

Cameras

Instant Savings July 27 - Aug 2, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α7R V Body Only - Black	ILCE7RM5/B	\$3,799 ⁹⁹	\$500	\$3,299⁹⁹
α7 IV + 28-70mm OR 28-70mm II Zoom Lens - Black	ILCE7M4K/B OR ILCE7M4M/B	\$2,699 ⁹⁹	\$500	\$2,199⁹⁹
α7 IV Body Only - Black	ILCE7M4/B	\$2,499 ⁹⁹	\$500	\$1,999⁹⁹
α7 III + 28-70mm OR 28-70mm II 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

Point and Shoot



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Sony ZV-1 II Camera - All Colors	ZV1M2	\$999 ⁹⁹	\$50	\$949⁹⁹
Sony ZV-1 Camera - All Colors	DCZV1	\$899 ⁹⁹	\$100	\$799⁹⁹

Full-frame E-Mount Lenses

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 50mm F1.8	SEL50F18F/2	\$249 ⁹⁹	\$50	\$199⁹⁹

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.

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

Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 960GB	CEAG960T	\$939 ⁹⁹	\$60	\$879⁹⁹
CFexpress Type A TOUGH 1920GB	CEAG1920T	\$1,599 ⁹⁹	\$140	\$1,459⁹⁹
CFexpress Type B TOUGH 960GB	CEBG960T	\$999 ⁹⁹	\$300	\$699⁹⁹
CFexpress Type B TOUGH 1920GB	CEBG1920T	\$1,999 ⁹⁹	\$800	\$1,199⁹⁹
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	\$100	\$244⁹⁹
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	\$35	\$214⁹⁹
UHS-II SDXC E series Memory Card 128GB	SFE128A	\$134 ⁹⁹	\$10	\$124⁹⁹

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Bundles

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Lens Bundles

Bundle	With	Additional Savings
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM, SEL70200GM2 OR SEL100400MC	SEL14TC OR SEL20TC*	\$200
α7M4 OR α7M4M	SEL24105G/2*	\$400
α1 II, α9 III, α7 V, α7 VM, α7R V OR α7R VI	SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL2870GM, SEL50150GM OR SEL100400MC*	\$300

Acc & Media Bundles

All CFE-A compatible cameras	CFexpress Type A Card (240GB OR 480GB)*	\$50
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 (VGC4EM OR VGC5)*	\$50
All compatible ILC models	Remote Flash (HVL46RMA OR HVL460RM2)*	\$50
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B OR GPVPT3W)	\$50
RX1RM3	Thumb Grip (TG-2)	\$100



MEDIA
COMPATIBILITY
INFORMATION

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