

Cameras

Instant Savings February 16-22, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α1 Body Only - Black	ILCE1/B	\$6,199 ⁹⁹	\$500	\$5,699⁹⁹
α7R V Body Only - Black	ILCE7RM5/B	\$4,199 ⁹⁹	\$700	\$3,499⁹⁹
α7S III Body Only - Black	ILCE7SM3/B	\$3,999 ⁹⁹	\$300	\$3,699⁹⁹
α7R IV Body Only - Black	ILCE7RM4A/B	\$3,699 ⁹⁹	\$400	\$3,299⁹⁹
α7CR Body Only - All Colors	ILCE7CR	\$3,399 ⁹⁹	\$200	\$3,199⁹⁹
α7 IV + 28-70mm II Zoom Lens - Black	ILCE7M4M/B	\$2,699 ⁹⁹	\$300	\$2,399⁹⁹
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	\$500	\$1,999⁹⁹
α7 III + 28-70mm Zoom Lens - Black	ILCE7M3K/B	\$2,199 ⁹⁹	\$500	\$1,699⁹⁹
α7 III Body Only - Black	ILCE7M3/B	\$1,999 ⁹⁹	\$500	\$1,499⁹⁹
α7C II + 28-60mm Zoom Lens - All Colors	ILCE7CM2L	\$2,799 ⁹⁹	\$200	\$2,599⁹⁹
α7C II Body Only - All Colors	ILCE7CM2	\$2,499 ⁹⁹	\$200	\$2,299⁹⁹
α6700 + 18-135mm Zoom Lens - Black	ILCE6700M/B	\$1,999 ⁹⁹	\$100	\$1,899⁹⁹
α6700 + 16-50mm Zoom Lens - Black	ILCE6700K/B OR ILCE6700L/B	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
α6700 Body Only - Black	ILCE6700/B	\$1,599 ⁹⁹	\$100	\$1,499⁹⁹
α6400 + 18-135mm Zoom Lens - Black	ILCE6400M/B	\$1,499 ⁹⁹	\$250	\$1,249⁹⁹
α6400 + 16-50mm Zoom Lens - Black	ILCE6400K/B	\$1,199 ⁹⁹	\$250	\$949⁹⁹
α6400 Body Only - Black	ILCE6400/B	\$1,099 ⁹⁹	\$250	\$849⁹⁹
α6100 + 16-50mm & 55-210 Lenses - Black	ILCE6100X/B	\$1,199 ⁹⁹	\$200	\$999⁹⁹
α6100 + 16-50mm Zoom Lens - Black	ILCE6100K/B	\$949 ⁹⁹	\$150	\$799⁹⁹
α6100 Body Only - Black	ILCE6100/B	\$849 ⁹⁹	\$150	\$699⁹⁹
ZV-E10 + 16-50mm Zoom Lens - All Colors	ILCZVE10K OR ILCZVE10L	\$899 ⁹⁹	\$100	\$799⁹⁹
ZV-E10 Body Only - All Colors	ILCZVE10	\$799 ⁹⁹	\$100	\$699⁹⁹
ZV-E10 II + 16-50mm Zoom Lens - All Colors	ZVE10M2K	\$1,299 ⁹⁹	\$200	\$1,099⁹⁹
ZV-E10 II Body Only - All Colors	ZVE10M2	\$1,199 ⁹⁹	\$200	\$999⁹⁹

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Cinema Line	FX2 + XLR Handle Unit	ILMEFX2	\$3,399 ⁹⁹	\$300	\$3,099⁹⁹
	FX2 Body Only	ILMEFX2B	\$2,999 ⁹⁹	\$300	\$2,699⁹⁹
	FX30 + XLR Handle Unit	ILMEFX30	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
	FX30 Body Only	ILMEFX30B	\$2,099 ⁹⁹	\$300	\$1,799⁹⁹
Point and Shoot	ZV-1F Vlog Camera - All Colors	ZV1F	\$599 ⁹⁹	\$100	\$499⁹⁹
	Sony ZV-1 Camera - All Colors	DCZV1	\$899 ⁹⁹	\$100	\$799⁹⁹
	Sony ZV-1 II Camera - All Colors	ZV1M2	\$1,049 ⁹⁹	\$100	\$949⁹⁹

