</sup>	\$50	<b>\$99<sup>99</sup></b>
Underwater Housing for RX100 series	MPKURX100A	\$329 <sup>99</sup>	\$50	<b>\$279<sup>99</sup></b>
Vertical Grip for <b>α7, α7S, and α7R</b> <b>Bundle and save up to \$100.</b> Check bundle chart for savings.	VGC1EM*	\$299 <sup>99</sup>	\$50	<b>\$249<sup>99</sup></b>
Vertical Grip for <b>α7 II, α7S II and α7R II</b> <b>Bundle and save up to \$100.</b> Check bundle chart for savings.	VGC2EM*	\$349 <sup>99</sup>	\$50	<b>\$299<sup>99</sup></b>
Vertical Grip for <b>α9, α7R III and α7 III</b>	VGC3EM	\$349 <sup>99</sup>	\$50	<b>\$299<sup>99</sup></b>
Vertical Grip for <b>α77</b>	VGC77AM	\$299 <sup>99</sup>	\$50	<b>\$249<sup>99</sup></b>
XLR adaptor kit with mic	XLRK1M	\$799 <sup>99</sup>	\$100	<b>\$699<sup>99</sup></b>
XLR adaptor kit with mic (MI-shoe)	XLRK2M	\$599 <sup>99</sup>	\$100	<b>\$499<sup>99</sup></b>

## Accessory Bundles

Bundle	With	Savings
Flash Trigger (FAWRC1M)*	Radio Control Flash HVLF45RM <b>AND</b> HVLF60RM*	<b>\$100</b>

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## Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX100 4K Expert Handycam® <b>Bundle and save up to \$300.</b> Check bundle chart for savings.	FDRAX100/B*	\$1,499 <sup>99</sup>	\$200	<b>\$1,299<sup>99</sup></b>
AX53 4K Handycam® with Exmor R® CMOS sensor <b>Bundle and save up to \$300.</b> Check bundle chart for savings.	FDRAX53/B*	\$999 <sup>99</sup>	\$200	<b>\$799<sup>99</sup></b>
AX33 4K Handycam® with Exmor R® CMOS sensor <b>Bundle and save up to \$200.</b> Check bundle chart for savings.	FDRAX33/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>	\$50	<b>\$249<sup>99</sup></b>
CX405 Handycam® with Exmor R® CMOS sensor	HDRCX405/B	\$229 <sup>99</sup>	\$70	<b>\$159<sup>99</sup></b>

## Action Cam

FDR-X3000 4K Action Cam with Wi-Fi® & GPS <b>Bundle and save up to \$90.</b> Check bundle chart for savings.	FDRX3000/W	\$399 <sup>99</sup>	\$50	<b>\$349<sup>99</sup></b>
FDR-X3000R 4K Action Cam with Wi-Fi® & GPS with Live-View Remote Kit <b>Bundle and save up to \$90.</b> Check bundle chart for savings.	FDRX3000R/W	\$549 <sup>99</sup>	\$50	<b>\$499<sup>99</sup></b>
HDR-AS50 Action Cam	HDRAS50/B	\$199 <sup>99</sup>	\$30	<b>\$169<sup>99</sup></b>
HDR-AS50R Action Cam with Live-View Remote	HDRAS50R/B	\$349 <sup>99</sup>	\$30	<b>\$319<sup>99</sup></b>

## Cyber-shot



RX0 Ultra-compact Shockproof Waterproof Digital Camera <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	DSCRX0	\$699 <sup>99</sup>	\$100	<b>\$599<sup>99</sup></b>
RX100 Advanced Camera with 1.0 inch sensor	DSCRX100/B	\$449 <sup>99</sup>	\$80	<b>\$369<sup>99</sup></b>
RX100 II Advanced Camera with 1.0 inch sensor <b>Bundle and save up to \$100.</b> Check bundle chart for savings.	DSCRX100M2/B	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>
RX100 III Advanced Camera with 1.0 inch sensor <b>Bundle and save up to \$199.99.</b> Check bundle chart for savings.	DSCRX100M3/B	\$749 <sup>99</sup>	\$100	<b>\$649<sup>99</sup></b>
RX100 IV Premium camera with 4K movies and 1/32000 super speed shutter <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	DSCRX100M4/B	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>
RX100 V The premium 1.0-type sensor compact camera with superior AF performance <b>Bundle and save up to \$199.99.</b> Check bundle chart for savings.	DSCRX100M5/B	\$999 <sup>99</sup>	\$100	<b>\$899<sup>99</sup></b>
RX100 V The premium 1.0-type sensor compact camera with superior AF performance <b>Bundle and save up to \$199.99.</b> Check bundle chart for savings.	DSCRX100M5A/B	\$999 <sup>99</sup>	\$100	<b>\$899<sup>99</sup></b>
RX10 III with Large-aperture Wide-range Zoom Lens	DSCRX10M3/B	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>
RX10 IV with 0.03 s. AF/25x optical zoom <b>Bundle and save up to \$209.99.</b> Check bundle chart for savings.	DSCRX10M4/B	\$1,699 <sup>99</sup>	\$100	<b>\$1,599<sup>99</sup></b>
HX400V Compact Camera with 50x Optical Zoom	DSCHX400/B	\$449 <sup>99</sup>	\$50	<b>\$399<sup>99</sup></b>
HX80 Compact Camera with 30x Optical Zoom <b>Bundle and save up to \$119.99.</b> Check bundle chart for savings.	DSCHX80/B	\$369 <sup>99</sup>	\$50	<b>\$319<sup>99</sup></b>
HX90V Compact Camera with 30x Optical Zoom	DSCHX90V/B	\$449 <sup>99</sup>	\$50	<b>\$399<sup>99</sup></b>

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## Handycam, Cyber-shot, and Action Cam Bundles

Bundle	With	Savings
FDRA33/B OR FDRA53/B	Gun Zoom Microphone (ECMGZ1M) <b>AND/OR</b> Remote Control Tripod (GPVPT1)*	<b>\$50 EACH</b> (up to \$100)
FDRA700/B	<b>FREE</b> Battery (NPFV100A)*	<b>\$160</b>
FDRA100/B	<b>FREE</b> Battery (NPFV70A)*	<b>\$100</b>
DSCRX0, DSCRX100M2, DSCRX100M3, DSCRX100M4, DSCRX100M5, DSCRX100M5A, <b>OR</b> DSCRX100M6	Shooting Grip (VCTSGR1)*	<b>\$50</b>
DSCHX80, DSCRX100M3, DSCRX100M5, DSCRX100M5A, <b>OR</b> DSCRX100M6	<b>FREE</b> Battery (NPBX1/M8)*	<b>\$49<sup>99</sup></b>
DSCRX10M4/B	<b>FREE</b> Battery (NPFW50) \$79.99 value <b>AND</b> <b>FREE</b> Memory Card (Generic) \$29.99 value <sup>††</sup>	<b>\$109<sup>99</sup></b>
FDRX3000/W, FDRX3000R/W, HDRAS300/W, <b>OR</b> HDRAS300R/W	<b>FREE</b> Head Mount (BLTUHM1)*	<b>\$39<sup>99</sup></b>

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