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 856-983-5676

SONY DIGITAL CAMERAS

(pricing subject to change, updated) 9/15/11

Price includes 2 Year Warranty

Cyber-shot Cameras

<u>Model</u>	<u>Description</u>	<u>Price</u>
DSCWX9 Silver, Black, Red	Same as DSCW560 with: 16.2 megapixels “Exmor-R” CMOS sensor BIONZ imaging processor 5x optical zoom, 3” LCD screen, 10fps high speed burst mode Full HD 1080/60i video AVCHD recording 3D sweep panorama HDMI output <u>Supplied accessories:</u> NPBN1 battery, charger, USB cable, wrist strap, software	219.99 <u>- 20.00</u> 199.99 9/18 – 9/24
\ DSCWX10 Black Only	Same as DSCWX9 with: 7x optical zoom, professional Sony “G” lens Superior intelligent auto mode High speed linear auto focus Anti reflective LCD display Manual control <u>Supplied accessories:</u> NPBG1, USB charger, USB cable, wrist strap, software	See Below
	279.99 279.99 <u>- 20.00</u> <u>- 20.00</u> 259.99 259.99 9/8 – 9/17 9/18 – 9/24	

DSCT110 Silver, Pink, Black, Red, Violet	16.1 MP, 4x optical zoom with image stabilization 3.0" touch-screen LCD iAuto adjustment Sweep panorama 720p MP4 HD video 25mm wide angle Carl Zeiss lens <u>Supplied accessories:</u> NPBN1 battery, charger, USB cable, wrist strap, software	219.99
DSCT110 Silver, Pink, Black, Red, Violet	16.1 MP, 4x optical zoom with image stabilization 3.0" touch-screen LCD iAuto adjustment Sweep panorama 720p MP4 HD video 25mm wide angle Carl Zeiss lens <u>Supplied accessories:</u> NPBN1 battery, charger, USB cable, wrist strap, software	219.99
DSCTX10 Silver, Blue, Black, Pink, Green	Same as DSCT110 with: 16.2 MP "Exmor R" CMOS sensor Full HD 1080/60i video 3D still image Intelligent sweep panorama 16' waterproof, 5' shockproof, dustproof <u>Supplied accessories:</u> NPBN1 battery, charger, USB cable, wrist strap, software	329.99
DSCTX100V Silver, Black, Red	Same as DSCT110 with: 16.2 MP "Exmore R" CMOS sensor 3.5" OLED TruBlack display Superior auto mode 3D still image Full HD 1080/60p Intelligent sweep panorama <u>Supplied accessories:</u> NPBN1 battery, charger, USB cable, wrist strap, software	379.99
DSCW510 Silver, Black, Pink, Red	12.1 megapixel still camera 4x optical zoom Sony lens with IS Intelligent auto mode, Sweep Panorama mode, 480p video mode 2.7" LCD display, in-camera retouching tools <u>Supplied accessories:</u> NPBN1 battery, charger, USB cable, wrist strap, software	109.99 refer to DSCW530

DSCW530 Same as DSCW510 with: See Below
 Silver, Black, Pink, 14.1 megapixels, Carl Zeiss lens
 Green, Blue Supplied accessories: NPBN1 battery, charger, USB cable, wrist strap, software

129.99	129.99
<u>- 10.00</u>	<u>- 10.00</u>
119.99	119.99
9/11 – 9/17	9/25 – 10/1

DSCW560 Same as DSCW530 with: See Below
 Silver, Black, Red, 720p MP4 movie mode, 3” LCD display
 Blue Supplied accessories: NPBN1 battery, charger, USB cable, wrist strap, software

159.99	159.99
<u>- 30.00</u>	<u>- 20.00</u>
129.99	139.99
9/11 – 9/24	10/16 – 10/22

DSCW570 Same as DSCW530 with: See Below
 Silver, Black, Pink, 720p MP4 HD movie mode Recommend DSCW560
 Violet 16.1 megapixels
Supplied accessories: NPBN1 battery, charger, USB cable, wrist strap, software

179.99	179.99
<u>- 20.00</u>	<u>- 20.00</u>
159.99	159.99
9/25 – 10/1	10/16 – 10/22

DSCH70 Same as DSCW560 with: See Below
 Silver, Black, Red, 16.1 megapixels
 10x optical zoom
 Sony “G” lens
 In-camera guide
Supplied accessories: NPBG1 battery, charger, USB/AV cable, wrist strap
 software

229.99	229.99
<u>- 30.00</u>	<u>- 30.00</u>
199.99	199.99
9/25 – 10/1	10/2 – 10/8

SONY DIGITAL SUPER ZOOM CAMERAS

DSCHX7V Black, White, Blue, Red	Same as DSCWX9 with: 10x optical zoom GPS geo-tagging and compass Superior auto mode <u>Supplied accessories:</u> NPBG1 battery, charger, USB/AV cable, wrist strap, software	See Below
	299.99 299.99 <u>-30.00</u> <u>-30.00</u> 269.99 269.99 8/25 – 9/10 9/22 – 10/1	

