

# Digital Imaging

Instant Savings December 12-18, 2022



## Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings	Indirect Agreement #
<b>α7R IV Body Only - Black</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7RM4A/B	\$3,499 <sup>99</sup>	\$500	<b>\$2,999<sup>99</sup></b>	600096676
<b>α7R III Body Only - Black</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7RM3A/B	\$2,499 <sup>99</sup>	\$500	<b>\$1,999<sup>99</sup></b>	600096676
<b>α7 III + 28-70mm Zoom Lens - Black</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7M3K/B	\$2,199 <sup>99</sup>	\$300	<b>\$1,899<sup>99</sup></b>	600096676
<b>α7 III Body Only - Black</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7M3/B	\$1,999 <sup>99</sup>	\$300	<b>\$1,699<sup>99</sup></b>	600096676
<b>α7 II + 28-70mm Zoom Lens - Black</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7M2K/B	\$1,599 <sup>99</sup>	\$600	<b>\$999<sup>99</sup></b>	600096676
<b>α7 II Body Only - Black</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7M2/B	\$1,399 <sup>99</sup>	\$500	<b>\$899<sup>99</sup></b>	600096676
<b>α7C + 28-60mm Zoom Lens - All Colors</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7CL	\$2,099 <sup>99</sup>	\$200	<b>\$1,899<sup>99</sup></b>	600096676
<b>α7C Body Only - All Colors</b> <b>Bundle and save more.</b> Check bundle chart for savings.	ILCE7C	\$1,799 <sup>99</sup>	\$200	<b>\$1,599<sup>99</sup></b>	600096676

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## Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings	Indirect Agreement #
FE 12-24mm F2.8 GM	SEL1224GM	\$2,999 <sup>99</sup>	\$100	<b>\$2,899<sup>99</sup></b>	600096928
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 <sup>99</sup>	\$100	<b>\$2,399<sup>99</sup></b>	600096928
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499 <sup>99</sup>	\$100	<b>\$2,399<sup>99</sup></b>	600096928
FE 16-35mm F2.8 GM	SEL1635GM	\$2,199 <sup>99</sup>	\$200	<b>\$1,999<sup>99</sup></b>	600096928
FE 50mm F1.2 GM	SEL50F12GM	\$1,999 <sup>99</sup>	\$100	<b>\$1,899<sup>99</sup></b>	600096928
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$1,999 <sup>99</sup>	\$100	<b>\$1,899<sup>99</sup></b>	600096928
FE 24-70mm F2.8 GM	SEL2470GM	\$1,699 <sup>99</sup>	\$100	<b>\$1,599<sup>99</sup></b>	600096928
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 <sup>99</sup>	\$200	<b>\$1,299<sup>99</sup></b>	600096928
FE 24mm F1.4 GM	SEL24F14GM	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>	600096928
FE 35mm F1.4 GM	SEL35F14GM	\$1,399 <sup>99</sup>	\$100	<b>\$1,299<sup>99</sup></b>	600096928
FE 24-105mm F4 G OSS	SEL24105G/2	\$1,299 <sup>99</sup>	\$200	<b>\$1,099<sup>99</sup></b>	600096928
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,274 <sup>99</sup>	\$100	<b>\$1,174<sup>99</sup></b>	600096928
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$1,099 <sup>99</sup>	\$100	<b>\$999<sup>99</sup></b>	600096928
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$1,049 <sup>99</sup>	\$100	<b>\$949<sup>99</sup></b>	600096928
Sonnar® T* FE 55mm F1.8 ZA	SEL55F18Z	\$999 <sup>99</sup>	\$100	<b>\$899<sup>99</sup></b>	600096928
FE 20mm F1.8 G	SEL20F18G	\$899 <sup>99</sup>	\$100	<b>\$799<sup>99</sup></b>	600096928
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470Z	\$899 <sup>99</sup>	\$200	<b>\$699<sup>99</sup></b>	600096928
FE 40mm F2.5 G	SEL40F25G	\$599 <sup>99</sup>	\$50	<b>\$549<sup>99</sup></b>	600096928

## APS-C E-Mount Lenses

Product	Model #	Selling Price	IR Savings	Selling Price After Savings	Indirect Agreement #
E 10-18mm F4 OSS	SEL1018	\$899 <sup>99</sup>	\$200	<b>\$699<sup>99</sup></b>	600096920
E 15mm F1.4 G	SEL15F14G	\$749 <sup>99</sup>	\$100	<b>\$649<sup>99</sup></b>	600096920
E PZ 10-20mm F4 G	SELP1020G	\$749 <sup>99</sup>	\$100	<b>\$649<sup>99</sup></b>	600096920
E 11mm F1.8	SEL11F18	\$549 <sup>99</sup>	\$50	<b>\$499<sup>99</sup></b>	600096920
E 35mm F1.8 OSS	SEL35F18	\$474 <sup>99</sup>	\$100	<b>\$374<sup>99</sup></b>	600096928

