

SONY FEBRUARY SAVINGS

LIMITED TIME: FEBRUARY 2-8, 2026

SAVE
\$700



α7R V BODY

BODY
REG: \$4,199⁹⁹
SALE: \$3,499⁹⁹

SAVE
\$300



α7 IV BODY OR KIT

BODY
REG: \$2,499⁹⁹
SALE: \$2,199⁹⁹

SAVE
\$300



α7 III BODY OR KIT

BODY
REG: \$1,999⁹⁹
SALE: \$1,699⁹⁹

BODY + 28-70MM LENS
REG: \$2,199⁹⁹
SALE: \$1,899⁹⁹

SAVE
\$200



ZV-E10 II

BODY
REG: \$1,199⁹⁹
SALE: \$999⁹⁹

BODY + 16-50MM LENS
REG: \$1,299⁹⁹
SALE: \$1,099⁹⁹

Available in black
and white

SAVE
\$100



SEL1625G
FE 16-25MM F2.8 G
REG: \$1,399⁹⁹
SALE: \$1,299⁹⁹

SEL2450G
FE 16-25MM F2.8 G
REG: \$1,299⁹⁹
SALE: \$1,199⁹⁹

SEL200600G
FE 200-600 MM
F5.6-6.3 G OSS
REG: \$2,249⁹⁹
SALE: \$2,149⁹⁹



ZV-1F + FIXED 20MM LENS
REG: \$599⁹⁹ SALE: \$499⁹⁹

Available in black and white

SAVE
\$100

SAVE
\$250



α6400 BODY OR KITS

BODY
REG: \$1,099⁹⁹
SALE: \$849⁹⁹

BODY + 16-50 LENS
REG: \$1,199⁹⁹
SALE: \$949⁹⁹

BODY + 18-135MM LENS
REG: \$1,499⁹⁹
SALE: \$1,249⁹⁹

THE PERFECT HYBRID SETUP

Purchase the **Alpha 7 IV** body with the 24-105mm G lens and get \$700 off.



SAVE
\$700
WHEN BUNDLED

+ SAVE
MORE

**BUNDLE &
SAVE UP TO \$200**

Purchase a Sony ILC
body or kit with select
lens and save up to \$200¹.



Purchase a qualifying
camera and receive
\$50 cash back².



SEE BACK SIDE
FOR FULL LIST
OF OFFERS

TO LEARN MORE VISIT [SONY.IMAGINGREG.COM/US50](https://sony.imagingreg.com/US50)