DSCHX9V Black Only	Same as DSCHX7V with: 16x optical zoom High speed linear focus 1080/60p AVCHD movie <u>Supplied accessories:</u> NPBG1 battery, charger, USB/AV cable, wrist strap, software	See Below
	349.99 349.99 <u>-30.00</u> <u>-30.00</u> 319.99 319.99 9/8 – 9/17 9/18 – 9/24	

DSCHX100V Black Only	Same as DSCHX9V with: Car Zeiss lens 30x optical zoom Tilt screen <u>Supplied accessories:</u> NPFH50, charger, USB, strap, software	449.99
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SONY ALPHA DIGITAL SLR

<u>Model</u>	<u>Description</u>	<u>Price</u>
DSLRA390L with 18-55	14.2 megapixel Smallest and lightest Alpha to date 2.7" LCD, in-camera ready shot Dynamic Range Optimizer (post process each pic to improve dynamic range—kind of an HDR light) 9 point AF, Max ISO 3200, up to 2.5 fps BIONZ image processor, HDMI out with BRAVIA Sync, Eye-Start autofocus Creative style settings (Vivid, Portrait, Landscape, Night View, Sunset, B&W, and Adobe RGB) Self cleaning sensor, Dual Slot (takes SD & memory stick duo) Smart Teleconverter (2x digital zoom) <u>Factory packed with:</u> NPFH50 rechargeable battery, software CD-ROM, DT18-55mm SAM Kit lens, shoulder strap, USB cable, BCVH1 battery charger, body cap	499.99

SONY ALPHA TRANSLUCENT MIRROR DIGITAL SLR

<u>Model</u>	<u>Description</u>	<u>Price</u>
SLTA35 Body Only	16.2 megapixel Translucent Mirror technology Full HD movie (1080x1920/30p, 1080x1920/60i, & 480x640/30p) AVCHD 3" LCD Up to 7fps continuous shooting 3D sweep panorama Quick AF for HD movie Exmor sensor for less noise in low light Multi-frame NR (takes and combines 6 shots to eliminate noise) Auto HDR Eye-level electronic VF 15 point auto focus In-camera help guide In-camera IS Face detection Smile shutter SD and memory stick duo slots HDMI out Remote capability (remote not included) <u>Factory packed with:</u> battery charger BCVW1, rechargeable battery NPFW50, shoulder strap, body cap, USB cable, CD-ROM	599.99*

SLTA35L	Same as SLTA35 with SAL 18-55 lens	699.99*
SLTA55V	Same as SLTA33 with: Up to 10fps continuous shooting 16.2 megapixel GPS Manual control for movies <u>Factory packed with:</u> battery charger BCVW1, rechargeable battery NPFW50, shoulder strap, body cap, USB cable, CD-ROM	749.99* <u>- 50.00</u> 699.99 9/11 – 10/1
SLTA55L with 18-55	Same as A55V with 18-55 lens	849.99* <u>- 50.00</u> 799.99 9/11 – 10/1
*Save \$100 when bundled with SAL75300 thru 10/1.		
SLTA65V	Same as SLTA55V with: 24.3 mega pixel 2 nd generation translucent mirror design OLED “Tru-Finder” EVF Otect tracking AF 1080p AVCHD Movie @ 60p/60i/24p Shot result preview (shows effects of shutter/aperture) Graphic display (shows relationship of shutter/aperture speeds 1200 zone metering system Improved battery life (up to 580 shots) Full manual control in movie mode .05 second release lag time ISO 16,000 GPS geo-tagging Full size camera body <u>Supplied accessories:</u> camera body, NPFM500H battery, battery charger, strap, body cap, USB cable, CD Rom	899.99
SLTA65VK	Same as SLTA65V with SAL 18-55 zoom lens	999.99

SLTA77V Body Only	Same as SLTA65V with: 12fps continuous shooting Magnesium alloy body Weather resistant Dual control dials 19 point auto focus Top mounted LCD for exposure information <u>Supplied accessories:</u> camera body, NPFM500H battery, battery charger, strap, body cap, USB cable, CD Rom	1,399.99
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SLTA77VQ	Same as SLTA77V with SAL16-50 f/2.8 ED lens	1,999.99
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SONY LENSES

Fixed Focal Length Lenses (For Sony and Minolta)

<u>SKU #</u>	<u>Description</u>	<u>Price</u>
SAL16F28	16mm f2.8 Fisheye	899.99
SAL20F28	20mm f2.8	649.99
SAL28F28	28mm f2.8	269.99
SAL30M28	30mm f2.8 Macro	199.99
SAL 50F1.8	50mm f1.8	149.99
SAL50F14	50mm f1.4	399.99
SAL50M28	50mm f2.8 Macro	529.99
SAL100M28	100mm f2.8 Macro	749.99
SAL135F28	135mm f2.8	1,299.99
SAL500F80	500mm f8 Reflex	749.99

