

# SONY

α  
ALPHA

## CYBER MONDAY DEALS

Save big on our top products — all season long

LIMITED TIME OFFER: 11/24 - 12/07/2025



LENSES SOLD SEPARATELY.

SAVE  
\$900

α7R V

EVOLVED  
IMAGING  
INTELLIGENCE

BODY - REG: \$4,199<sup>99</sup> **SALE: \$3,299<sup>99</sup>**



SAVE  
\$700

α7 IV

THE HYBRID  
CAMERA

BODY - REG: \$2,699<sup>99</sup> **SALE: \$1,999<sup>99</sup>**  
BODY + 28-70MM LENS - REG: \$2,899<sup>99</sup> **SALE: \$2,199<sup>99</sup>**



SAVE  
\$300

FX30

LEAP INTO  
FILMMAKING

BODY - REG: \$2,099<sup>99</sup> **SALE: \$1,799<sup>99</sup>**  
BODY + XLR HANDLE UNIT - REG: \$2,499<sup>99</sup> **SALE: \$2,099<sup>99</sup>**



SAVE  
\$300

FX3A

REDEFINE CINEMATIC  
FREEDOM

BODY - REG: \$4,299<sup>99</sup> **SALE: \$3,999<sup>99</sup>**



SAVE  
\$100

α6700

FOR THE NEXT-GEN  
CREATORS

BODY - REG: \$1,599<sup>99</sup> **SALE: \$1,499<sup>99</sup>**  
BODY + 16-50MM LENS - REG: \$1,699<sup>99</sup> **SALE: \$1,599<sup>99</sup>**  
BODY + 18-135MM LENS - REG: \$1,999<sup>99</sup> **SALE: \$1,899<sup>99</sup>**



SAVE  
\$100

Available in black  
and white

ZV-E10

TAKE YOUR CONTENT  
TO THE NEXT LEVEL

BODY - REG: \$799<sup>99</sup> **SALE: \$699<sup>99</sup>**  
BODY + 16-50MM LENS - REG: \$899<sup>99</sup> **SALE: \$799<sup>99</sup>**  
BODY + GPVPT3B - REG: \$959<sup>98</sup> **SALE: \$809.98**  
GPVPT3B GRIP AND TRIPOD SOLD SEPARATELY.



SAVE  
\$250

α6400 BODY OR KITS

YOUR NEXT  
ADVENTURE CAMERA

BODY - REG: \$1,099<sup>99</sup> **SALE: \$849<sup>99</sup>**  
BODY + 16-50 LENS - REG: \$1,199<sup>99</sup> **SALE: \$949<sup>99</sup>**  
BODY + 18-135MM LENS - REG: \$1,499<sup>99</sup> **SALE: \$1,249<sup>99</sup>**



SAVE  
\$100

RX100 VII

POCKET SIZED WITH  
AMAZING ZOOM

RX100M7 + FIXED 24-240MM ZOOM LENS  
REG: \$1,699<sup>99</sup> **SALE: \$1,599<sup>99</sup>**



SAVE  
\$300

FX2

FULFILL YOUR  
CINEMATIC DREAMS

BODY - REG: \$2,999<sup>99</sup> **SALE: \$2,699<sup>99</sup>**  
BODY + WITH XLR HANDLE - REG: \$3,399<sup>99</sup> **SALE: \$3,099<sup>99</sup>**



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# CYBER MONDAY DEALS

Save big on our top products — all season long

LIMITED TIME OFFER: 11/24 – 12/28/2025

LENS SOLD SEPARATELY.

## COVER THE WHOLE RANGE

SEL24105G

REG: \$1,399<sup>99</sup>

SALE: \$1,199<sup>99</sup>

BUNDLE &  
SAVE UP TO  
\$300



+ ADDITIONAL \$100 OFF  
WHEN BUNDLED WITH A CAMERA

## THE ALL- AROUND LENS

SEL2470GM

REG: \$1,799<sup>99</sup>

SALE: \$1,599<sup>99</sup>

BUNDLE &  
SAVE UP TO  
\$300



+ ADDITIONAL \$100 OFF  
WHEN BUNDLED WITH A CAMERA

## CLASSIC TELEPHOTO ZOOM

SEL70200GM

REG: \$2,149<sup>99</sup>

SALE: \$2,049<sup>99</sup>

BUNDLE &  
SAVE UP TO  
\$200



+ ADDITIONAL \$100 OFF  
WHEN BUNDLED WITH A CAMERA

## ULTRA-WIDE CLARITY

SEL1635GM

REG: \$2,199<sup>99</sup>

SALE: \$2,099<sup>99</sup>

SAVE  
\$100



## WIDE-ANGLE VERSATILITY

SEL2070G

REG: \$1,249<sup>99</sup>

SALE: \$1,149<sup>99</sup>

BUNDLE &  
SAVE UP TO  
\$200



+ ADDITIONAL \$100 OFF  
WHEN BUNDLED WITH A CAMERA

## PRIME BRILLIANCE IN EVERY SHOT

SEL35F14GM

REG: \$1,599<sup>99</sup>

SALE: \$1,499<sup>99</sup>

SAVE  
\$100



## SHARP FOCUS, DREAMY BOKEH

SEL50F12GM

REG: \$2,299<sup>99</sup>

SALE: \$2,199<sup>99</sup>

BUNDLE &  
SAVE UP TO  
\$200



+ ADDITIONAL \$100 OFF  
WHEN BUNDLED WITH A CAMERA

## PORTRAIT MASTERY, ELEGANT BOKEH

SEL85F14GM

REG: \$1,499<sup>99</sup>

SALE: \$1,399<sup>99</sup>

SAVE  
\$100



## REACH FAR WITH PRO PRECISION

SEL100400GM

REG: \$2,799<sup>99</sup>

SALE: \$2,699<sup>99</sup>

BUNDLE &  
SAVE UP TO  
\$200



+ ADDITIONAL \$100 OFF  
WHEN BUNDLED WITH A CAMERA



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