

# Digital Imaging

Instant Savings November 11-17, 2019



## Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
<b>α9</b> Body Only - Black	ILCE9/B	\$3,999 <sup>99</sup>	\$500	<b>\$3,499<sup>99</sup></b>
<b>α6500</b> Body + 18-135 mm Zoom Lens <b>Bundle and save up to \$350.</b> Check bundle chart for savings.	ILCE6500M/B	\$1,599 <sup>99</sup>	\$200	<b>\$1,399<sup>99</sup></b>
<b>α6500</b> Body + 16-50 mm Power Zoom Lens <b>Bundle and save up to \$350.</b> Check bundle chart for savings.	ILCE6500KIT	\$1,299 <sup>99</sup>	\$200	<b>\$1,099<sup>99</sup></b>
<b>α6500</b> Body Only - Black <b>Bundle and save up to \$350.</b> Check bundle chart for savings.	ILCE6500/B	\$1,199 <sup>99</sup>	\$200	<b>\$999<sup>99</sup></b>
<b>α6000</b> + 16-50mm & 55-210mm Lenses - Black	ILCE6000Y/B	\$999 <sup>99</sup>	\$150	<b>\$849<sup>99</sup></b>

## α Bundles



Bundle	With	Additional Savings
<b>α5000, α5100, α6000, α6100, α6300, α6400, α6500 OR α6600*</b> (excludes double lens kits)	E 55-210mm F4.5-6.3 OSS (all colors)	<b>\$150</b>

## DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings
Jacket case for RX100, RX100M2, RX100M3, RX100M4, RX100M5, RX100M6	LCJRXF/B	\$84 <sup>99</sup>	\$50	<b>\$34<sup>99</sup></b>

**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 <sup>99</sup>	\$100	<b>\$1,799<sup>99</sup></b>
AX100 4K 1 inch Camcorder	FDRAX100/B	\$1,499 <sup>99</sup>	\$200	<b>\$1,299<sup>99</sup></b>
AX53 4K Camcorder with Balanced Optical SteadyShot <b>Bundle and save up to \$250.</b> Check bundle chart for savings.	FDRAX53/B*	\$999 <sup>99</sup>	\$150	<b>\$849<sup>99</sup></b>
AX33 4K Camcorder with Balanced Optical SteadyShot <b>Bundle and save up to \$250.</b> Check bundle chart for savings.	FDRAX33/B*	\$849 <sup>99</sup>	\$150	<b>\$699<sup>99</sup></b>
CX405 HD Camcorder	HDRCX405/B	\$229 <sup>99</sup>	\$30	<b>\$199<sup>99</sup></b>

## Action Cam



FDR-X3000 4K Action Cam with Wi-Fi® & GPS	FDRX3000/W	\$399 <sup>99</sup>	\$30	<b>\$369<sup>99</sup></b>
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## Cyber-shot



RX100 Advanced Camera with 1.0 inch sensor	DSCRX100/B	\$449 <sup>99</sup>	\$50	<b>\$399<sup>99</sup></b>
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## Handycam Bundles

Bundle	With	Savings
FDRAX33/B OR FDRAX53/B	Gun Zoom Microphone (ECMGZ1M) <b>AND/OR</b> Shooting Grip (GPVPT1)*	<b>\$50 EACH</b> (up to \$100)

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