CAMERAS	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
Alpha 1 Body	ILCE1	\$6,199 ⁹⁹	\$500	\$5,699⁹⁹
Alpha 7R V Body	ILCE7RM5/B	\$4,199 ⁹⁹	\$700	\$3,499⁹⁹
Alpha 7S III Body	ILCE7SM3/B	\$3,999 ⁹⁹	\$300	\$3,699⁹⁹
Alpha 7R IV Body	ILCE7RM4A/B	\$3,699 ⁹⁹	\$400	\$3,299⁹⁹
Alpha 7CR (All Colors)	ILCE7CR	\$3,399 ⁹⁹	\$200	\$3,199⁹⁹
Alpha 7 IV Body	ILCE7M4/B	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
Alpha 7C II + 28-60mm Zoom Lens (All Colors)	ILCE7CM2L	\$2,799 ⁹⁹	\$200	\$2,599⁹⁹
Alpha 7C II Body (All Colors)	ILCE7CM2	\$2,499 ⁹⁹	\$200	\$2,299⁹⁹
Alpha 7 III + 28-70mm Zoom Lens + 28-70mm Zoom Lens	ILCE7M3K/B	\$2,199 ⁹⁹	\$300	\$1,899⁹⁹
Alpha 7 III Body	ILCE7M3/B	\$1,999 ⁹⁹	\$300	\$1,699⁹⁹
Alpha 6700 Body	ILCE6700	\$1,599 ⁹⁹	\$100	\$1,499⁹⁹
Alpha 6700 + 16-50mm Power Zoom Lens	ILCE6700M/B	\$1,999 ⁹⁹	\$100	\$1,899⁹⁹
Alpha 6700 + 18-135mm Zoom Lens	ILCE6700KB	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
Alpha 6400 + 18-135mm Zoom Lens	ILCE6400M/B	\$1,499 ⁹⁹	\$250	\$1,249⁹⁹
Alpha 6400 + 16-50mm Power Zoom Lens	ILCE6400KB	\$1,199 ⁹⁹	\$250	\$949⁹⁹
Alpha 6400 Body	ILCE6400/B	\$1,099 ⁹⁹	\$250	\$849⁹⁹
Alpha 6100 Body	ILCE6100/B	\$849 ⁹⁹	\$150	\$699⁹⁹
Alpha 6100 + 16-50mm Zoom Lens	ILCE6100KB	\$949 ⁹⁹	\$150	\$799⁹⁹
Alpha 6100 + 16-50mm & 55-210 Lenses	ILCE6100XB	\$1,199 ⁹⁹	\$200	\$999⁹⁹
ZV-E10 + 16-50mm Zoom Lens (All Colors)	ILCZVE10K	\$899 ⁹⁹	\$100	\$799⁹⁹
ZV-E10 Body (All Colors)	ILCZVE10	\$799 ⁹⁹	\$100	\$699⁹⁹
ZV-10 II + 16-50mm Zoom Lens (All Colors)	ILCZVE10M2K	\$1,299 ⁹⁹	\$200	\$1,099⁹⁹
ZV-10 II Camera (All Colors)	ILCZVE10M2	\$1,199 ⁹⁹	\$200	\$999⁹⁹
ZV-1F Vlog Camera - All Colors	ZV1F	\$599 ⁹⁹	\$100	\$499⁹⁹
ZV-1 Camera (All Colors)	DCZV1	\$899 ⁹⁹	\$100	\$799⁹⁹
ZV-1 II Camera (All Colors)	DCZV1M2	\$1,049 ⁹⁹	\$100	\$949⁹⁹
Cinema Line FX30 Camera with XLR handle unit	ILMEFX30	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
Cinema Line FX30 Camera Body	ILMEFX30B	\$2,099 ⁹⁹	\$300	\$1,799⁹⁹

FULL-FRAME LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
FE 16-25mm F2.8 G	SEL1625G	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
FE PZ 16-35mm F4 G	SELP1635G	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹
FE 20mm F1.8 G	SEL20F18G	\$1,049 ⁹⁹	\$100	\$949⁹⁹
FE 24mm F2.8 G	SEL24F28G	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 35mm F1.8	SEL35F18F	\$849 ⁹⁹	\$100	\$749⁹⁹
FE 24-50mm F2.8 G	SEL2450G	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
FE 20-70mm F4 G	SEL2070G	\$1,249 ⁹⁹	\$100	\$1,149⁹⁹
FE 24-70mm F4 ZA OSS	SEL2470Z	\$999 ⁹⁹	\$200	\$799⁹⁹
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,999 ⁹⁹	\$100	\$2,899⁹⁹
FE 40mm F2.5 G	SEL40F25G	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 50mm F1.8	SEL50F18F/2	\$279 ⁹⁹	\$50	\$229⁹⁹
FE 50mm F2.5 G	SEL50F25G	\$699 ⁹⁹	\$50	\$649⁹⁹
FE 55mm F1.8 ZA	SEL55F18Z	\$1,099 ⁹⁹	\$100	\$999⁹⁹
FE 85mm F1.8	SEL85F18/2	\$699 ⁹⁹	\$50	\$649⁹⁹
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$2,249 ⁹⁹	\$100	\$2,149⁹⁹
Teleconverter bundled with: SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM or SEL70200GM2	SEL14TC / SEL20TC	\$599 ⁹⁹	\$200	\$399⁹⁹

