Cameras

Instant Savings November 9-15, 2026



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α1 II Body Only - Black	ILCE1M2/B	$6,999.99	$200	**$6,799.99**
α1 Body Only - Black	ILCE1/B	$6,199.99	$500	**$5,699.99**
α9 III Body Only - Black	ILCE9M3/B	$6,799.99	$400	**$6,399.99**
α7R V Body Only - Black	ILCE7RM5/B	$3,799.99	$300	**$3,499.99**
α7S III Body Only - Black	ILCE7SM3/B	$3,999.99	$300	**$3,699.99**
α7CR Body Only - All Colors	ILCE7CR	$3,399.99	$400	**$2,999.99**
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**
α7C II + 28–60mm Zoom Lens - All Colors	ILCE7CM2L	$2,799.99	$400	**$2,399.99**
α7C II Body Only - All Colors	ILCE7CM2	$2,499.99	$400	**$2,099.99**
α7 III + 28-70mm **OR** 28-70mm II Zoom Lens - Black	ILCE7M3K/B **OR** ILCE7M3M/B	$2,199.99	$600	**$1,599.99**
α7 III Body Only - Black	ILCE7M3/B	$1,999.99	$600	**$1,399.99**
ZV-E1 + 28–60mm Zoom Lens - All Colors	ILCZVE1L	$2,799.99	$300	**$2,499.99**
ZV-E1 Body Only - All Colors	ILCZVE1	$2,499.99	$300	**$2,199.99**
ZV-E10 + 16–50mm Zoom Lens - All Colors	ILCZVE10K **OR** ILCZVE10L	$899.99	$50	**$849.99**
ZV-E10 Body Only - All Colors	ILCZVE10	$799.99	$50	**$749.99**

Cinema Line

Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FX2 + XLR Handle Unit	ILMEFX2	$3,099.99	$200	**$2,899.99**
FX2 Body Only	ILMEFX2B	$2,699.99	$200	**$2,499.99**
FX3 Body Only	ILMEFX3A	$4,299.99	$300	**$3,899.99**

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**

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Lenses

Instant Savings November 9-15, 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	**$6,599.99**
FE 12-24mm F2.8 GM	SEL1224GM	$3,249.99	$100	**$3,149.99**
FE PZ 28-135mm F4 G OSS	SELP28135G	$2,999.99	$100	**$2,899.99**
FE 100–400mm F4.5-5.6 GM OSS	SEL100400GM	$2,799.99	$100	**$2,699.99**
FE 50mm F1.2 GM	SEL50F12GM	$2,299.99	$100	**$2,199.99**
FE 16-35mm F2.8 GM	SEL1635GM	$2,199.99	$100	**$2,099.99**
FE 70–200mm F2.8 GM OSS	SEL70200GM	$2,149.99	$150	**$1,999.99**
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	$2,099.99	$100	**$1,999.99**
FE 85mm F1.4 GM II	SEL85F14GM2	$1,949.99	$150	**$1,799.99**
FE 24–70mm F2.8 GM	SEL2470GM	$1,799.99	$300	**$1,499.99**
FE 14mm F1.8 GM	SEL14F18GM	$1,699.99	$100	**$1,599.99**
FE 70-200mm F4 Macro G OSS II	SEL70200G2	$1,699.99	$100	**$1,599.99**
FE 24mm F1.4 GM	SEL24F14GM	$1,599.99	$100	**$1,499.99**
FE 35mm F1.4 GM	SEL35F14GM	$1,499.99	$150	**$1,349.99**
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	$1,499.99	$100	**$1,399.99**
FE 85mm F1.4 GM	SEL85F14GM	$1,499.99	$100	**$1,399.99**
FE 50mm F1.4 GM	SEL50F14GM	$1,399.99	$150	**$1,249.99**
FE 24-240mm F3.5-6.3 OSS	SEL24240	$1,349.99	$100	**$1,249.99**
FE 16-25mm F2.8 G	SEL1625G	$1,299.99	$100	**$1,199.99**
FE 24-50mm F2.8 G	SEL2450G	$1,299.99	$100	**$1,199.99**
FE PZ 16-35mm F4 G	SELP1635G	$1,299.99	$100	**$1,199.99**
FE 20-70mm F4 G	SEL2070G	$1,199.99	$100	**$1,099.99**
FE 90mm F2.8 Macro G OSS	SEL90M28G	$1,049.99	$100	**$949.99**
FE 20mm F1.8 G	SEL20F18G	$999.99	$100	**$899.99**
FE 24mm F2.8 G	SEL24F28G	$799.99	$50	**$749.99**
FE 35mm F1.8	SEL35F18F	$799.99	$100	**$699.99**
FE 40mm F2.5 G	SEL40F25G	$799.99	$50	**$749.99**
FE 50mm F2.5 G	SEL50F25G	$699.99	$50	**$649.99**
FE 85mm F1.8	SEL85F18/2	$699.99	$50	**$649.99**
FE 50mm F1.8	SEL50F18F/2	$249.99	$50	**$199.99**

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Lenses

Instant Savings November 9-15, 2026



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	**$1,499.99**
E 70–350mm F4.5–6.3 G OSS	SEL70350G	$999.99	$100	**$899.99**
E 15mm F1.4 G	SEL15F14G	$949.99	$100	**$849.99**
E PZ 10–20mm F4 G	SELP1020G	$949.99	$100	**$849.99**
E PZ 18–105mm F4 G OSS	SELP18105G	$849.99	$100	**$749.99**
E 35mm F1.8 OSS	SEL35F18	$599.99	$100	**$499.99**
E 11mm F1.8	SEL11F18	$549.99	$50	**$499.99**
E 50mm F1.8 OSS - All Colors	SEL50F18	$449.99	$50	**$399.99**
E 30mm F3.5 Macro	SEL30M35	$399.99	$50	**$349.99**

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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	$229.99
Shotgun microphone for Multi interface shoe w/Digital audio interface	ECMB1M	$389.99	$50	$339.99
Digital Shotgun Microphone	ECMM1	$389.99	$50	$339.99
Wireless Radio Flash (Guide Number 46)	HVLF46RMA	$529.99	$50	$479.99
Wireless Radio Flash (Guide Number 60)	HVLF60RM2	$679.99	$50	$629.99
Vertical Grip for α9, α7R III, α7 III	VGC3EM	$419.99	$50	$369.99
Vertical Grip for α9 II, α7R IV, α7R V, α1, α7 IV, α7S III	VGC4EM	$459.99	$50	$409.99
Vertical Grip for α9 III	VGC5	$459.99	$50	$409.99

Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
CFexpress Type A TOUGH 960GB	CEAG960T	$939.99	$60	$879.99
CFexpress Type A TOUGH 1920GB	CEAG1920T	$1,599.99	$140	$1,459.99
CFexpress Type B TOUGH 960GB	CEBG960T	$999.99	$300	$699.99
CFexpress Type B TOUGH 1920GB	CEBG1920T	$1,999.99	$800	$1,199.99
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	$179.99	$45	$134.99
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	$344.99	$100	$244.99
TOUGH G series UHS-II SD Memory Card 256GB	SFG256T/T1	$539.99	$120	$419.99
TOUGH M series UHS-II SD Memory Card 128GB	SFM128T/T1	$209.99	$20	$189.99
TOUGH M series UHS-II SD Memory Card 256GB	SFM256T/T1	$249.99	$35	$214.99
UHS-II SDXC E series Memory Card 128GB	SFE128A	$134.99	$10	$124.99

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Bundles

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	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 DSC/ILC/FX cameras	Microphones (ECMB10, ECMB1M, ECMG1 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

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