**BUY MORE  
SAVE MORE**



Ask about additional  
Sony lens rebates

<https://alphauniverse.com/lenspromo/>

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## DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings	Indirect Agreement #
Clip-On LCD Monitor	CLMFHD5	\$699 <sup>99</sup>	\$100	<b>\$599<sup>99</sup></b>	600096816
Wireless Microphone (Non-MI shoe)	ECMAW4	\$229 <sup>99</sup>	\$50	<b>\$179<sup>99</sup></b>	600096816
Bluetooth® Wireless Microphone System for MI-shoe Camcorder	ECMW1M	\$229 <sup>99</sup>	\$50	<b>\$179<sup>99</sup></b>	600096816
Digital Bluetooth Wireless Microphone	ECMW2BT	\$229 <sup>99</sup>	\$30	<b>\$199<sup>99</sup></b>	600096816
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 <sup>99</sup>	\$20	<b>\$139<sup>99</sup></b>	600096816
External Battery Adaptor for Flash	FAEBA1	\$249 <sup>99</sup>	\$50	<b>\$199<sup>99</sup></b>	600096816
Compact MI-shoe Flash (Guide Number 20)	HVLF20M	\$149 <sup>99</sup>	\$10	<b>\$139<sup>99</sup></b>	600096816
MI-shoe Flash (Guide Number 32)	HVLF32M	\$299 <sup>99</sup>	\$30	<b>\$269<sup>99</sup></b>	600096820
Full-frame A-mount Lens Adaptor for E-mount cameras	LAEA5	\$249 <sup>99</sup>	\$20	<b>\$229<sup>99</sup></b>	600096816
Vertical Grip for α9, α7R III, α7 III	VGC3EM	\$349 <sup>99</sup>	\$50	<b>\$299<sup>99</sup></b>	600096816
Vertical Grip for α9 II, α7R IV, α7R V, α1, α7 IV, α7S III	VGC4EM	\$399 <sup>99</sup>	\$50	<b>\$349<sup>99</sup></b>	600096816

## Cyber-shot



Product	Model #	Selling Price	IR Savings	Selling Price After Savings	Indirect Agreement #
Sony ZV-1 Camera for Creators and Vloggers <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	DCZV1/B	\$749 <sup>99</sup>	\$100	<b>\$649<sup>99</sup></b>	600096845
Sony ZV-1 Camera for Creators and Vloggers <b>Bundle and save up to \$150.</b> Check bundle chart for savings.	DCZV1/W	\$749 <sup>99</sup>	\$100	<b>\$649<sup>99</sup></b>	600096845

## Xperia



Product	Model #	Selling Price	IR Savings	Selling Price After Savings	Indirect Agreement #
Xperia PRO with 5G mmWave and 5G Sub-6 for High-Speed Data Transfer	XQAAQ62/B	\$2,499 <sup>99</sup>	\$500	<b>\$1,999<sup>99</sup></b>	600097546
Xperia PRO-I - 1" image sensor camera with full smartphone capabilities	XQBE62/B	\$1,799 <sup>99</sup>	\$700	<b>\$1,099<sup>99</sup></b>	600097546
Xperia 1 IV 512GB, bright 6.5" 4K 120Hz HDR OLED, 4K 120fps HDR video, 5G (All colors)	XQCT62	\$1,599 <sup>99</sup>	\$200	<b>\$1,399<sup>99</sup></b>	600097546
Xperia 1 III - 5G smartphone with 120Hz 6.5" 21:9 4K HDR OLED Display and triple camera array (All colors)	XQBC62	\$1,299 <sup>99</sup>	\$500	<b>\$799<sup>99</sup></b>	600097546
Xperia 5 III - 5G smartphone 120Hz 6.1" 21:9 HDR OLED Display and triple camera array with four optical focal lengths (all colors)	XQBQ62	\$999 <sup>99</sup>	\$300	<b>\$699<sup>99</sup></b>	600097546

