

SONY

Summer Savings

LIMITED TIME: JULY 14 - JULY 27, 2025



SAVE
\$400

BODY
REG: \$4,199⁹⁹
SALE: \$3,799⁹⁹



α7R V BODY

SAVE
\$300

BODY
REG: \$2,699⁹⁹
SALE: \$2,399⁹⁹



BODY + 28-70MM LENS
REG: \$2,899⁹⁹
SALE: \$2,599⁹⁹

α7 BODY OR KIT

SAVE
\$400

BODY
REG: \$1,899⁹⁹
SALE: \$1,499⁹⁹

BODY + 28-70MM LENS
REG: \$2,099⁹⁹
SALE: \$1,699⁹⁹



α7 III BODY OR KIT

SAVE
\$150

BODY
REG: \$999⁹⁹
SALE: \$849⁹⁹

BODY + 16-50 LENS
REG: \$1,099⁹⁹
SALE: \$949⁹⁹



BODY + 18-135MM LENS
REG: \$1,399⁹⁹
SALE: \$1,249⁹⁹

α6400 BODY OR KITS

SAVE
\$130



**CEAG160T
CFEXPRESS
TYPE A 160GB**
REG: \$399⁹⁹
SALE: \$269⁹⁹

SAVE
\$50



**ECM11
DIGITAL SHOTGUN
MICROPHONE**
REG: \$389⁹⁹
SALE: \$339⁹⁹

SAVE
\$50



**VGC4EM
VERTICAL GRIP FOR α7IV,
α7SIII, α1, α9 II, α7R IV & α7RV**
REG: \$439⁹⁹
SALE: \$389⁹⁹

NEW



**GPVPT3
BLUETOOTH® GRIP,
TRIPOD & REMOTE
COMMANDER**
REG: \$159⁹⁹

2x

**DOUBLE YOUR
WARRANTY PERIOD***
JUST BY REGISTERING

Extend your warranty to 2 years total by receiving a 1-year extension to the limited warranty when you register this product within 30 days of purchase.

**\$100
CASH BACK**

**WHEN YOU
REGISTER***

SEE BACK SIDE FOR FULL LIST OF OFFERS

CAMERAS	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
Alpha 1 Body	ILCE1	\$5,899 ⁹⁹	\$500	\$5,399⁹⁹
Alpha 7R V Body	ILCE7RM5/B	\$4,199 ⁹⁹	\$400	\$3,799⁹⁹
Alpha 7S III Body	ILCE7SM3/B	\$3,799 ⁹⁹	\$300	\$3,499⁹⁹
Alpha 7R IV Body	ILCE7RM4A/B	\$3,399 ⁹⁹	\$400	\$2,999⁹⁹
Alpha 7CR (All Colors)	ILCE7CR	\$3,199 ⁹⁹	\$200	\$2,999⁹⁹
Alpha 7 IV + 28-70mm Zoom Lens	ILCE7M4K/B	\$2,899 ⁹⁹	\$300	\$2,599⁹⁹
Alpha 7 IV Body	ILCE7M4/B	\$2,699 ⁹⁹	\$300	\$2,399⁹⁹
Alpha ZV-E1 + 28-60mm Zoom Lens (All Colors)	ILCZVE1L	\$2,699 ⁹⁹	\$300	\$2,399⁹⁹
Alpha ZV-E1 Body (All Colors)	ILCZVE1	\$2,399 ⁹⁹	\$300	\$2,099⁹⁹
Alpha 7 III + 28-70mm Zoom Lens	ILCE7M3K/B	\$2,099 ⁹⁹	\$400	\$1,699⁹⁹
Alpha 7 III Body	ILCE7M3/B	\$1,899 ⁹⁹	\$400	\$1,499⁹⁹
Alpha 6400 + 18-135mm Zoom Lens	ILCE6400M/B	\$1,399 ⁹⁹	\$150	\$1,249⁹⁹
Alpha 6400 + 16-50mm Power Zoom Lens	ILCE6400KB	\$1,099 ⁹⁹	\$150	\$949⁹⁹
Alpha 6400 Body	ILCE6400/B	\$999 ⁹⁹	\$150	\$849⁹⁹
ZV-1 II Camera (All Colors)	ZV1M2	\$999 ⁹⁹	\$100	\$899⁹⁹
ZV-1 Camera (All Colors)	DCZV1	\$799 ⁹⁹	\$100	\$699⁹⁹

ACCESSORIES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2	SEL14TC / SEL20TC	\$599 ⁹⁹	\$200	\$399⁹⁹
Digital Shotgun Microphone	ECMM1	\$389 ⁹⁹	\$50	\$339⁹⁹
Wireless Streaming Mic	ECMS1	\$419 ⁹⁹	\$50	\$369⁹⁹
Dual-channel Wireless Mic	ECMW3	\$569 ⁹⁹	\$50	\$519⁹⁹
Single-channel Wireless Mic	ECMW3S	\$349 ⁹⁹	\$50	\$299⁹⁹
Sony CFexpress Type A Memory Card 1920GB	CEAM1920T	\$1,399 ⁹⁹	\$480	\$919⁹⁹
Sony CFexpress Type A Memory Card 960GB	CEAM960T	\$749 ⁹⁹	\$210	\$539⁹⁹
CFexpress Type A 640GB	CEAG640T	\$999 ⁹⁹	\$240	\$759⁹⁹
CFexpress Type A Memory Card 320GB	CEAG320T	\$649 ⁹⁹	\$200	\$449⁹⁹
CFexpress Type A 160GB	CEAG160T	\$399 ⁹⁹	\$130	\$269⁹⁹
CFexpress Type A 80GB	CEAG80T	\$199 ⁹⁹	\$20	\$179⁹⁹
UHS-II G TOUGH series 256GB	SFG256T/T1	\$399 ⁹⁹	\$130	\$269⁹⁹
UHS-II G TOUGH series 128GB	SFG128T/T1	\$209 ⁹⁹	\$60	\$149⁹⁹
UHS-II G TOUGH series 64GB	SFG64T/T1	\$109 ⁹⁹	\$30	\$79⁹⁹
CFexpress Type B Memory Card 1920GB	CEBG1920T	\$1,999 ⁹⁹	\$600	\$1,399⁹⁹
CFexpress Type B Memory Card 960GB	CEBG960T	\$999 ⁹⁹	\$200	\$799⁹⁹
Wireless Radio Flash GN60	HVLF60RM2	\$699 ⁹⁹	\$50	\$649⁹⁹
Vertical Grip for Alpha 7IV, Alpha 7SIII, Alpha 1, Alpha 9 II, Alpha 7R IV and Alpha 7R V	VGC4EM	\$439 ⁹⁹	\$50	\$389⁹⁹
Vertical Grip for Alpha 9, Alpha 7R III, Alpha 7 III	VGC3EM	\$389 ⁹⁹	\$50	\$339⁹⁹
HVLF60RM2 flash bundled with all compatible Alpha models	HVLF60RM2	\$699 ⁹⁹	\$50	\$649⁹⁹