

# Cameras

Instant Savings August 17-23, 2026



| Product                                                        | Model #                         | Selling Price         | IR Savings | Selling Price After Savings |
|----------------------------------------------------------------|---------------------------------|-----------------------|------------|-----------------------------|
| <b>α1 II</b> Body Only - Black                                 | ILCE1M2/B                       | \$6,999 <sup>99</sup> | \$200      | <b>\$6,799<sup>99</sup></b> |
| <b>α7R V</b> Body Only - Black                                 | ILCE7RM5/B                      | \$3,799 <sup>99</sup> | \$300      | <b>\$3,499<sup>99</sup></b> |
| <b>α7 IV</b> + 28-70mm <b>OR</b> 28-70mm II Zoom Lens - Black  | ILCE7M4K/B <b>OR</b> ILCE7M4M/B | \$2,699 <sup>99</sup> | \$500      | <b>\$2,199<sup>99</sup></b> |
| <b>α7 IV</b> Body Only - Black                                 | ILCE7M4/B                       | \$2,499 <sup>99</sup> | \$500      | <b>\$1,999<sup>99</sup></b> |
| <b>α7 III</b> + 28-70mm <b>OR</b> 28-70mm II Zoom Lens - Black | ILCE7M3K/B <b>OR</b> ILCE7M3M/B | \$2,199 <sup>99</sup> | \$600      | <b>\$1,599<sup>99</sup></b> |
| <b>α7 III</b> Body Only - Black                                | ILCE7M3/B                       | \$1,999 <sup>99</sup> | \$600      | <b>\$1,399<sup>99</sup></b> |
| <b>α6400</b> + 18-135mm Zoom Lens - Black                      | ILCE6400M/B                     | \$1,499 <sup>99</sup> | \$250      | <b>\$1,249<sup>99</sup></b> |
| <b>α6400</b> + 16-50mm Zoom Lens - Black                       | ILCE6400K/B                     | \$1,199 <sup>99</sup> | \$250      | <b>\$949<sup>99</sup></b>   |
| <b>α6400</b> Body Only - Black                                 | ILCE6400/B                      | \$1,099 <sup>99</sup> | \$250      | <b>\$849<sup>99</sup></b>   |
| <b>α6100</b> + 16-50mm & 55-210 Lenses - Black                 | ILCE6100X/B                     | \$1,199 <sup>99</sup> | \$50       | <b>\$1,149<sup>99</sup></b> |
| <b>α6100</b> + 16-50mm Zoom Lens - Black                       | ILCE6100K/B                     | \$949 <sup>99</sup>   | \$50       | <b>\$899<sup>99</sup></b>   |
| <b>α6100</b> Body Only - Black                                 | ILCE6100/B                      | \$849 <sup>99</sup>   | \$50       | <b>\$799<sup>99</sup></b>   |

## Cinema Line

| Product                       | Model #   | Selling Price         | IR Savings | Selling Price After Savings |
|-------------------------------|-----------|-----------------------|------------|-----------------------------|
| <b>FX2</b> + XLR Handle Unit  | ILMEFX2   | \$3,099 <sup>99</sup> | \$200      | <b>\$2,899<sup>99</sup></b> |
| <b>FX2</b> Body Only          | ILMEFX2B  | \$2,699 <sup>99</sup> | \$200      | <b>\$2,499<sup>99</sup></b> |
| <b>FX30</b> + XLR Handle Unit | ILMEFX30  | \$2,499 <sup>99</sup> | \$300      | <b>\$2,199<sup>99</sup></b> |
| <b>FX30</b> Body Only         | ILMEFX30B | \$2,099 <sup>99</sup> | \$300      | <b>\$1,799<sup>99</sup></b> |

## Point and Shoot



| Product                               | Model # | Selling Price       | IR Savings | Selling Price After Savings |
|---------------------------------------|---------|---------------------|------------|-----------------------------|
| <b>Sony ZV-1</b> Camera - All Colors  | DCZV1   | \$899 <sup>99</sup> | \$100      | <b>\$799<sup>99</sup></b>   |
| <b>ZV-1F</b> Vlog Camera - All Colors | ZV1F    | \$599 <sup>99</sup> | \$50       | <b>\$549<sup>99</sup></b>   |

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# Lenses

Instant Savings August 17-23, 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 OS   | 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> | \$150      | <b>\$1,799<sup>99</sup></b> |
| FE 24-70mm F2.8 GM           | SEL2470GM   | \$1,799 <sup>99</sup> | \$300      | <b>\$1,499<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> | \$150      | <b>\$1,349<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> | \$150      | <b>\$1,249<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>   |

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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 <sup>99</sup> | \$200      | <b>\$1,499<sup>99</sup></b> |
| E 70–350mm F4.5–6.3 G OSS    | SEL70350G  | \$999 <sup>99</sup>   | \$100      | <b>\$899<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 35mm F1.8 OSS              | SEL35F18   | \$599 <sup>99</sup>   | \$50       | <b>\$549<sup>99</sup></b>   |
| E 11mm F1.8                  | SEL11F18   | \$549 <sup>99</sup>   | \$50       | <b>\$499<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

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## 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 II, α7R IV, α7R V, α1, α7 IV, α7S III            | VGC4EM    | \$459 <sup>99</sup> | \$50       | <b>\$409<sup>99</sup></b>   |

## Media



| Product                                    | Model #    | Selling Price       | IR Savings | Selling Price After Savings |
|--------------------------------------------|------------|---------------------|------------|-----------------------------|
| TOUGH G series UHS-II SD Memory Card 128GB | SFG128T/T1 | \$344 <sup>99</sup> | \$100      | <b>\$244<sup>99</sup></b>   |

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# Bundles

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## Lens Bundles

| Bundle                                                                             | With                                                                              | Additional Savings |
|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------------------|
| SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM, SEL70200GM2 <b>OR</b> SEL100400MC | SEL14TC <b>OR</b> SEL20TC*                                                        | <b>\$200</b>       |
| α7M4 <b>OR</b> α7M4M                                                               | SEL24105G/2*                                                                      | <b>\$400</b>       |
| α1 II, α9 III, α7 V, α7 VM, α7R V, α7R VI, FX5 <b>OR</b> FX5B                      | SEL1635GM2, SEL2470GM2, SEL70200GM2, SEL2870GM, SEL50150GM <b>OR</b> SEL100400MC* | <b>\$300</b>       |

## Acc & Media Bundles

|                                          |                                                       |              |
|------------------------------------------|-------------------------------------------------------|--------------|
| All CFE-A compatible cameras             | CFexpress Type A Card (240GB <b>OR</b> 480GB)*        | <b>\$50</b>  |
| All compatible ILC/FX cameras            | Digital Microphones (ECMB10, ECMB1M <b>OR</b> ECMM1)* | <b>\$50</b>  |
| All compatible ILC models                | Remote Flash (HVL46RMA <b>OR</b> HVL60RM2)*           | <b>\$50</b>  |
| All compatible ILC/DSC cameras           | Content Creator Microphone (ECMG1)*                   | <b>\$50</b>  |
| RX1RM3                                   | Thumb Grip (TG-2)                                     | <b>\$100</b> |
| All compatible ILC cameras               | Vertical Grip (VGC4EM <b>OR</b> VGC5)*                | <b>\$50</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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