

# Cameras

Instant Savings September 15-21, 2025

SONY

## Interchangeable Lens Cameras



| Product                                            | Model #     | Selling Price         | IR Savings | Selling Price After Savings |
|----------------------------------------------------|-------------|-----------------------|------------|-----------------------------|
| <b>α7 IV + 28-70mm Zoom Lens - Black</b>           | ILCE7M4K/B  | \$2,899 <sup>99</sup> | \$500      | <b>\$2,399<sup>99</sup></b> |
| <b>α7 IV Body Only - Black</b>                     | ILCE7M4/B   | \$2,699 <sup>99</sup> | \$500      | <b>\$2,199<sup>99</sup></b> |
| <b>ZV-E1 + 28-60mm Zoom Lens - All Colors</b>      | ILCZVE1L    | \$2,699 <sup>99</sup> | \$300      | <b>\$2,399<sup>99</sup></b> |
| <b>ZV-E1 Body Only - All Colors</b>                | ILCZVE1     | \$2,399 <sup>99</sup> | \$300      | <b>\$2,099<sup>99</sup></b> |
| <b>α7 III + 28-70mm Zoom Lens</b>                  | ILCE7M3K/B  | \$2,099 <sup>99</sup> | \$400      | <b>\$1,699<sup>99</sup></b> |
| <b>α7 III Body Only - Black</b>                    | ILCE7M3/B   | \$1,899 <sup>99</sup> | \$400      | <b>\$1,499<sup>99</sup></b> |
| <b>α7C + 28-60mm Zoom Lens - All Colors</b>        | ILCE7CL     | \$1,899 <sup>99</sup> | \$200      | <b>\$1,699<sup>99</sup></b> |
| <b>α6600 + 18-135mm Zoom Lens - Black</b>          | ILCE6600M/B | \$1,599 <sup>99</sup> | \$200      | <b>\$1,399<sup>99</sup></b> |
| <b>α6600 Body Only - Black</b>                     | ILCE6600/B  | \$1,199 <sup>99</sup> | \$200      | <b>\$999<sup>99</sup></b>   |
| <b>α6400 + 18-135mm Zoom Lens - Black</b>          | ILCE6400M/B | \$1,399 <sup>99</sup> | \$150      | <b>\$1,249<sup>99</sup></b> |
| <b>α6400 Body Only - Black</b>                     | ILCE6400/B  | \$999 <sup>99</sup>   | \$150      | <b>\$849<sup>99</sup></b>   |
| <b>α6400 + 16-50mm Zoom Lens - Black</b>           | ILCE6400K/B | \$1,099 <sup>99</sup> | \$150      | <b>\$949<sup>99</sup></b>   |
| <b>α6100 Body Only - Black</b>                     | ILCE6100/B  | \$799 <sup>99</sup>   | \$150      | <b>\$649<sup>99</sup></b>   |
| <b>α6100 + 16-50mm Zoom Lens - Black</b>           | ILCE6100K/B | \$899 <sup>99</sup>   | \$150      | <b>\$749<sup>99</sup></b>   |
| <b>α6100 + 16-50mm &amp; 55-210 Lenses - Black</b> | ILCE6100X/B | \$1,149 <sup>99</sup> | \$200      | <b>\$949<sup>99</sup></b>   |
| <b>ZV-E10 + 16-50mm Zoom Lens - All Colors</b>     | ILCZVE10L   | \$849 <sup>99</sup>   | \$100      | <b>\$749<sup>99</sup></b>   |
| <b>ZV-E10 Body Only - All Colors</b>               | ILCZVE10    | \$749 <sup>99</sup>   | \$100      | <b>\$649<sup>99</sup></b>   |

## Cinema Line



| Product                       | Model #   | Selling Price         | IR Savings | Selling Price After Savings |
|-------------------------------|-----------|-----------------------|------------|-----------------------------|
| <b>FX30 + XLR Handle Unit</b> | ILMEFX30  | \$2,349 <sup>99</sup> | \$200      | <b>\$2,149<sup>99</sup></b> |
| <b>FX30 Body Only</b>         | ILMEFX30B | \$1,949 <sup>99</sup> | \$200      | <b>\$1,749<sup>99</sup></b> |

