

# Cameras

Instant Savings May 18-24, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α1 Body Only - Black	ILCE1/B	\$6,199 <sup>99</sup>	\$500	<b>\$5,699<sup>99</sup></b>
α9 III Body Only - Black	ILCE9M3/B	\$6,799 <sup>99</sup>	\$400	<b>\$6,399<sup>99</sup></b>
α7R V Body Only - Black	ILCE7RM5/B	\$4,199 <sup>99</sup>	\$500	<b>\$3,699<sup>99</sup></b>
α7S III Body Only - Black	ILCE7SM3/B	\$3,999 <sup>99</sup>	\$300	<b>\$3,699<sup>99</sup></b>
α7R IV Body Only - Black	ILCE7RM4A/B	\$3,699 <sup>99</sup>	\$900	<b>\$2,799<sup>99</sup></b>
α7CR Body Only - All Colors	ILCE7CR	\$3,399 <sup>99</sup>	\$400	<b>\$2,999<sup>99</sup></b>
α7 IV + 28-70mm II Zoom Lens - Black	ILCE7M4M/B	\$2,699 <sup>99</sup>	\$500	<b>\$2,199<sup>99</sup></b>
α7 IV + 28-70mm Zoom Lens - Black	ILCE7M4K/B	\$2,699 <sup>99</sup>	\$500	<b>\$2,199<sup>99</sup></b>
α7 IV Body Only - Black	ILCE7M4/B	\$2,499 <sup>99</sup>	\$500	<b>\$1,999<sup>99</sup></b>
α7 III + 28-70mm Zoom Lens - Black	ILCE7M3K/B OR ILCE7M3M/B	\$2,199 <sup>99</sup>	\$300	<b>\$1,899<sup>99</sup></b>
α7 III Body Only - Black	ILCE7M3/B	\$1,999 <sup>99</sup>	\$300	<b>\$1,699<sup>99</sup></b>
α7C II + 28-60mm Zoom Lens - All Colors	ILCE7CM2L	\$2,799 <sup>99</sup>	\$400	<b>\$2,399<sup>99</sup></b>
α7C II Body Only - All Colors	ILCE7CM2	\$2,499 <sup>99</sup>	\$400	<b>\$2,099<sup>99</sup></b>
ZV-E1 + 28-60mm Zoom Lens - All Colors	ILCZVE1L	\$2,799 <sup>99</sup>	\$300	<b>\$2,499<sup>99</sup></b>
ZV-E1 Body Only - All Colors	ILCZVE1	\$2,499 <sup>99</sup>	\$300	<b>\$2,199<sup>99</sup></b>
α6400 + 18-135mm Zoom Lens - Black	ILCE6400M/B	\$1,499 <sup>99</sup>	\$200	<b>\$1,299<sup>99</sup></b>
α6400 + 16-50mm Zoom Lens - Black	ILCE6400K/B	\$1,199 <sup>99</sup>	\$200	<b>\$999<sup>99</sup></b>
α6400 Body Only - Black	ILCE6400/B	\$1,099 <sup>99</sup>	\$200	<b>\$899<sup>99</sup></b>
ZV-E10 + 16-50mm Zoom Lens - All Colors	ILCZVE10K OR ILCZVE10L	\$899 <sup>99</sup>	\$50	<b>\$849<sup>99</sup></b>
ZV-E10 Body Only - All Colors	ILCZVE10	\$799 <sup>99</sup>	\$50	<b>\$749<sup>99</sup></b>

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Sony ZV-1 Camera - All Colors	DCZV1	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>

