

Cameras

Instant Savings August 10 - 16, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α1 II Body Only - Black	ILCE1M2/B	\$6,999 ⁹⁹	\$200	\$6,799⁹⁹
α7R V Body Only - Black	ILCE7RM5/B	\$3,799 ⁹⁹	\$300	\$3,499⁹⁹
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 Camera - All Colors	DCZV1	\$899 ⁹⁹	\$100	\$799⁹⁹

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Lenses

Instant Savings August 10 - 16, 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 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 200-600mm F5.6-6.3 G OS	SEL200600G	\$2,099 ⁹⁹	\$100	\$1,999⁹⁹
FE 85mm F1.4 GM II	SEL85F14GM2	\$1,949 ⁹⁹	\$100	\$1,849⁹⁹
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 35mm F1.4 GM	SEL35F14GM	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹
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 50mm F1.4 GM	SEL50F14GM	\$1,399 ⁹⁹	\$100	\$1,299⁹⁹
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
FE 50mm F1.8	SEL50F18F/2	\$249 ⁹⁹	\$50	\$199⁹⁹

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Lenses

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APS-C E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
E 16–55mm F2.8 G	SEL1655G	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
E 70–350mm F4.5–6.3 G OSS	SEL70350G	\$999 ⁹⁹	\$100	\$899⁹⁹
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 35mm F1.8 OSS	SEL35F18	\$599 ⁹⁹	\$50	\$549⁹⁹
E 11mm F1.8	SEL11F18	\$549 ⁹⁹	\$50	\$499⁹⁹
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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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 models	Remote Flash (HVL46RMA OR HVL60RM2)*	\$50
All compatible ILC/DSC cameras	Content Creator Microphone (ECMG1)*	\$50
RX1RM3	Thumb Grip (TG-2)	\$100
All compatible ILC cameras	Vertical Grip (VGC4EM OR VGC5)*	\$50
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B OR GPVPT3W)	\$50



MEDIA
COMPATIBILITY
INFORMATION

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