

# Cameras

Instant Savings June 8-14, 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	\$3,799 <sup>99</sup>	\$500	<b>\$3,299<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 OR 28-70mm II Zoom Lens - Black	ILCE7M4K/B OR ILCE7M4M/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 OR 28-70mm II 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>

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
<b>Cinema Line</b> FX30 + XLR Handle Unit	ILMEFX30	\$2,499 <sup>99</sup>	\$300	<b>\$2,199<sup>99</sup></b>
FX30 Body Only	ILMEFX30B	\$2,099 <sup>99</sup>	\$300	<b>\$1,799<sup>99</sup></b>

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
<b>Point and Shoot</b> Sony ZV-1 Camera - All Colors	DCZV1	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>

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.

# Bundles

Instant Savings June 8-14, 2026



## Lens Bundles

Bundle	With	Additional Savings
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM, SEL70200GM2 OR SEL100400MC	SEL14TC OR SEL20TC*	\$200
α7 IV	SEL24105G/2*	\$400
α1 II, α9 III, α7 V, α7 VM, α7R V OR α7R VI	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL2870GM, SEL50150GM OR SEL100400MC*	\$300
α7M4, α7M4M, α7M5, α7M5M, α7CM2 (All Colors), OR α7CM2L (All Colors)	SEL 24F14GM, SEL35F14GM, SEL50F14GM, SEL50F12GM, SEL85F14GM2, SEL300F28GM, SEL200600G OR SEL400800G*	\$200

## Acc & Media Bundles

All CFE-A compatible cameras	CFexpress Type A Card (240GB OR 480GB)*	\$50
All compatible ILC models	SFG256T/T1 Tough (256GB)*	\$50
All compatible ILC models	SFG128T/T1 Tough (128GB)	\$25
All compatible ILC/FX cameras	Digital Microphones (ECMB10, ECMB1M OR ECMM1)*	\$50
All compatible ILC/DSC cameras	Content Creator Microphone (ECMG1)*	\$50
All compatible ILC cameras	Vertical Grip (VGC3EM, VGC4EM OR VGC5)*	\$50
All compatible ILC models	Remote Flash (HVL46RMA OR HVL60RM2)*	\$50
All compatible ILC models	Wireless Radio Flash (HVL28RMA)*	\$20
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B OR GPVPT3W)	\$50



MEDIA COMPATIBILITY INFORMATION

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.