

# Digital Imaging

Instant Savings August 25-31, 2025

SONY

## Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 12-24mm F2.8 GM	SEL1224GM	\$3,199 <sup>99</sup>	\$100	<b>\$3,099<sup>99</sup></b>
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,999 <sup>99</sup>	\$100	<b>\$2,899<sup>99</sup></b>
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,699 <sup>99</sup>	\$100	<b>\$2,599<sup>99</sup></b>
FE 50mm F1.2 GM	SEL50F12GM	\$2,149 <sup>99</sup>	\$100	<b>\$2,049<sup>99</sup></b>
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,149 <sup>99</sup>	\$100	<b>\$2,049<sup>99</sup></b>
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$2,099 <sup>99</sup>	\$100	<b>\$1,999<sup>99</sup></b>
FE 16-35mm F2.8 GM	SEL1635GM	\$2,049 <sup>99</sup>	\$100	<b>\$1,949<sup>99</sup></b>
FE 24-70mm F2.8 GM	SEL2470GM	\$1,799 <sup>99</sup>	\$200	<b>\$1,599<sup>99</sup></b>
FE 14mm F1.8 GM	SEL14F18GM	\$1,699 <sup>99</sup>	\$100	<b>\$1,599<sup>99</sup></b>
FE 24mm F1.4 GM	SEL24F14GM	\$1,499 <sup>99</sup>	\$100	<b>\$1,399<sup>99</sup></b>
FE 35mm F1.4 GM	SEL35F14GM	\$1,499 <sup>99</sup>	\$100	<b>\$1,399<sup>99</sup></b>
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,499 <sup>99</sup>	\$100	<b>\$1,399<sup>99</sup></b>
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,399 <sup>99</sup>	\$200	<b>\$1,199<sup>99</sup></b>
FE 50mm F1.4 GM	SEL50F14GM	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>
FE 85mm F1.4 GM	SEL85F14GM	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,349 <sup>99</sup>	\$100	<b>\$1,249<sup>99</sup></b>
FE 16-25mm F2.8 G	SEL1625G	\$1,299 <sup>99</sup>	\$100	<b>\$1,199<sup>99</sup></b>
FE PZ 16-35mm F4 G	SELP1635G	\$1,299 <sup>99</sup>	\$100	<b>\$1,199<sup>99</sup></b>
FE 20-70mm F4 G	SEL2070G	\$1,199 <sup>99</sup>	\$100	<b>\$1,099<sup>99</sup></b>
FE 24-50mm F2.8 G	SEL2450G	\$1,199 <sup>99</sup>	\$100	<b>\$1,099<sup>99</sup></b>
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,199 <sup>99</sup>	\$100	<b>\$1,099<sup>99</sup></b>
Sonnar FE 55mm F1.8 ZA	SEL55F18Z	\$1,049 <sup>99</sup>	\$100	<b>\$949<sup>99</sup></b>
FE 20mm F1.8 G	SEL20F18G	\$949 <sup>99</sup>	\$100	<b>\$849<sup>99</sup></b>
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470ZB	\$949 <sup>99</sup>	\$200	<b>\$749<sup>99</sup></b>
FE 24mm F2.8 G	SEL24F28G	\$799 <sup>99</sup>	\$50	<b>\$749<sup>99</sup></b>
FE 35mm F1.8	SEL35F18F	\$799 <sup>99</sup>	\$100	<b>\$699<sup>99</sup></b>
FE 40mm F2.5 G	SEL40F25G	\$799 <sup>99</sup>	\$50	<b>\$749<sup>99</sup></b>
FE 50mm F2.5 G	SEL50F25G	\$699 <sup>99</sup>	\$50	<b>\$649<sup>99</sup></b>
FE 85 mm F1.8	SEL85F18/2	\$649 <sup>99</sup>	\$50	<b>\$599<sup>99</sup></b>
FE 50mm F1.8	SEL50F18F/2	\$279 <sup>99</sup>	\$50	<b>\$224<sup>99</sup></b>

**Please check final pricing at retail. Offers valid at participating retailers.** \* Stackable with other soft bundles and standalone instant rebate. \*\* Not stackable with other soft bundles and standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any. ††† Stackable with instant rebate on camera body and accessory only, if any.

Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. 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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## APS-C E-Mount Lenses

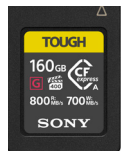
Product	Model #	Selling Price	IR Savings	Selling Price After Savings
E 16–55mm F2.8 G	SEL1655G	\$1,699 <sup>99</sup>	\$100	<b>\$1,599<sup>99</sup></b>
E 70–350mm F4.5–6.3 G OSS	SEL70350G	\$1,199 <sup>99</sup>	\$100	<b>\$1,099<sup>99</sup></b>
E 15mm F1.4 G	SEL15F14G	\$949 <sup>99</sup>	\$100	<b>\$849<sup>99</sup></b>
E PZ 10–20mm F4 G	SELP1020G	\$949 <sup>99</sup>	\$100	<b>\$849<sup>99</sup></b>
E PZ 18–105mm F4 G OSS	SELP18105G	\$849 <sup>99</sup>	\$100	<b>\$749<sup>99</sup></b>
E 11mm F1.8	SEL11F18	\$699 <sup>99</sup>	\$50	<b>\$649<sup>99</sup></b>
E 35mm F1.8 OSS	SEL35F18	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>
E 50mm F1.8 OSS - All Colors	SEL50F18	\$449 <sup>99</sup>	\$50	<b>\$399<sup>99</sup></b>
E 30mm F3.5 Macro	SEL30M35	\$399 <sup>99</sup>	\$50	<b>\$349<sup>99</sup></b>

## Cinema Line



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FX30 + XLR Handle Unit <b>Bundle and save more.</b> Check bundle chart for savings.	ILMEFX30	\$2,349 <sup>99</sup>	\$200	<b>\$2,149<sup>99</sup></b>
FX30 Body Only <b>Bundle and save more.</b> Check bundle chart for savings.	ILMEFX30B	\$1,949 <sup>99</sup>	\$200	<b>\$1,749<sup>99</sup></b>

## Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 80GB	CEAG80T	\$199 <sup>99</sup>	\$20	<b>\$179<sup>99</sup></b>
CFexpress Type A TOUGH 160GB	CEAG160T	\$399 <sup>99</sup>	\$130	<b>\$269<sup>99</sup></b>
CFexpress Type A TOUGH 320GB	CEAG320T	\$649 <sup>99</sup>	\$200	<b>\$449<sup>99</sup></b>
CFexpress Type A TOUGH 640GB	CEAG640T	\$999 <sup>99</sup>	\$240	<b>\$759<sup>99</sup></b>
CFexpress Type A TOUGH 960GB	CEAM960T	\$749 <sup>99</sup>	\$290	<b>\$459<sup>99</sup></b>
CFexpress Type A TOUGH 1920GB	CEAM1920T	\$1,399 <sup>99</sup>	\$600	<b>\$799<sup>99</sup></b>

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## α Bundles

Bundle	With	Additional Savings
All Compatible ILC Models (Body or Kit)	SEL50F18F/2*	\$30
All Compatible ILC Models (Body or Kit)	SEL11F18, SEL15F14G, SEL20F18G, SEL24F28G, SEL35F18F, SEL40F25G, SEL50F25G, SEL70350G, SEL85F18/2, SELP1020G OR SELP1635G*	\$50
All Compatible ILC Models (Body or Kit)	SEL2860*	\$200
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM OR SEL70200GM2	SEL14TC OR SEL20TC*	\$200
α7R V, α7R IV, α1, α1 II OR α9III	SEL300F28GM*	\$300
α7R V, α7R IV, α1, α1 II OR α9III	SEL100400GM, SEL200600G, SEL50F12GM, SEL1635GM2, SEL70200GM2 OR SEL2470GM2*	\$100

## Accessories, Point and Shoot, and Media Bundles

Bundle	With	Additional Savings
All CFE-A Compatible Cameras	CEAG80T CFexpress Type A (80GB)*	\$20
All CFE-A Compatible Cameras	CEAG160T CFexpress Type A (160GB)*	\$100
All ILC models	SFG256T/T1 Tough (256GB)*	\$50
All ILC models	SFG128T/T1 Tough (128GB)	\$25
CEAG160T	Buy two get discount CEAG160T (CFexpress Type A 160GB card)**	\$300
All DSC AND Non FF APS-C	Vlogger Accessory Kit (ACCVC1)*	\$50
All ILC AND FX Cameras	Digital Shotgun Microphone (ECMB10.UC)*	\$50
All Compatible ILC AND DSC Cameras	Vlogger Shotgun Microphone (ECMG1.SYU)*	\$50
All ILC Cameras (Body or Kit)	Digital Shotgun Microphone (ECMB1M.UC)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC4EM)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC3EM)*	\$50
All ILC Cameras (Body or Kit)	Digital Shotgun Microphone (ECMB10.UC)*	\$50
All ILC FF High Cameras	Wireless Radio Flash (HVL-F60RM2)*	\$50
All DSC AND Non FF APS-C	Creator Accessory Kit II (ACCVC2)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC5)*	\$100
All ILC Cameras (Body or Kit)	Wireless Radio Flash (HVL-F46RM.UC OR HVL-F46RMA.UC)*	\$50
All ZV series (White) camera	GPVPT2BTW.UC (white) grip	\$40

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