

Cameras

Instant Savings January 12-18, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α7R V Body Only - Black	ILCE7RM5/B	\$4,199 ⁹⁹	\$700	\$3,499⁹⁹
α7 IV + 28-70mm Zoom Lens - Black	ILCE7M4K/B	\$2,699 ⁹⁹	\$300	\$2,399⁹⁹
α7 IV Body Only - Black	ILCE7M4/B	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
α7 III + 28-70mm Zoom Lens	ILCE7M3K/B	\$2,199 ⁹⁹	\$300	\$1,899⁹⁹
α7 III Body Only - Black	ILCE7M3/B	\$1,999 ⁹⁹	\$300	\$1,699⁹⁹

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.

Accessories

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DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Digital Shotgun Microphone	ECMB10	\$279 ⁹⁹	\$50	\$229⁹⁹
Shotgun microphone for Multi interface shoe w/Digital audio interface	ECMB1M	\$389 ⁹⁹	\$50	\$339⁹⁹
Digital Shotgun Microphone	ECMM1	\$389 ⁹⁹	\$50	\$339⁹⁹
Wireless Streaming Microphone	ECMS1	\$419 ⁹⁹	\$150	\$269⁹⁹
Digital Bluetooth Wireless Microphone	ECMW2BT	\$279 ⁹⁹	\$120	\$159⁹⁹
Dual-channel Wireless Microphone	ECMW3	\$569 ⁹⁹	\$280	\$289⁹⁹
Single-channel Wireless microphone	ECMW3S	\$349 ⁹⁹	\$120	\$229⁹⁹
Wireless Radio Flash (Guide Number 46)	HVLF46RMA	\$549 ⁹⁹	\$50	\$499⁹⁹
Wireless Radio Flash (Guide Number 60)	HVLF60RM2	\$699 ⁹⁹	\$50	\$649⁹⁹
Vertical Grip for α9, α7R III, α7 III	VGC3EM	\$419 ⁹⁹	\$50	\$369⁹⁹
Vertical Grip for α9 II, α7R IV, α7R V, α1, α7 IV, α7S III	VGC4EM	\$459 ⁹⁹	\$50	\$409⁹⁹

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Recording Media

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Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 240GB	CEAG240T	\$259 ⁹⁹	\$40	\$219⁹⁹
CFexpress Type A TOUGH 480GB	CEAG480T	\$359 ⁹⁹	\$25	\$334⁹⁹
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	\$209 ⁹⁹	\$70	\$139⁹⁹
TOUGH G series UHS-II SD Memory Card 256GB	SFG256T/T1	\$399 ⁹⁹	\$140	\$259⁹⁹
CFexpress Type A Card Reader	MRWG3	\$149 ⁹⁹	\$15	\$134⁹⁹

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Bundles

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α Bundles

Bundle	With	Additional Savings	
All Compatible ILC Models (Body or Kit)	SEL50F18F/2*	\$30	
	SEL11F18, SEL15F14G, SEL20F18G, SEL24F28G, SEL35F18F, SEL40F25G, SEL50F25G, SEL70350G, SEL85F18/2, SELP1020G OR SELP1635G*	\$50	
	SEL1655G, SEL55210/B, SEL2070G, SEL24105G/2, SEL2470GM, SEL70200GM OR SEL50F14GM	\$100	
	SEL2860*	\$200	
	SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM OR SEL70200GM2	SEL14TC OR SEL20TC*	\$200
	α7 V	SEL300F28GM*	\$300
	α7 V	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL200600G, SEL400800G, SEL24F14GM, SEL35F14GM, SEL50F12GM, SEL50F14GM OR SEL85F14GM2*	\$200
	α7 IV	SEL24105G/2*	\$400

Accessories, Point and Shoot, and Media Bundles



MEDIA COMPATIBILITY INFORMATION

All CFE-A Combtiable Cameras	CEAG160T CFexpress Type A (160GB)*	\$100
All CFE-A Combtiable Cameras	CEAG240T CFexpress Type A (240GB)*	\$50
All CFE-A Combtiable Cameras	CEAG480T CFexpress Type A (480GB)*	\$50
All ILC Models	SFG256T/T1 Tough (256GB)*	\$50
All ILC Models	SFG128T/T1 Tough (128GB)	\$25
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 Models (Body or Kit)	Digital Shotgun Microphone (ECMM1.UC)*	\$50
All ILC FF High Cameras	Wireless Radio Flash (HVL-F60RM2)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC5)*	\$100
All ILC Models (Body or Kit)	Wireless Radio Flash (HVLF46RM.UC OR HVLF46RMA.UC)*	\$50
All ZV Series (White) Camera	GPVPT2BTW.UC (white) grip	\$50
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B.UC OR GPVPT3W.UC)	\$50

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