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## Media



Product	Model #	Selling Price	IR Savings	Selling Price After Savings	Indirect Agreement #
CFexpress Type A TOUGH 80GB	CEAG80T	\$199 <sup>99</sup>	\$20	<b>\$179<sup>99</sup></b>	600096828
CFexpress Type A TOUGH 160GB	CEAG160T	\$399 <sup>99</sup>	\$40	<b>\$359<sup>99</sup></b>	600096828
CFexpress Type B TOUGH 128GB	CEBG128/J	\$219 <sup>99</sup>	\$20	<b>\$199<sup>99</sup></b>	600096828
CFexpress Type B TOUGH 256GB	CEBG256/J	\$429 <sup>99</sup>	\$130	<b>\$299<sup>99</sup></b>	600096828
CFexpress Type B TOUGH 512GB	CEBG512/J	\$649 <sup>99</sup>	\$200	<b>\$449<sup>99</sup></b>	600096828
XQD Memory Card 64GB	QDG64F/J	\$129 <sup>99</sup>	\$40	<b>\$89<sup>99</sup></b>	600096828
XQD Memory Card 120GB	QDG120F/J	\$199 <sup>99</sup>	\$50	<b>\$149<sup>99</sup></b>	600096828
XQD Memory Card 240GB	QDG240F/J	\$379 <sup>99</sup>	\$100	<b>\$279<sup>99</sup></b>	600096828
UHS-II SD E series Memory Card 64GB	SFE64/T1	\$29 <sup>99</sup>	\$3	<b>\$26<sup>99</sup></b>	600096828
UHS-II SD E series Memory Card 128GB	SFE128/T1	\$49 <sup>99</sup>	\$5	<b>\$44<sup>99</sup></b>	600096828
UHS-II SD E series Memory Card 256GB	SFE256/T1	\$99 <sup>99</sup>	\$8	<b>\$91<sup>99</sup></b>	600096828
UHS-II SD E series Memory Card 128GB	SFE128/T2	\$49 <sup>99</sup>	\$5	<b>\$44<sup>99</sup></b>	600096828
UHS-II SD E series Memory Card 256GB	SFE256/T2	\$99 <sup>99</sup>	\$8	<b>\$91<sup>99</sup></b>	600096828
TOUGH G series UHS-II SD Memory Card 32GB	SFG32T/T1	\$59 <sup>99</sup>	\$5	<b>\$54<sup>99</sup></b>	600096828
TOUGH G series UHS-II SD Memory Card 64GB	SFG64T/T1	\$109 <sup>99</sup>	\$10	<b>\$99<sup>99</sup></b>	600096828
TOUGH G series UHS-II SD Memory Card 128GB	SFG128T/T1	\$209 <sup>99</sup>	\$20	<b>\$189<sup>99</sup></b>	600096828
TOUGH M series UHS-II SD Memory card 64GB	SFM64T/T1	\$44 <sup>99</sup>	\$5	<b>\$39<sup>99</sup></b>	600096828
TOUGH M series UHS-II SD Memory card 128GB	SFM128T/T1	\$69 <sup>99</sup>	\$10	<b>\$59<sup>99</sup></b>	600096828
TOUGH M series UHS-II SD Memory card 256GB	SFM256T/T1	\$129 <sup>99</sup>	\$15	<b>\$114<sup>99</sup></b>	600096828
UHS-II SD M series Memory card 64GB	SFM64/T2	\$39 <sup>99</sup>	\$3	<b>\$36<sup>99</sup></b>	600096828
UHS-II SD M series Memory card 128GB	SFM128/T2	\$64 <sup>99</sup>	\$10	<b>\$54<sup>99</sup></b>	600096828
UHS-II SD M series Memory card 256GB	SFM256/T2	\$119 <sup>99</sup>	\$15	<b>\$104<sup>99</sup></b>	600096828

