

Digital Imaging

Instant Savings August 5-11, 2018



Interchangeable Lens Cameras



Product	Model #	Selling Price	IR Savings	Selling Price After Savings	Indirect Agreement #
α9 Body Only - Black	ILCE9/B	\$4,499 ⁹⁹	\$400	\$4,099⁹⁹	600050356
α7R III Body Only - Black	ILCE7RM3/B	\$3,199 ⁹⁹	\$200	\$2,999⁹⁹	600050356
α7 II + 28-70mm Zoom Lens - Black	ILCE7M2K/B	\$1,599 ⁹⁹	\$300	\$1,299⁹⁹	600050356
α7 II Body Only - Black	ILCE7M2/B	\$1,399 ⁹⁹	\$300	\$1,099⁹⁹	600050356
α6500 + 18-135mm Zoom Lens - Black <small>Bundle and save up to \$250. Check bundle chart for savings.</small>	ILCE6500M/B	\$1,599 ⁹⁹	\$100	\$1,499⁹⁹	600050358
α6500 + 16-50mm Power Zoom Lens - All Colors <small>Bundle and save up to \$250. Check bundle chart for savings.</small>	ILCE6500KIT	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹	600050358
α6500 Body Only - Black <small>Bundle and save up to \$250. Check bundle chart for savings.</small>	ILCE6500/B	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹	600050358
α6300 + 18-135mm Zoom Lens - All Colors <small>Bundle and save up to \$250. Check bundle chart for savings.</small>	ILCE6300M	\$1,299 ⁹⁹	\$100	\$1,199⁹⁹	600050358
α6300 + 16-50mm Lens - All Colors <small>Bundle and save up to \$250. Check bundle chart for savings.</small>	ILCE6300L	\$999 ⁹⁹	\$100	\$899⁹⁹	600050358
α6300 Body Only - All Colors <small>Bundle and save up to \$250. Check bundle chart for savings.</small>	ILCE6300	\$899 ⁹⁹	\$100	\$799⁹⁹	600050358
α6000 + 16-50mm & 55-210mm Lenses - Black <small>Bundle and save up to \$350. Check bundle chart for savings.</small>	ILCE6000Y/B	\$999 ⁹⁹	\$200	\$799⁹⁹	600050358
α6000 + 16-50 mm Power Zoom Lens - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6000L	\$649 ⁹⁹	\$50	\$599⁹⁹	600050358
α6000 Body Only - All Colors <small>Bundle and save up to \$200. Check bundle chart for savings.</small>	ILCE6000	\$549 ⁹⁹	\$50	\$499⁹⁹	600050358

Bundle	With	Additional Savings	Indirect Agreement #
α 5000, α5100, α6000, α6300, OR α6500*	E 55-210mm F4.5-6.3 Lens (all colors)*	\$150	600049822

α Bundles



Available At:

Bergen County Camera
270 Westwood Ave
Westwood NJ 07675
201-664-4113

Please check final pricing at retail. Offers valid at participating retailers. * STACKABLE with other soft bundles. ** STACKABLE with other soft bundles and standalone IR.

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Full-frame E-Mount Lenses



Product	Model #	Selling Price	IR Savings	Selling Price After Savings	Indirect Agreement #
FE PZ 28-135mm F4 G OSS	SELP28135G	\$2,499 ⁹⁹	\$100	\$2,399⁹⁹	600050365
FE 12-24mm F4 G	SEL1224G	\$1,699 ⁹⁹	\$100	\$1,599⁹⁹	600050365
FE 70-200mm F4 G OSS	SEL70200G	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹	600050365
Vario-Tessar T* FE 16-35mm F4 ZA OSS	SEL1635Z	\$1,349 ⁹⁹	\$100	\$1,249⁹⁹	600050365
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470Z	\$1,199 ⁹⁹	\$300	\$899⁹⁹	600050365
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹	600050365
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$999 ⁹⁹	\$100	\$899⁹⁹	600050365

