

Digital Imaging

Instant Savings November 4-10, 2019



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
α9 Body Only - Black	ILCE9/B	\$3,999 ⁹⁹	\$500	\$3,499⁹⁹
α7R III Body Only - Black	ILCE7RM3/B	\$2,799 ⁹⁹	\$300	\$2,499⁹⁹
α7 III Body + 28-70mm lens kit	ILCE7M3K	\$2,199 ⁹⁹	\$200	\$1,999⁹⁹
α7 III Body Only	ILCE7M3/B	\$1,999 ⁹⁹	\$200	\$1,799⁹⁹
α7 II Body + 28-70mm lens kit	ILCE7M2K	\$1,599 ⁹⁹	\$600	\$999⁹⁹
α6500 Body + 18-135mm Zoom Lens <small>Bundle and save up to \$400. Check bundle chart for savings.</small>	ILCE6500M/B	\$1,599 ⁹⁹	\$200	\$1,399⁹⁹
α6500 Body + 16-50mm Power Zoom Lens <small>Bundle and save up to \$400. Check bundle chart for savings.</small>	ILCE6500KIT	\$1,299 ⁹⁹	\$200	\$1,099⁹⁹
α6500 Body Only - Black <small>Bundle and save up to \$400. Check bundle chart for savings.</small>	ILCE6500/B	\$1,199 ⁹⁹	\$200	\$999⁹⁹
α6000 + 16-50mm & 55-210mm Lenses - Black	ILCE6000Y/B	\$999 ⁹⁹	\$400	\$599⁹⁹

α Bundles



Bundle	With	Additional Savings
α5000, α5100, α6000, α6100, α6300, α6400, α6500 OR α6600* <small>(excludes double lens kits)</small>	E 55-210mm F4.5-6.3 OSS (all colors)	\$200

DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Jacket case for RX100, RX100M2, RX100M3, RX100M4, RX100M5, RX100M6	LCJRXF/B	\$84 ⁹⁹	\$50	\$34⁹⁹

Please check final pricing at retail. Offers valid at participating retailers. * Stackable with other soft bundles and standalone instant rebate. ** Not stackable with standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body 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.

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Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
AX700 4K 1 inch HDR Camcorder	FDRAX700/B*	\$1,899 ⁹⁹	\$200	\$1,699⁹⁹
AX100 4K 1 inch Camcorder	FDRAX100/B	\$1,499 ⁹⁹	\$200	\$1,299⁹⁹
AX53 4K Camcorder with Balanced Optical SteadyShot Bundle and save up to \$250. Check bundle chart for savings.	FDRAX53/B*	\$999 ⁹⁹	\$150	\$849⁹⁹
AX33 4K Camcorder with Balanced Optical SteadyShot Bundle and save up to \$250. Check bundle chart for savings.	FDRAX33/B*	\$849 ⁹⁹	\$150	\$699⁹⁹
CX675 Handycam® with Exmor R® CMOS sensor	HDRCX675/B	\$599 ⁹⁹	\$100	\$499⁹⁹
CX440 Handycam® with Exmor R® CMOS sensor	HDRCX440/B	\$299 ⁹⁹	\$30	\$269⁹⁹
CX405 Handycam® with Exmor R® CMOS sensor	HDRCX405/B	\$229 ⁹⁹	\$30	\$199⁹⁹

Action Cam



FDR-X3000 4K Action Cam with Wi-Fi® & GPS	FDRX3000/W	\$399 ⁹⁹	\$30	\$369⁹⁹
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Cyber-shot



RX100 III Advanced Camera with 1.0 inch sensor	DSCRX100M3/B	\$749 ⁹⁹	\$150	\$599⁹⁹
RX100 III Video Creator Kit with battery, 64GB SD card, and Shooting Grip	DSCRX100M3KIT	\$799 ⁹⁹	\$100	\$699⁹⁹
RX100 VI Advanced Camera with 1.0 inch sensor	DSCRX100M6/B	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹
RX10 IV with 0.03 s. AF/25x optical zoom Bundle and save up to \$210. Check bundle chart for savings.	DSCRX10M4/B	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹
HX80 Compact Camera with 30x Optical Zoom	DSCHX80/B	\$369 ⁹⁹	\$50	\$319⁹⁹

Handycam and Cyber-shot Bundles

Bundle	With	Savings
FDRAX33/B OR FDRAX53/B	Gun Zoom Microphone (ECMGZ1M) AND/OR Shooting Grip (GPVPT1)*	\$50 EACH (up to \$100)
RX10 IV	Battery (NPFW50) \$79.99 value AND/OR Memory Card (Generic)\$29.99 value*	UP TO \$109.99

Please check final pricing at retail. Offers valid at participating retailers. * Stackable with other soft bundles and standalone instant rebate. ** Not stackable with standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any.

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