Cameras

Instant Savings Oct 26 -Nov 1, 2026

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α7R V Body Only - Black	ILCE7RM5/B	$3,799.99	$300	**$3,499.99**
α7 IV + 28-70mm **OR** 28-70mm II Zoom Lens - Black	ILCE7M4K/B **OR** ILCE7M4M/B	$2,699.99	$500	**$2,199.99**
α7 IV Body Only - Black	ILCE7M4/B	$2,499.99	$500	**$1,999.99**
α7 III + 28-70mm **OR** 28-70mm II Zoom Lens - Black	ILCE7M3K/B **OR** ILCE7M3M/B	$2,199.99	$500	**$1,699.99**
α7 III Body Only - Black	ILCE7M3/B	$1,999.99	$500	**$1,499.99**

Point and Shoot

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Sony ZV-1 Camera - All Colors	DCZV1	$899.99	$100	**$799.99**

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 Oct 26 -Nov 1, 2026

	Bundle	With	Additional Savings
Lens Bundles	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 (HVLF46RMA OR HVLF60RM2)*	$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

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.