APS-C E-Mount Lenses

E PZ 18-110 mm F4 G OSS	SELP18110G	\$3,499 ⁹⁹	\$100	\$3,399⁹⁹	600050365
E PZ 18-200 mm F3.5-6.3 OSS	SELP18200	\$1,199 ⁹⁹	\$100	\$1,099⁹⁹	600050365
Sonnar® T* E 24 mm F1.8 ZA	SEL24F18Z	\$1,099 ⁹⁹	\$100	\$999⁹⁹	600050365
Vario-Tessar T* E 16-70mm F4 ZA OSS	SEL1670Z	\$999 ⁹⁹	\$100	\$899⁹⁹	600050365
E 18-200 mm F3.5-6.3 OSS	SEL18200	\$899 ⁹⁹	\$100	\$799⁹⁹	600050365
E 10-18mm F4 OSS	SEL1018	\$849 ⁹⁹	\$100	\$749⁹⁹	600050365
E 18-200 mm F3.5-6.3 OSS LE	SEL18200LE	\$849 ⁹⁹	\$100	\$749⁹⁹	600050365
E 18-135mm F3.5-5.6 OSS	SEL18135	\$599 ⁹⁹	\$100	\$499⁹⁹	600050365
E PZ 18-105mm F4 G OSS	SELP18105G	\$599 ⁹⁹	\$50	\$549⁹⁹	600050365
FE 50 mm F2.8 Macro	SEL50M28	\$499 ⁹⁹	\$50	\$449⁹⁹	600050365
FE 28 mm F2	SEL28F20	\$449 ⁹⁹	\$50	\$399⁹⁹	600050365
E 35mm F1.8 OSS	SEL35F18	\$449 ⁹⁹	\$50	\$399⁹⁹	600050365
E 20mm F2.8	SEL20F28	\$349 ⁹⁹	\$50	\$299⁹⁹	600050365
Fisheye Converter	SEL057FEC	\$299 ⁹⁹	\$25	\$274⁹⁹	600050365
E 50mm F1.8 OSS	SEL50F18	\$299 ⁹⁹	\$50	\$249⁹⁹	600050365
E 50mm F1.8 OSS - Black	SEL50F18/B	\$299 ⁹⁹	\$50	\$249⁹⁹	600050365
E 30 mm F3.5 Macro	SEL30M35	\$279 ⁹⁹	\$25	\$254⁹⁹	600050365
Ultra Wide Converter	SEL075UWC	\$249 ⁹⁹	\$25	\$224⁹⁹	600050365
E 16mm F2.8	SEL16F28	\$249 ⁹⁹	\$25	\$224⁹⁹	600050365
FE 50mm F1.8	SEL50F18F	\$249 ⁹⁹	\$50	\$199⁹⁹	600050365



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DI Accessories



Product	Model #	Selling Price	IR Savings	Selling Price After Savings	Indirect Agreement #
Clip-On LCD Monitor	CLMFHD5	\$699 ⁹⁹	\$100	\$599⁹⁹	600050319
Clip-On LCD Monitor	CLMV55	\$399 ⁹⁹	\$50	\$349⁹⁹	600050319
Wireless Microphone	ECMAW4	\$229 ⁹⁹	\$50	\$179⁹⁹	600050319
Shotgun Microphone	ECMCG60	\$249 ⁹⁹	\$50	\$199⁹⁹	600050319
Gun-zoom Microphone (MI-shoe)	ECMGZ1M	\$99 ⁹⁹	\$20	\$79⁹⁹	600050319
Stereo Microphone (MI-shoe)	ECMXYST1M	\$159 ⁹⁹	\$30	\$129⁹⁹	600050319
Wireless Radio Commander (MI-shoe)	FAWRC1M	\$349 ⁹⁹	\$50	\$299⁹⁹	600050319
Wireless Radio Receiver	FAWRR1	\$199 ⁹⁹	\$50	\$149⁹⁹	600050319
Grip Extension	GPX1EM	\$129 ⁹⁹	\$20	\$109⁹⁹	600050319
Compact MI-shoe Flash (Guide Number 20)	HVLF20M	\$149 ⁹⁹	\$20	\$129⁹⁹	600050319
MI-shoe Flash (Guide Number 32)	HVLF32M	\$299 ⁹⁹	\$50	\$249⁹⁹	600050319
MI-shoe Flash (Guide Number 43)	HVLF43M	\$399 ⁹⁹	\$70	\$329⁹⁹	600050319
Radio Control MI-shoe Flash (Guide Number 45)	HVLF45RM	\$399 ⁹⁹	\$50	\$349⁹⁹	600050319
LED Video Light	HVLLE1	\$249 ⁹⁹	\$50	\$199⁹⁹	600050319
Battery Video IR Light	HVLLEIR1	\$149 ⁹⁹	\$20	\$129⁹⁹	600050319
Full-frame Lens Adapter, E-mount to A-mount	LAEA3	\$199 ⁹⁹	\$50	\$149⁹⁹	600050319
Full-frame Lens Adapter, E-mount to A-mount, with Translucent Mirror Technology	LAEA4	\$349 ⁹⁹	\$50	\$299⁹⁹	600050319
Underwater Housing for RX100 series	MP-KURX100A	\$329 ⁹⁹	\$50	\$279⁹⁹	600050319
Fisheye Converter	VCLECF2	\$179 ⁹⁹	\$30	\$149⁹⁹	600050319
Ultra Wide Converter	VCLECU2	\$159 ⁹⁹	\$30	\$129⁹⁹	600050319
Vertical Grip for α 7, α 7S, and α 7R	VGC1EM	\$299 ⁹⁹	\$50	\$249⁹⁹	600050319
Vertical Grip for α 7 II, α 7S II and α 7R II	VGC2EM	\$349 ⁹⁹	\$50	\$299⁹⁹	600050319
Vertical Grip for α 9, α 7R III and α 7 III	VGC3EM	\$349 ⁹⁹	\$50	\$299⁹⁹	600050319
XLR adaptor kit with mic	XLRK1M	\$799 ⁹⁹	\$100	\$699⁹⁹	600050319
XLR adaptor kit with mic (MI-shoe)	XLRK2M	\$599 ⁹⁹	\$100	\$499⁹⁹	600050319



