

Digital Imaging

Instant Savings February 3-9, 2019



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α9 Body Only - Black	ILCE9/B	\$4,499 ⁹⁹	\$500	\$3,999⁹⁹
α7R III Body Only - Black	ILCE7RM3/B	\$3,199 ⁹⁹	\$200	\$2,999⁹⁹
α7R II Body Only - Black	ILCE7RM2/B	\$1,999 ⁹⁹	\$200	\$1,799⁹⁹
α7S II Body Only - Black	ILCE7SM2/B	\$2,399 ⁹⁹	\$200	\$2,199⁹⁹
α7 II + 28-70mm Zoom Lens - Black	ILCE7M2K/B	\$1,599 ⁹⁹	\$400	\$1,199⁹⁹
α7 II Body Only - Black	ILCE7M2/B	\$1,399 ⁹⁹	\$400	\$999⁹⁹
α6500 + 18-135mm Zoom Lens - Black <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6500M/B	\$1,599 ⁹⁹	\$100	\$1,499⁹⁹
α6500 + 16-50mm Power Zoom Lens - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6500KIT	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
α6500 Body Only - Black <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6500/B	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
α6300 + 18-135mm Zoom Lens - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6300M	\$1,299 ⁹⁹	\$150	\$1,149⁹⁹
α6300 + 16-50mm Lens - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6300L	\$999 ⁹⁹	\$150	\$849⁹⁹
α6300 Body Only - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6300	\$899 ⁹⁹	\$150	\$749⁹⁹
α6000 + 16-50mm & 55-210mm Lenses - Black <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6000Y/B	\$999 ⁹⁹	\$250	\$749⁹⁹
α6000 + 16-50mm Power Zoom Lens - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6000L	\$649 ⁹⁹	\$50	\$599⁹⁹
α6000 Body Only - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6000	\$549 ⁹⁹	\$50	\$499⁹⁹
α5100 + 16-50mm Power Zoom Lens - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE5100L	\$549 ⁹⁹	\$50	\$499⁹⁹
α5100 Body Only - Black <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE5100/B	\$449 ⁹⁹	\$50	\$399⁹⁹

α Bundles

Bundle	With	Additional Savings
α5000, α5100, α6000, α6300, OR α6500*	SEL55210 or SEL55210/B*	\$200

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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 ⁹⁹	\$50	\$2,449⁹⁹
FE 12-24mm F4 G	SEL1224G	\$1,699 ⁹⁹	\$50	\$1,649⁹⁹
Distagon T* FE 35mm F1.4 ZA	SEL35F14Z	\$1,599 ⁹⁹	\$100	\$1,499⁹⁹
Planar T* FE 50mm F1.4 ZA	SEL50F14Z	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
Vario-Tessar T* FE 16-35mm F4 ZA OSS	SEL1635Z	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470Z	\$899 ⁹⁹	\$100	\$799⁹⁹
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,199 ⁹⁹	\$50	\$1,149⁹⁹
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 ⁹⁹	\$100	\$999⁹⁹
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$999 ⁹⁹	\$50	\$949⁹⁹
Sonnar® T* FE 55mm F1.8 ZA	SEL55F18Z	\$999 ⁹⁹	\$50	\$949⁹⁹
Sonnar T* FE 35mm F2.8 ZA	SEL35F28Z	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 85mm F1.8	SEL85F18	\$599 ⁹⁹	\$25	\$574⁹⁹
FE 50mm F1.8	SEL50F18F	\$249 ⁹⁹	\$25	\$224⁹⁹
FE 50mm F2.8 Macro	SEL50M28	\$499 ⁹⁹	\$50	\$449⁹⁹
FE 28mm F2	SEL28F20	\$449 ⁹⁹	\$25	\$424⁹⁹
Fisheye Converter	SEL057FEC	\$299 ⁹⁹	\$25	\$274⁹⁹
Ultra Wide Converter	SEL075UWC	\$249 ⁹⁹	\$25	\$224⁹⁹
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E PZ 18-110mm F4 G OSS	SELP18110G	\$3,499 ⁹⁹	\$50	\$3,399⁹⁹
E PZ 18-200mm F3.5-6.3 OSS	SELP18200	\$1,199 ⁹⁹	\$50	\$1,149⁹⁹
Sonnar® T* E 24mm F1.8 ZA	SEL24F18Z	\$1,099 ⁹⁹	\$100	\$999⁹⁹
Vario-Tessar T* E 16-70mm F4 ZA OSS	SEL1670Z	\$999 ⁹⁹	\$100	\$899⁹⁹
E 18-200mm F3.5-6.3 OSS	SEL18200	\$899 ⁹⁹	\$50	\$849⁹⁹
E 10-18mm F4 OSS	SEL1018	\$849 ⁹⁹	\$50	\$799⁹⁹
E 18-200mm F3.5-6.3 OSS LE	SEL18200LE	\$849 ⁹⁹	\$50	\$799⁹⁹
E 18-135mm F3.5-5.6 OSS	SEL18135	\$599 ⁹⁹	\$100	\$499⁹⁹
E PZ 18-105mm F4 G OSS	SELP18105G	\$599 ⁹⁹	\$25	\$574⁹⁹
E 35mm F1.8 OSS	SEL35F18	\$449 ⁹⁹	\$25	\$424⁹⁹
E 20mm F2.8	SEL20F28	\$349 ⁹⁹	\$50	\$299⁹⁹
E 50mm F1.8 OSS (all colors)	SEL50F18	\$299 ⁹⁹	\$25	\$274⁹⁹
E 30mm F3.5 Macro	SEL30M35	\$279 ⁹⁹	\$25	\$254⁹⁹
E 16mm F2.8	SEL16F28	\$249 ⁹⁹	\$25	\$224⁹⁹