DT Series Lenses (Digital Cameras Only)

<u>SKU #</u>	<u>Description</u>	<u>Price</u>
SAL1118	DT 11-18mm f4.5/5.6	699.99
SAL1650	DT 16-50mm f/2.8 ED (low dispersion glass)	699.99
SAL16105	DT 16-105mm f3.5/5.6	649.99
SAL1870	DT 18-70mm f3.5/5.6	199.99
SAL18200	DT 18-200mm f3.5/6.3	549.99
SAL18250	DT 18-250mm f3.5/6.3	599.99
SAL24105	DT 24-105mm f3.5/4.5	469.99
SAL55200	DT 55-200mm f4-5.6	199.99
SAL75300	DT 75-300mm f4.5/5.6	249.99

G-Lenses

<u>SKU #</u>	<u>Description</u>	<u>Price</u>
SAL35F14G	35mm f1.4 G	1,399.99
SAL300F28G	300mm f2.8 G	6,299.99
SAL70200G	70-200mm f2.8 G	1,999.99
SAL70300G	70-300mm f4.5/5.6 G	899.99
SAL70400G	70-400mm f4.5/5.6	1,799.99

Carl Zeiss

<u>SKU #</u>	<u>Description</u>	<u>Price</u>
SAL85F14Z	85mm f1.4 ZA Planar	1,499.99
SAL135F18Z	135mm f1.8 ZA	1,599.99
SAL1680Z	16-80mm f3.5/4.5 ZA Vario-Sonnart	849.99
SAL2470Z	24-70mm f2.8 ZA	1,799.99
SAL14TC	1.4 Teleconverter	499.99
SAL20TC	2x Teleconverter	499.99
SAL16-35Z	16-35mm	1,899.99

SONY ACCESSORIES

<u>Item</u>	<u>Price</u>
Gadget Bag With Battery – A CC AM FM II	99.99
Gadget Bag Only – A CC AM	39.99
Flash – HVLF 20 AM	129.99
Flash – HVLF 42 AM	299.99
Flash – HVLF 58 AM	499.99
Grip – VGB 50AM	249.99
Ring Light – HVLRL AM	349.99
Macro Twin Flash – HVLMT 24 AM	749.99
Battery – NPFM500 H	69.99

NEX MIRRORLESS INTERCHANGEABLE LENS DIGITAL CAMERAS

<u>Model</u>	<u>Description</u>	<u>Price</u>
NEX5N	6.1 mega pixel APSC HD CMOS sensor World's smallest interchangeable lens camera BIONZ image processor Up to 10fps continuous shooting 1080p AVCHD movie mode at 60p/24p Object tracking AF via touch LCD iAuto – superior mode Sweep panorama mode P/A/S/M shooting control 25 point auto focus Tilting 3" LCD display Auto HDR Anti motion blur/handheld twilight HDMI output <u>Supplied accessories:</u> camera body, strap, NPFW50 battery, battery charger, USB cable, CD Rom	599.99*
NEX5NK	Same as NEX5N with SEL 18-55 lens	699.99*
NEX7 Body Only	Same as NEX5N with: 24.3 mega pixel 1080p AVCHD at 60p/60i/24p Full manual control in movie mode Built-in OLED viewfinder Hot shoe for alpha system flashes Tru-Navi manual control (3 control dials) Ultrasonic anti dust system	1,199.99
NEX7K	Same as NEX7 with SEL18-55 lens	1,349.99

*Save \$150 when bundled with SEL16 f/28 thru 10/30/11.

SONY NEX MIRRORLESS LENSES AND ACCESSORIES

<u>Model</u>	<u>Description</u>	<u>Price</u>
<i><u>Lenses</u></i>		
SEL16F28		249.99
SEL24F18Z		999.99
SEL50F18		299.99
SEL1855		299.99
SEL18200		799.99
SEL55210		349.99
<i><u>Lens Mounts & Adapters</u></i>		
VCLECF1	Fisheye conversion for SEL16F28	149.99
VCLECU1	Wide angle conversion for SEL16F28	129.99
LAEA1	Attach "A" mount lenses to "E" mount	199.99
LAEA2	Same as LAEA1 with translucent mirror technology for Phase Detection AF in stills/video	349.99
<i><u>Accessories</u></i>		
ECMSST1	Stereo boom mic	129.99
FDASV1	Optical viewfinder (NEX3/5 only)	199.99
RMTDSLRL1	Wireless remote control	29.99
HVLF20S	External flash (NEX3/5 only)	149.99
FDAEV1S	OLED electronic viewfinder (NEX5N only)	349.99