**Bundle and save more.** Check bundle chart for savings.

**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.

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# Accessories

Instant Savings September 15-21, 2025



## DI Accessories



| Product                                                               | Model #   | Selling Price       | IR Savings | Selling Price After Savings |
|-----------------------------------------------------------------------|-----------|---------------------|------------|-----------------------------|
| Digital Shotgun Microphone                                            | ECMB10    | \$279 <sup>99</sup> | \$50       | <b>\$229<sup>99</sup></b>   |
| Shotgun microphone for Multi interface shoe w/Digital audio interface | ECMB1M    | \$389 <sup>99</sup> | \$50       | <b>\$339<sup>99</sup></b>   |
| Digital Shotgun Microphone                                            | ECMM1     | \$389 <sup>99</sup> | \$50       | <b>\$339<sup>99</sup></b>   |
| Dual-channel Wireless Microphone                                      | ECMW3     | \$569 <sup>99</sup> | \$50       | <b>\$519<sup>99</sup></b>   |
| External Battery Adaptor for Flash                                    | FAEBA1    | \$299 <sup>99</sup> | \$50       | <b>\$249<sup>99</sup></b>   |
| Wireless Radio Flash (Guide Number 46)                                | HVLF46RMA | \$549 <sup>99</sup> | \$30       | <b>\$519<sup>99</sup></b>   |
| Wireless Radio Flash (Guide Number 60)                                | HVLF60RM2 | \$699 <sup>99</sup> | \$50       | <b>\$649<sup>99</sup></b>   |
| Vertical Grip for α9, α7R III, α7 III                                 | VGC3EM    | \$389 <sup>99</sup> | \$50       | <b>\$339<sup>99</sup></b>   |
| Vertical Grip for α9 II, α7R IV, α7R V, α1, α7 IV, α7S III            | VGC4EM    | \$439 <sup>99</sup> | \$50       | <b>\$389<sup>99</sup></b>   |
| XLR Adaptor Kit for Multi interface shoe w/Digital audio interface    | XLRK3M    | \$659 <sup>99</sup> | \$50       | <b>\$609<sup>99</sup></b>   |

## Media



|                                            |            |                       |         |                           |
|--------------------------------------------|------------|-----------------------|---------|---------------------------|
| 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> |
| CFexpress Type B TOUGH 240GB               | CEBG240T   | \$199 <sup>99</sup>   | \$42    | <b>\$157<sup>99</sup></b> |
| CFexpress Type B TOUGH 480GB               | CEBG480T   | \$319 <sup>99</sup>   | \$80    | <b>\$239<sup>99</sup></b> |
| CFexpress Type B TOUGH 960GB               | CEBG960T   | \$999 <sup>99</sup>   | \$200   | <b>\$799<sup>99</sup></b> |
| CFexpress Type B TOUGH 1920GB              | CEBG1920T  | \$1,999 <sup>99</sup> | \$1,000 | <b>\$999<sup>99</sup></b> |
| UHS-II SD E series Memory Card 256GB       | SFE256/T2  | \$99 <sup>99</sup>    | \$20    | <b>\$79<sup>99</sup></b>  |
| TOUGH G series UHS-II SD Memory Card 64GB  | SFG64T/T1  | \$109 <sup>99</sup>   | \$30    | <b>\$79<sup>99</sup></b>  |
| TOUGH G series UHS-II SD Memory Card 128GB | SFG128T/T1 | \$209 <sup>99</sup>   | \$60    | <b>\$149<sup>99</sup></b> |
| TOUGH G series UHS-II SD Memory Card 256GB | SFG256T/T1 | \$399 <sup>99</sup>   | \$130   | <b>\$269<sup>99</sup></b> |
| TOUGH M series UHS-II SD Memory Card 128GB | SFM128T/T1 | \$69 <sup>99</sup>    | \$8     | <b>\$61<sup>99</sup></b>  |
| TOUGH M series UHS-II SD Memory Card 256GB | SFM256T/T1 | \$129 <sup>99</sup>   | \$40    | <b>\$89<sup>99</sup></b>  |
| TOUGH M series UHS-II SD Memory Card 512GB | SFM512T/T1 | \$229 <sup>99</sup>   | \$60    | <b>\$169<sup>99</sup></b> |
| UHS-II SD M series Memory Card 128GB       | SFM128/T2  | \$64 <sup>99</sup>    | \$4     | <b>\$60<sup>99</sup></b>  |
| UHS-II SD M series Memory Card 256GB       | SFM256/T2  | \$119 <sup>99</sup>   | \$25    | <b>\$94<sup>99</sup></b>  |
| UHS-II SD M series Memory Card 512GB       | SFM512/T2  | \$224 <sup>99</sup>   | \$50    | <b>\$174<sup>99</sup></b> |
| UHS-II SDXC E series Memory Card 64GB      | SFE64A     | \$29 <sup>99</sup>    | \$3     | <b>\$26<sup>99</sup></b>  |
| UHS-II SDXC E series Memory Card 128GB     | SFE128A    | \$44 <sup>99</sup>    | \$8     | <b>\$36<sup>99</sup></b>  |

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# Bundles

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## α Bundles

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

## Accessories, Point and Shoot, and Media Bundles

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

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