## Point and Shoot



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# Lenses

Instant Savings May 18-24, 2026



## Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 300mm F2.8 GM OSS	SEL300F28GM	\$6,799 <sup>99</sup>	\$200	<b>\$6,599<sup>99</sup></b>
FE 12-24mm F2.8 GM	SEL1224GM	\$3,249 <sup>99</sup>	\$100	<b>\$3,149<sup>99</sup></b>
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,999 <sup>99</sup>	\$100	<b>\$2,899<sup>99</sup></b>
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,799 <sup>99</sup>	\$100	<b>\$2,699<sup>99</sup></b>
FE 50mm F1.2 GM	SEL50F12GM	\$2,299 <sup>99</sup>	\$100	<b>\$2,199<sup>99</sup></b>
FE 16-35mm F2.8 GM	SEL1635GM	\$2,199 <sup>99</sup>	\$100	<b>\$2,099<sup>99</sup></b>
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$2,149 <sup>99</sup>	\$100	<b>\$2,049<sup>99</sup></b>
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$2,099 <sup>99</sup>	\$100	<b>\$1,999<sup>99</sup></b>
FE 85mm F1.4 GM II	SEL85F14GM2	\$1,949 <sup>99</sup>	\$100	<b>\$1,849<sup>99</sup></b>
FE 24-70mm F2.8 GM	SEL2470GM	\$1,799 <sup>99</sup>	\$200	<b>\$1,599<sup>99</sup></b>
FE 24mm F1.4 GM	SEL24F14GM	\$1,599 <sup>99</sup>	\$100	<b>\$1,499<sup>99</sup></b>
FE 35mm F1.4 GM	SEL35F14GM	\$1,499 <sup>99</sup>	\$100	<b>\$1,399<sup>99</sup></b>
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,499 <sup>99</sup>	\$100	<b>\$1,399<sup>99</sup></b>
FE 85mm F1.4 GM	SEL85F14GM	\$1,499 <sup>99</sup>	\$100	<b>\$1,399<sup>99</sup></b>
FE 50mm F1.4 GM	SEL50F14GM	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,349 <sup>99</sup>	\$100	<b>\$1,249<sup>99</sup></b>
FE 24-50mm F2.8 G	SEL2450G	\$1,299 <sup>99</sup>	\$100	<b>\$1,199<sup>99</sup></b>
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,049 <sup>99</sup>	\$100	<b>\$949<sup>99</sup></b>
FE 24mm F2.8 G	SEL24F28G	\$799 <sup>99</sup>	\$50	<b>\$749<sup>99</sup></b>
FE 40mm F2.5 G	SEL40F25G	\$799 <sup>99</sup>	\$50	<b>\$749<sup>99</sup></b>
FE 50mm F2.5 G	SEL50F25G	\$699 <sup>99</sup>	\$50	<b>\$649<sup>99</sup></b>
FE 85mm F1.8	SEL85F18/2	\$699 <sup>99</sup>	\$50	<b>\$649<sup>99</sup></b>
FE 50mm F1.8	SEL50F18F/2	\$249 <sup>99</sup>	\$50	<b>\$199<sup>99</sup></b>

## APS-C E-Mount Lenses



E 16-55mm F2.8 G	SEL1655G	\$1,699 <sup>99</sup>	\$100	<b>\$1,599<sup>99</sup></b>
E 70-350mm F4.5-6.3 G OSS	SEL70350G	\$1,199 <sup>99</sup>	\$100	<b>\$1,099<sup>99</sup></b>
E 15mm F1.4 G	SEL15F14G	\$949 <sup>99</sup>	\$100	<b>\$849<sup>99</sup></b>
E PZ 10-20mm F4 G	SELP1020G	\$949 <sup>99</sup>	\$100	<b>\$849<sup>99</sup></b>
E PZ 18-105mm F4 G OSS	SELP18105G	\$849 <sup>99</sup>	\$100	<b>\$749<sup>99</sup></b>
E 11mm F1.8	SEL11F18	\$699 <sup>99</sup>	\$50	<b>\$649<sup>99</sup></b>
E 35mm F1.8 OSS	SEL35F18	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>
E 50mm F1.8 OSS - All Colors	SEL50F18	\$449 <sup>99</sup>	\$50	<b>\$399<sup>99</sup></b>
E 30mm F3.5 Macro	SEL30M35	\$399 <sup>99</sup>	\$50	<b>\$349<sup>99</sup></b>

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# Accessories

Instant Savings May 18-24, 2026



## 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>
Wireless Radio Flash (Guide Number 46)	HVLF46RMA	\$529 <sup>99</sup>	\$50	<b>\$479<sup>99</sup></b>
Wireless Radio Flash (Guide Number 60)	HVLF60RM2	\$679 <sup>99</sup>	\$50	<b>\$629<sup>99</sup></b>
Vertical Grip for α9, α7R III, α7 III	VGC3EM	\$419 <sup>99</sup>	\$50	<b>\$369<sup>99</sup></b>
Vertical Grip for α9 II, α7R IV, α7R V, α1, α7 IV, α7S III	VGC4EM	\$459 <sup>99</sup>	\$50	<b>\$409<sup>99</sup></b>
Vertical Grip for α9 III	VGC5	\$459 <sup>99</sup>	\$50	<b>\$409<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>