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## α Bundles

Bundle	With	Additional Savings	Indirect Agreement #
α7 III, α7 IV, α7R II, α7 II OR α7C	FE 28–60mm F4–5.6 (SEL2860)*	<b>\$200</b>	600094862
α6400 OR α6600 (Body or Kit)	E 55–210 mm F4.5-6.3 OSS (All colors)*	<b>\$50</b>	600096904
α7S III	CEAG160T (CFexpress Type A 160GB card)*	<b>\$100</b>	600095606
α6100, α6400, α6600, α7C OR ZV-E10	Vlogger Accessory Kit (ACCVC1)*	<b>\$50</b>	600094866
α7 IV	CEAG160T (CFexpress Type A 160GB card)*	<b>\$100</b>	600095610
α7 IV	CEAG80T (CFexpress Type A 80GB card)*	<b>\$25</b>	600094870
α7 III, α7 IV, α7R III OR α7R IV	SF-G series TOUGH specification 64GB (SFG64T/T1)*	<b>\$50</b>	600094872
α6400 OR α6600	SF-G series TOUGH specification 32GB (SFG32T/T1)*	<b>\$25</b>	600094874
α7C OR α7 IV	Digital Bluetooth Wireless Microphone (ECMW2BT)*	<b>\$50</b>	600094876
α1	CEAG160T (CFexpress Type A 160GB card)*	<b>\$100</b>	600095614
ZV-E10 series	Digital Bluetooth Wireless Microphone (ECMW2BT)*	<b>\$50</b>	600094881
ZV-E10 series, α7 IV OR α7S III	Shotgun Microphone (ECMB10)*	<b>\$50</b>	600094883
ZV-E10 series	Vlogger Shotgun Microphone (ECMG1.SYU)	<b>\$50</b>	600094886
α6000, α6100, α6400, α6600 OR ZV-E10 (Body or Kit)	SEL11F18, SELP1020G, OR SEL15F14G*	<b>\$50</b>	600095468
ZV-E10 series	E 55–210 mm F4.5-6.3 OSS (All colors)*	<b>\$100</b>	600096906
α7S III OR α1 series	CFexpress Type A media 320GB (CEAG320T)*	<b>\$100</b>	600096900
α7S III OR α1 series	CFexpress Type A media 640GB (CEAG640T)*	<b>\$200</b>	600096902
α7 III (Body or Kit)	FE 24–105mm F4 G OSS (SEL24105G/2)	<b>\$100</b>	600097068
α7 IV (Body or Kit)	FE 24–70mm F2.8 GM (SEL2470GM)	<b>\$100</b>	600097070
α7R V	CEAG160T (CFexpress Type A 160GB card)*	<b>\$100</b>	600097525
α7R V	CEAG320T (CFexpress Type A 320GB card)*	<b>\$100</b>	600097530
ZV-E10 series	SEL11F18 and Microphone ECMG1.SYU**	<b>\$150</b>	600097685
ZV-E10 series	Vlogger Kit ACCVC1 and Microphone ECMG1.SYU**	<b>\$100</b>	600097687

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## Accessories, Cyber-shot, Media and Xperia Bundles

Bundle	With	Savings	Indirect Agreement #
ECMLV1	Wireless Mic (ECMW2BT)*	<b>\$10</b>	600094856
DSCRX0M2, RX100M3, RX100M5A OR RX100M6	Shooting Grip (VCTSGR1)*	<b>\$50</b>	600095428
RX10M4	W Series Rechargeable Battery Pack (NPFW50)*	<b>\$80</b>	600095621
DCZV1/B OR DCZV1/W	Vlogger Accessory Kit (ACCVC1)*	<b>\$50</b>	600094806
DCZV1/B OR DCZV1/W	Vlogger Shotgun Microphone (ECMG1.SYU)*	<b>\$50</b>	600094809
ZV1F/B OR ZV1F/W	Vlogger Shotgun Microphone (ECMG1.SYU)*	<b>\$50</b>	600096613
ZV1F/B OR ZV1F/W	Vlogger Accessory Kit (ACCVC1)*	<b>\$100</b>	600096615
DCZV1/B OR DCZV1/W	Vlogger Kit ACCVC1 and Microphone ECMG1.SYU**	<b>\$200</b>	600097692
ZV1F/B OR ZV1F/W	Vlogger Kit ACCVC1 and Microphone ECMG1.SYU**	<b>\$100</b>	600097697
CEAG160T	Buy two get discount CEAG160T (CFexpress Type A 160GB card)	<b>\$100</b>	600094858
CEAG80T	Buy two get discount CEAG80T (CFexpress Type A 80GB card)	<b>\$50</b>	600094860
CEAG320T	Buy two get discount CEAG320T (CFexpress Type A 320GB card)	<b>\$200</b>	600096825
Xperia PRO-I (XQBE62/B)	Vlog Monitor (XQZIV01) <b>AND/OR</b> Bluetooth Grip (GPVPT2BT)**	<b>\$50 EACH</b> (up to \$100)	600094851
FX3	CFexpress Type A 160GB card (CEAG160T)*	<b>\$100</b>	600096287
FX30	CFexpress Type A 160GB card (CEAG160T)*	<b>\$100</b>	600096295
FX30	CFexpress Type A 80GB card (CEAG80T)*	<b>\$25</b>	600097679
FX30	SELP1020G, SEL11F18 <b>OR</b> SEL1514G**	<b>\$50</b>	600096301
FX30	Digital Shotgun Microphone (ECMB10)*	<b>\$50</b>	600096454
FX3	CFexpress Type A 320GB card (CEAG320T)*	<b>\$100</b>	600096880
FX3	CFexpress Type A 640GB card (CEAG640T)*	<b>\$200</b>	600096883
ARSS1	Buy two Airpeak S1 Battery pack (LBPHS1) <b>AND</b> one Airpeak S1 Battery charger (LBGH1)**	<b>\$710</b>	600097322

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