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Handycam®



Product	Model #	Selling Price	IR Savings	Selling Price After Savings	Indirect Agreement #
AX100 4K Expert Handycam® Bundle and save up to \$200. Check bundle chart for savings.	FDRAX100/B	\$1,499 ⁹⁹	\$100	\$1,399⁹⁹	600049377
AX53 4K Handycam® with Exmor R® CMOS sensor Bundle and save up to \$199.99. Check bundle chart for savings.	FDRAX53/B	\$999 ⁹⁹	\$150	\$849⁹⁹	600049377
AX33 4K Handycam® with Exmor R® CMOS sensor	FDRAX33/B	\$849 ⁹⁹	\$150	\$699⁹⁹	600049377

Action Cam

FDR-X3000 4K Action Cam with Wi-Fi® & GPS Bundle and save up to \$59.99. Check bundle chart for savings.	FDRX3000/W	\$399 ⁹⁹	\$30	\$369⁹⁹	600050338
FDR-X3000R 4K Action Cam with Wi-Fi® & GPS with Live-View Remote Kit Bundle and save up to \$59.99. Check bundle chart for savings.	FDRX3000R/W	\$549 ⁹⁹	\$30	\$519⁹⁹	600050338
HDR-AS50 Action Cam	HDRAS50/B	\$199 ⁹⁹	\$30	\$169⁹⁹	600050338
HDR-AS50R Action Cam with Live-View Remote	HDRAS50R/B	\$349 ⁹⁹	\$30	\$319⁹⁹	600050338

Cyber-shot



HX400V Compact Camera with 50x Optical Zoom	DSCHX400/B	\$449 ⁹⁹	\$50	\$399⁹⁹	600049352
HX80 Compact Camera with 30x Optical Zoom Plus, \$30 gift card promo. Please check calendar.	DSCHX80	\$369 ⁹⁹	\$30	\$339⁹⁹	600049352
RX100 Advanced Camera with 1.0 inch sensor	DSCRX100/B	\$449 ⁹⁹	\$80	\$369⁹⁹	600049352
RX100 II Advanced Camera with 1.0 inch sensor Bundle and save up to \$100. Check bundle chart for savings.	DSCRX100M2/B	\$599 ⁹⁹	\$50	\$549⁹⁹	600049352
RX100 III Advanced Camera with 1.0 inch sensor Bundle and save up to \$150. Check bundle chart for savings.	DSCRX100M3/B	\$749 ⁹⁹	\$100	\$649⁹⁹	600049352
RX100 IV Premium camera with 4K movies and 1/32000 super speed shutter Bundle and save up to \$150. Check bundle chart for savings.	DSCRX100M4/B	\$899 ⁹⁹	\$100	\$799⁹⁹	600049352
RX100 V The premium 1.0-type sensor compact camera with superior AF performance Bundle and save up to \$150. Check bundle chart for savings.	DSCRX100M5/B	\$999 ⁹⁹	\$100	\$899⁹⁹	600049352
RX100 V The premium 1.0-type sensor compact camera with superior AF performance Bundle and save up to \$150. Check bundle chart for savings.	DSCRX100M5A/B	\$999 ⁹⁹	\$100	\$899⁹⁹	600049352



Handycam and Action Cam Bundles

Bundle	Model #	With	Savings	Indirect Agreement #
AX53 4K Handycam® with Exmor R® CMOS sensor	FDRAX53/B	FREE Travel Charger (BCTRV \$49.99 value)	\$49⁹⁹	600049407
AX700 OR AX100 4K Expert Handycam® Camcorder	FDRAX700/B FDRAX100/B	Wireless Mic (ECMW1M) ^{††}	\$100	600049407
FDRX3000/W, FDRX3000R/W, HDRAS300/W, OR HDRAS300R/W		FREE Suction Cup (PFVCTSC1 \$29.99 value)	\$29⁹⁹	600049372

Cyber-shot Promotions

Product	Promotion	Indirect Agreement #
DSC-HX80 ^{**}	\$30 Gift Card	600050290

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