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Lenses

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Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,999 ⁹⁹	\$100	\$2,899⁹⁹
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$2,249 ⁹⁹	\$100	\$2,149⁹⁹
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 16-25mm F2.8 G	SEL1625G	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹
FE PZ 16-35mm F4 G	SELP1635G	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹
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
Sonnar FE 55mm F1.8 ZA	SEL55F18Z	\$1,099 ⁹⁹	\$100	\$999⁹⁹
FE 20mm F1.8 G	SEL20F18G	\$1,049 ⁹⁹	\$100	\$949⁹⁹
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470ZB	\$999 ⁹⁹	\$200	\$799⁹⁹
FE 35mm F1.8	SEL35F18F	\$849 ⁹⁹	\$100	\$749⁹⁹
FE 24mm F2.8 G	SEL24F28G	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 40mm F2.5 G	SEL40F25G	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 50mm F2.5 G	SEL50F25G	\$699 ⁹⁹	\$50	\$649⁹⁹
FE 85 mm F1.8	SEL85F18/2	\$699 ⁹⁹	\$50	\$649⁹⁹
FE 50mm F1.8	SEL50F18F/2	\$279 ⁹⁹	\$50	\$229⁹⁹

APS-C E-Mount Lenses



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

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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
XLR Adaptor Kit for Multi interface shoe w/Digital audio interface	XLRK3M	\$659 ⁹⁹	\$50	\$609⁹⁹

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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	\$20	\$239⁹⁹
CFexpress Type A TOUGH 480GB	CEAG480T	\$359 ⁹⁹	\$25	\$334⁹⁹
CFexpress Type A TOUGH 960GB	CEAG960T	\$584 ⁹⁹	\$45	\$539⁹⁹
CFexpress Type A TOUGH 1920GB	CEAG1920T	\$949 ⁹⁹	\$70	\$879⁹⁹
CFexpress Type B TOUGH 240GB	CEBG240T	\$199 ⁹⁹	\$42	\$157⁹⁹
CFexpress Type B TOUGH 480GB	CEBG480T	\$319 ⁹⁹	\$78	\$241⁹⁹
CFexpress Type B TOUGH 960GB	CEBG960T	\$999 ⁹⁹	\$500	\$499⁹⁹
CFexpress Type B TOUGH 1920GB	CEBG1920T	\$1,999 ⁹⁹	\$1,100	\$899⁹⁹
UHS-II SD E series Memory Card 256GB	SFE256/T2	\$99 ⁹⁹	\$20	\$79⁹⁹
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	\$109 ⁹⁹	\$30	\$79⁹⁹
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
TOUGH M series UHS-II SD Memory Card 128GB	SFM128T/T1	\$69 ⁹⁹	\$10	\$59⁹⁹
TOUGH M series UHS-II SD Memory Card 256GB	SFM256T/T1	\$129 ⁹⁹	\$42	\$87⁹⁹
TOUGH M series UHS-II SD Memory Card 512GB	SFM512T/T1	\$229 ⁹⁹	\$68	\$161⁹⁹
UHS-II SD M series Memory Card 128GB	SFM128/T2	\$64 ⁹⁹	\$4	\$60⁹⁹
UHS-II SD M series Memory Card 256GB	SFM256/T2	\$119 ⁹⁹	\$25	\$94⁹⁹
UHS-II SD M series Memory Card 512GB	SFM512/T2	\$224 ⁹⁹	\$50	\$174⁹⁹
UHS-II SDXC E series Memory Card 64GB	SFE64A	\$29 ⁹⁹	\$3	\$26⁹⁹
UHS-II SDXC E series Memory Card 128GB	SFE128A	\$44 ⁹⁹	\$8	\$36⁹⁹
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
	SEL14TC OR SEL20TC*	\$200
	SEL300F28GM*	\$300
	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL200600G, SEL400800G, SEL24F14GM, SEL35F14GM, SEL50F12GM, SEL50F14GM OR SEL85F14GM2*	\$200
	SEL24105G/2*	\$400

Accessories, Point and Shoot, and Media Bundles



MEDIA COMPATIBILITY INFORMATION

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 (HVL-F46RM.UC OR HVL-F46RMA.UC)*	\$50
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B.UC OR GPVPT3W.UC)	\$50

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