

Cameras

Instant Savings October 5-11, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α1 II Body Only - Black	ILCE1M2/B	\$6,999 ⁹⁹	\$200	\$6,799⁹⁹
α1 Body Only - Black	ILCE1/B	\$6,199 ⁹⁹	\$500	\$5,699⁹⁹
α9 III Body Only - Black	ILCE9M3/B	\$6,799 ⁹⁹	\$400	\$6,399⁹⁹
α7R V Body Only - Black	ILCE7RM5/B	\$3,799 ⁹⁹	\$300	\$3,499⁹⁹
α7S III Body Only - Black	ILCE7SM3/B	\$3,999 ⁹⁹	\$300	\$3,699⁹⁹
α7CR Body Only - All Colors	ILCE7CR	\$3,399 ⁹⁹	\$400	\$2,999⁹⁹
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
α7C II + 28-60mm Zoom Lens - All Colors	ILCE7CM2L	\$2,799 ⁹⁹	\$400	\$2,399⁹⁹
α7C II Body Only - All Colors	ILCE7CM2	\$2,499 ⁹⁹	\$400	\$2,099⁹⁹
α7 III + 28-70mm OR 28-70mm II Zoom Lens - Black	ILCE7M3K/B OR ILCE7M3M/B	\$2,199 ⁹⁹	\$600	\$1,599⁹⁹
α7 III Body Only - Black	ILCE7M3/B	\$1,999 ⁹⁹	\$600	\$1,399⁹⁹
ZV-E1 + 28-60mm Zoom Lens - All Colors	ILCZVE1L	\$2,799 ⁹⁹	\$300	\$2,499⁹⁹
ZV-E1 Body Only - All Colors	ILCZVE1	\$2,499 ⁹⁹	\$300	\$2,199⁹⁹
α6400 + 18-135mm Zoom Lens - Black	ILCE6400M/B	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
α6400 + 16-50mm Zoom Lens - Black	ILCE6400K/B	\$1,199 ⁹⁹	\$200	\$999⁹⁹
α6400 Body Only - Black	ILCE6400/B	\$1,099 ⁹⁹	\$200	\$899⁹⁹
ZV-E10 + 16-50mm Zoom Lens - All Colors	ILCZVE10K OR ILCZVE10L	\$899 ⁹⁹	\$50	\$849⁹⁹
ZV-E10 Body Only - All Colors	ILCZVE10	\$799 ⁹⁹	\$50	\$749⁹⁹

Cinema Line

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FX3 Body Only	ILMEFX3A	\$4,299 ⁹⁹	\$300	\$3,999⁹⁹
FX2 + XLR Handle Unit	ILMEFX2	\$3,099 ⁹⁹	\$200	\$2,899⁹⁹
FX2 Body Only	ILMEFX2B	\$2,699 ⁹⁹	\$200	\$2,499⁹⁹

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
ZV-1F Vlog Camera - All Colors	ZV1F	\$599 ⁹⁹	\$50	\$549⁹⁹

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Lenses

Instant Savings October 5-11, 2026



SONY

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	\$150	\$1,999⁹⁹
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$2,099 ⁹⁹	\$100	\$1,999⁹⁹
FE 85mm F1.4 GM II	SEL85F14GM2	\$1,949 ⁹⁹	\$200	\$1,749⁹⁹
FE 24-70mm F2.8 GM	SEL2470GM	\$1,799 ⁹⁹	\$300	\$1,499⁹⁹
FE 14mm F1.8 GM	SEL14F18GM	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
FE 70-200mm F4 Macro G OSS II	SEL70200G2	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
FE 24mm F1.4 GM	SEL24F14GM	\$1,599 ⁹⁹	\$100	\$1,499⁹⁹
FE 35mm F1.4 GM	SEL35F14GM	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
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	\$200	\$1,199⁹⁹
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹
FE 16-25mm F2.8 G	SEL1625G	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
FE 24-50mm F2.8 G	SEL2450G	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
FE PZ 16-35mm F4 G	SELP1635G	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹
FE 20-70mm F4 G	SEL2070G	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,049 ⁹⁹	\$100	\$949⁹⁹
FE 20mm F1.8 G	SEL20F18G	\$999 ⁹⁹	\$100	\$899⁹⁹
FE 15mm F1.4 G	SEL15F14G	\$949 ⁹⁹	\$100	\$849⁹⁹
FE 24mm F2.8 G	SEL24F28G	\$799 ⁹⁹	\$50	\$749⁹⁹
FE 35mm F1.8	SEL35F18F	\$799 ⁹⁹	\$100	\$699⁹⁹
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	\$200	\$1,499⁹⁹
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	\$100	\$499⁹⁹
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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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	\$209 ⁹⁹	\$20	\$189⁹⁹
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
α7M4, α7M4M, a7M5 OR a7M5M	SEL24105G/2*	\$400
α1 II, α9 III, α7 V, α7 VM, α7R V, α7R VI, FX5 OR FX5B	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 HVL460RM2)*	\$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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