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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 <sup>99</sup>	\$20	<b>\$249<sup>99</sup></b>
CFexpress Type A TOUGH 480GB	CEAG480T	\$479 <sup>99</sup>	\$50	<b>\$429<sup>99</sup></b>
CFexpress Type A TOUGH 960GB	CEAG960T	\$779 <sup>99</sup>	\$80	<b>\$699<sup>99</sup></b>
CFexpress Type A TOUGH 1920GB	CEAG1920T	\$1,249 <sup>99</sup>	\$140	<b>\$1,109<sup>99</sup></b>
CFexpress Type B TOUGH 960GB	CEBG960T	\$999 <sup>99</sup>	\$280	<b>\$719<sup>99</sup></b>
CFexpress Type B TOUGH 1920GB	CEBG1920T	\$1,999 <sup>99</sup>	\$650	<b>\$1,349<sup>99</sup></b>
UHS-II SD E series Memory Card 256GB	SFE256/T2	\$189 <sup>99</sup>	\$40	<b>\$149<sup>99</sup></b>
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	\$179 <sup>99</sup>	\$45	<b>\$134<sup>99</sup></b>
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	\$344 <sup>99</sup>	\$90	<b>\$259<sup>99</sup></b>
TOUGH G series UHS-II SD Memory Card 256GB	SFG256T/T1	\$539 <sup>99</sup>	\$120	<b>\$419<sup>99</sup></b>
TOUGH M series UHS-II SD Memory Card 128GB	SFM128T/T1	\$134 <sup>99</sup>	\$10	<b>\$124<sup>99</sup></b>
TOUGH M series UHS-II SD Memory Card 256GB	SFM256T/T1	\$249 <sup>99</sup>	\$60	<b>\$189<sup>99</sup></b>
TOUGH M series UHS-II SD Memory Card 512GB	SFM512T/T1	\$449 <sup>99</sup>	\$100	<b>\$349<sup>99</sup></b>
UHS-II SDXC E series Memory Card 128GB	SFE128A	\$94 <sup>99</sup>	\$16	<b>\$78<sup>99</sup></b>

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# Bundles

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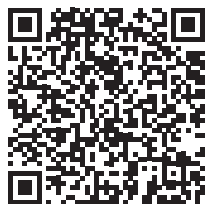


## α Bundles

Bundle	With	Additional Savings
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM <b>OR</b> SEL70200GM2	SEL14TC <b>OR</b> SEL20TC*	<b>\$200</b>
α7 IV	SEL24105G/2*	<b>\$400</b>
α1 II, α9 III <b>OR</b> α7 V	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL2870GM <b>OR</b> SEL50150GM*	<b>\$300</b>
α7M4, α7M4M, α7M5, α7M5M, α7CM2 (All Colors), <b>OR</b> α7CM2L (All Colors)	SEL 24F14GM, SEL35F14GM, SEL50F14GM, SEL50F12GM, SEL85F14GM2, SEL300F28GM, SEL200600G <b>OR</b> SEL400800G*	<b>\$200</b>

## Accessories, Point and Shoot, and Media Bundles

All CFE-A Compatible Cameras	CEAG240T CFexpress Type A (240GB)*	<b>\$50</b>
All CFE-A Compatible Cameras	CEAG480T CFexpress Type A (480GB)*	<b>\$50</b>
All ILC Models	SFG256T/T1 Tough (256GB)*	<b>\$50</b>
All ILC Models	SFG128T/T1 Tough (128GB)	<b>\$25</b>
All ILC <b>AND</b> FX Cameras	Digital Shotgun Microphone (ECMB10)*	<b>\$50</b>
All Compatible ILC <b>AND</b> DSC Cameras	Vlogger Shotgun Microphone (ECMG1)*	<b>\$50</b>
All ILC Cameras (Body or Kit)	Digital Shotgun Microphone (ECMB1M)*	<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 Models (Body or Kit)	Digital Shotgun Microphone (ECMM1)*	<b>\$50</b>
All ILC FF High Cameras	Wireless Radio Flash (HVL-F60RM2)*	<b>\$50</b>
All Compatible ILC Cameras	Vertical Grip (VGC5)*	<b>\$50</b>
All ILC Models (Body or Kit)	Wireless Radio Flash (HVL-F46RMA)*	<b>\$50</b>
All ILC Models (Body or Kit)	Wireless Radio Flash (HVL-F28RMA)*	<b>\$20</b>
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B <b>OR</b> GPVPT3W)	<b>\$50</b>



MEDIA COMPATIBILITY INFORMATION

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