

Cameras

Instant Savings April 13-19, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α1 Body Only - Black	ILCE1/B	\$6,199 ⁹⁹	\$500	\$5,699⁹⁹
α9 III Body Only - Black	ILCE9M3/B	\$6,799 ⁹⁹	\$400	\$6,399⁹⁹
α7R V Body Only - Black	ILCE7RM5/B	\$4,199 ⁹⁹	\$900	\$3,299⁹⁹
α7S III Body Only - Black	ILCE7SM3/B	\$3,999 ⁹⁹	\$300	\$3,699⁹⁹
α7R IV Body Only - Black	ILCE7RM4A/B	\$3,699 ⁹⁹	\$900	\$2,799⁹⁹
α7CR Body Only - All Colors	ILCE7CR	\$3,399 ⁹⁹	\$400	\$2,999⁹⁹
α7 IV + 28-70mm II Zoom Lens - Black	ILCE7M4M/B	\$2,699 ⁹⁹	\$500	\$2,199⁹⁹
α7 IV + 28-70mm Zoom Lens - Black	ILCE7M4K/B	\$2,699 ⁹⁹	\$500	\$2,199⁹⁹
α7 IV Body Only - Black	ILCE7M4/B	\$2,499 ⁹⁹	\$500	\$1,999⁹⁹
α7 III + 28-70mm Zoom Lens - Black	ILCE7M3K/B OR ILCE7M3M/B	\$2,199 ⁹⁹	\$300	\$1,899⁹⁹
α7 III Body Only - Black	ILCE7M3/B	\$1,999 ⁹⁹	\$300	\$1,699⁹⁹
α7C II + 28-60mm Zoom Lens - All Colors	ILCE7CM2L	\$2,799 ⁹⁹	\$400	\$2,399⁹⁹
α7C II Body Only - All Colors	ILCE7CM2	\$2,499 ⁹⁹	\$400	\$2,099⁹⁹
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

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FX2 + XLR Handle Unit	ILMEFX2	\$3,099 ⁹⁹	\$200	\$2,899⁹⁹
FX2 Body Only	ILMEFX2B	\$2,699 ⁹⁹	\$200	\$2,499⁹⁹
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	\$150	\$449⁹⁹
Sony ZV-1 II Camera - All Colors	ZV1M2	\$999 ⁹⁹	\$100	\$899⁹⁹

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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 300mm F2.8 GM OSS	SEL300F28GM	\$6,799 ⁹⁹	\$200	\$6,599⁹⁹
FE 12-24mm F2.8 GM	SEL1224GM	\$3,249 ⁹⁹	\$100	\$3,149⁹⁹
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,999 ⁹⁹	\$100	\$2,899⁹⁹
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,799 ⁹⁹	\$100	\$2,699⁹⁹
FE 50mm F1.2 GM	SEL50F12GM	\$2,299 ⁹⁹	\$100	\$2,199⁹⁹
FE 16-35mm F2.8 GM	SEL1635GM	\$2,199 ⁹⁹	\$100	\$2,099⁹⁹
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,149 ⁹⁹	\$100	\$2,049⁹⁹
FE 24-70mm F2.8 GM	SEL2470GM	\$1,799 ⁹⁹	\$200	\$1,599⁹⁹
FE 24mm F1.4 GM	SEL24F14GM	\$1,599 ⁹⁹	\$100	\$1,499⁹⁹
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 85mm F1.4 GM	SEL85F14GM	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹
FE 24-50mm F2.8 G	SEL2450G	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,049 ⁹⁹	\$100	\$949⁹⁹
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 85mm F1.8	SEL85F18/2	\$699 ⁹⁹	\$50	\$649⁹⁹

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 Radio Flash (Guide Number 46)	HVLF46RMA	\$529 ⁹⁹	\$50	\$479⁹⁹
Wireless Radio Flash (Guide Number 60)	HVLF60RM2	\$679 ⁹⁹	\$50	\$629⁹⁹
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
Vertical Grip for α9 III	VGC5	\$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	\$269 ⁹⁹	\$20	\$249⁹⁹
CFexpress Type A TOUGH 480GB	CEAG480T	\$479 ⁹⁹	\$50	\$429⁹⁹
CFexpress Type A TOUGH 960GB	CEAG960T	\$779 ⁹⁹	\$80	\$699⁹⁹
CFexpress Type A TOUGH 1920GB	CEAG1920T	\$1,249 ⁹⁹	\$140	\$1,109⁹⁹
CFexpress Type B TOUGH 240GB	CEBG240T	\$379 ⁹⁹	\$65	\$314⁹⁹
CFexpress Type B TOUGH 480GB	CEBG480T	\$599 ⁹⁹	\$130	\$469⁹⁹
CFexpress Type B TOUGH 960GB	CEBG960T	\$999 ⁹⁹	\$280	\$719⁹⁹
CFexpress Type B TOUGH 1920GB	CEBG1920T	\$1,999 ⁹⁹	\$650	\$1,349⁹⁹
UHS-II SD E series Memory Card 256GB	SFE256/T2	\$189 ⁹⁹	\$40	\$149⁹⁹
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	\$179 ⁹⁹	\$45	\$134⁹⁹
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	\$344 ⁹⁹	\$90	\$259⁹⁹
TOUGH G series UHS-II SD Memory Card 256GB	SFG256T/T1	\$539 ⁹⁹	\$120	\$419⁹⁹
TOUGH M series UHS-II SD Memory Card 128GB	SFM128T/T1	\$134 ⁹⁹	\$10	\$124⁹⁹
TOUGH M series UHS-II SD Memory Card 256GB	SFM256T/T1	\$249 ⁹⁹	\$60	\$189⁹⁹
TOUGH M series UHS-II SD Memory Card 512GB	SFM512T/T1	\$449 ⁹⁹	\$100	\$349⁹⁹
UHS-II SD M series Memory Card 256GB	SFM256/T2	\$234 ⁹⁹	\$50	\$184⁹⁹
UHS-II SD M series Memory Card 512GB	SFM512/T2	\$439 ⁹⁹	\$100	\$339⁹⁹
UHS-II SDXC E series Memory Card 128GB	SFE128A	\$94 ⁹⁹	\$16	\$78⁹⁹

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Bundles

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α Bundles

Bundle	With	Additional Savings
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM OR SEL70200GM2	SEL14TC OR SEL20TC*	\$200
α7 IV	SEL24105G/2*	\$400
α1 II, α9 III OR α7 V	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL2870GM OR SEL50150GM*	\$300

Accessories, Point and Shoot, and Media Bundles

All CFE-A Combatible Cameras	CEAG240T CFexpress Type A (240GB)*	\$50
All CFE-A Combatible Cameras	CEAG480T CFexpress Type A (480GB)*	\$50
All ILC Models	SFG256T/T1 Tough (256GB)*	\$50
All ILC Models	SFG128T/T1 Tough (128GB)	\$25
All ILC AND FX Cameras	Digital Shotgun Microphone (ECMB10)*	\$50
All Compatible ILC AND DSC Cameras	Vlogger Shotgun Microphone (ECMG1)*	\$50
All ILC Cameras (Body or Kit)	Digital Shotgun Microphone (ECMB1M)*	\$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)*	\$50
All ILC FF High Cameras	Wireless Radio Flash (HVL-F60RM2)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC5)*	\$50
All ILC Models (Body or Kit)	Wireless Radio Flash (HVL-F46RMA)*	\$50
All ILC Models (Body or Kit)	Wireless Radio Flash (HVL-F28RMA)*	\$20
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B OR GPVPT3W)	\$50



**MEDIA
COMPATIBILITY
INFORMATION**

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