APS-C E-Mount Lenses

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DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
5" Full HD LCD On-Camera Monitor	CLMFHD5	\$699 ⁹⁹	\$100	\$599⁹⁹
5" HDMI On-Camera Monitor with Peaking	CLMV55	\$399 ⁹⁹	\$50	\$349⁹⁹
Wireless Microphone	ECMAW4	\$229 ⁹⁹	\$50	\$179⁹⁹
Shotgun Microphone	ECMCG60	\$249 ⁹⁹	\$50	\$199⁹⁹
Gun-zoom Microphone (MI-shoe) Bundle and save up to \$60. Check bundle chart for savings.	ECMGZ1M*	\$99 ⁹⁹	\$10	\$89⁹⁹
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 ⁹⁹	\$30	\$129⁹⁹
Compact MI-shoe Flash (Guide Number 20)	HVLF20M	\$149 ⁹⁹	\$20	\$129⁹⁹
MI-shoe Flash (Guide Number 32)	HVLF32M	\$299 ⁹⁹	\$50	\$249⁹⁹
Radio Control MI-shoe Flash (Guide Number 45)	HVLF45RM	\$399 ⁹⁹	\$50	\$349⁹⁹
Radio Control MI-shoe Flash (Guide Number 60) Bundle and save up to \$200. Check bundle chart for savings.	HVLF60RM*	\$599 ⁹⁹	\$100	\$499⁹⁹
Handycam Camcorder Light	HVLE1	\$249 ⁹⁹	\$50	\$199⁹⁹
Battery LED Video and Infrared Light	HVLEIR1	\$149 ⁹⁹	\$20	\$129⁹⁹
Full-frame Lens Adapter, E-mount to A-mount	LAEA3	\$199 ⁹⁹	\$50	\$149⁹⁹
Full-frame Lens Adapter, E-mount to A-mount, with Translucent Mirror Technology	LAEA4	\$349 ⁹⁹	\$50	\$299⁹⁹
Fisheye Converter	VCLECF2	\$179 ⁹⁹	\$20	\$159⁹⁹
Ultra Wide Converter	VCLECU2	\$159 ⁹⁹	\$20	\$139⁹⁹
Vertical Grip for α7 , α7S , and α7R	VGC1EM	\$299 ⁹⁹	\$50	\$249⁹⁹
Vertical Grip for α7 II , α7S II and α7R II	VGC2EM	\$349 ⁹⁹	\$50	\$299⁹⁹
Vertical Grip for α9 , α7R III and α7 III	VGC3EM	\$349 ⁹⁹	\$50	\$299⁹⁹
XLR adaptor kit with mic	XLRK1M	\$799 ⁹⁹	\$100	\$699⁹⁹
XLR adaptor kit with mic (MI-shoe)	XLRK2M	\$599 ⁹⁹	\$100	\$499⁹⁹

Accessory Bundles

Bundle	With	Savings
Flash Trigger (FAWRC1M)*	Radio Control Flash HVLF60RM*	\$100

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Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX100 4K Expert Handycam®	FDRAX100/B	\$1,499 ⁹⁹	\$150	\$1,349⁹⁹
AX53 4K Handycam® with Exmor R® CMOS sensor Bundle and save up to \$250. Check bundle chart for savings.	FDRAX53/B*	\$999 ⁹⁹	\$150	\$849⁹⁹
AX33 4K Handycam® with Exmor R® CMOS sensor Bundle and save up to \$250. Check bundle chart for savings.	FDRAX33/B*	\$849 ⁹⁹	\$150	\$699⁹⁹
CX675 Handycam® with Exmor R® CMOS sensor	HDRCX675/B	\$599 ⁹⁹	\$100	\$499⁹⁹
CX440 Handycam® with Exmor R® CMOS sensor	HDRCX440/B	\$299 ⁹⁹	\$30	\$269⁹⁹
CX405 Handycam® with Exmor R® CMOS sensor	HDRCX405/B	\$229 ⁹⁹	\$50	\$179⁹⁹
Action Cam				
FDR-X3000 4K Action Cam with Wi-Fi® & GPS Bundle and save up to \$70. Check bundle chart for savings.	FDRX3000/W	\$399 ⁹⁹	\$30	\$369⁹⁹
FDR-X3000R 4K Action Cam with Wi-Fi® & GPS with Live-View Remote Kit Bundle and save up to \$70. Check bundle chart for savings.	FDRX3000R/W	\$549 ⁹⁹	\$30	\$519⁹⁹
HDR-AS50 Action Cam	HDRAS50/B	\$199 ⁹⁹	\$30	\$169⁹⁹
HDR-AS50R Action Cam with Live-View Remote	HDRAS50R/B	\$349 ⁹⁹	\$30	\$319⁹⁹

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Handycam, Cyber-shot, and Action Cam Bundles

Bundle	With	Savings
FDRA33/B OR FDRA53/B	Gun Zoom Microphone (ECMGZ1M) AND/OR Remote Grip/Tripod (GPVPT1)*	\$50 EACH (up to \$100)
DSCRX0, DSCRX100M2, DSCRX100M3, DSCRX100M4, DSCRX100M5A, OR DSCRX100M6	Shooting Grip (VCTSGR1)*	\$50
FDRX3000/W, FDRX3000R/W, HDRAS300/W, OR HDRAS300R/W	FREE Head Mount (BLTUHM1)*	\$39⁹⁹

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