APS-C LENSES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
E 16-55mm F2.8 G	SEL1655G	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
E 70-350mm F4.5-6.3 G OSS	SEL70350G	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
E 15mm F1.4 G	SEL15F14G	\$949 ⁹⁹	\$100	\$849⁹⁹
E PZ 10-20mm F4 G	SELP1020G	\$949 ⁹⁹	\$100	\$849⁹⁹
E PZ 18-105mm F4 G OSS	SELP18105G	\$849 ⁹⁹	\$100	\$749⁹⁹
E 11mm F1.8	SEL11F18	\$699 ⁹⁹	\$50	\$649⁹⁹
E 35mm F1.8 OSS	SEL35F18	\$599 ⁹⁹	\$50	\$549⁹⁹
E 50mm F1.8 OSS (All colors)	SEL50F18	\$449 ⁹⁹	\$50	\$399⁹⁹
E 30mm F3.5 Macro	SEL30M35	\$399 ⁹⁹	\$50	\$349⁹⁹

ACCESSORIES	MODEL #	REGULAR PRICE	INSTANT REBATE	SALE PRICE
Digital Shotgun Microphone	ECMM1	\$389 ⁹⁹	\$50	\$339⁹⁹
Dual-channel Wireless Mic	ECMW3	\$569 ⁹⁹	\$280	\$289⁹⁹
Wireless Streaming Microphone	ECMS1	\$419 ⁹⁹	\$150	\$269⁹⁹
UHS-II G TOUGH series 256GB	SFG256T/T1	\$399 ⁹⁹	\$140 + \$50 bundled	\$209⁹⁹
UHS-II G TOUGH series 128GB	SFG128T/T1	\$209 ⁹⁹	\$70 + \$25 bundled	\$114⁹⁹
CFexpress Type A TOUGH series 240GB	CEAG240T	\$239 ⁹⁹	\$20 + \$50 bundled	\$169⁹⁹
Vertical Grip for Alpha 7IV, Alpha 7SIII, Alpha 1, Alpha 9 II, Alpha 7R IV and Alpha 7R V	VGC4EM	\$459 ⁹⁹	\$50 + \$50 bundled	\$359⁹⁹
Vertical Grip for Alpha 9, Alpha 7R III, Alpha 7 III	VGC3EM	\$419 ⁹⁹	\$50 + \$50 bundled	\$319⁹⁹
WIRELESS RADIO FLASH - Instant Rebate \$50 + \$50 when bundled with compatible Alpha models	HVLF60RM2	\$699 ⁹⁹	\$50 + \$50 bundled	\$599⁹⁹

1. Please check final pricing at retail. Offers valid at participating retailers. Stackable with other soft bundles and standalone instant rebate. 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.

2. Scan QR Code to learn more or visit sony.imagingreg.com/US50. Offer valid for purchases between 1/1/202 - 3/31/2025. Redeem by 4/14/2026. Must register within 14 days of purchase. Fulfilled within 8 weeks. Subject to terms and conditions.

Eligible products: DSCRX1RM3B, ILCE1/B, ILCE1M2B, ILCE6400/B, ILCE6400KB, ILCE6400L/B, ILCE6400M/B, ILCE6700/B, ILCE6700KB, ILCE6700L/B, ILCE6700M/B, ILCE7CM2B, ILCE7CM2LB, ILCE7CM2LS, ILCE7CM2S, ILCE7CRB, ILCE7CRS, ILCE7SM3/B, ILCE7M3/B, ILCE7M3K/B, ILCE7M4/B, ILCE7M4K/B, ILCE7RM4A/B, ILCE7RM5/B, ILCE9M3B, ILMEFX2, ILMEFX2B, ILMEFX30, ILMEFX30B, ILMEFX3A, SEL100400GM, SEL100F28GM, SEL100M28GM, SEL1224GM, SEL135F18GM, SEL14F18GM, SEL1635GM, SEL1635GM2, SEL2470GM, SEL2470GM2, SEL24F14GM, SEL2870GM, SEL300F28GM, SEL35F14GM, SEL400F28GM, SEL50150GM, SEL50F12GM, SEL50F14GM, SEL600F40GM, SEL70200GM, SEL70200GM2, SEL85F14GM, SEL85F14GM2.

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