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DIGITAL CAMERAS

(pricing subject to change updated) 4/9/10
Price includes 2 Year Warranty

SONY CYBER SHOT STILL CAMERAS

<u>Model</u>	<u>Description</u>	<u>Price</u>
DSCW230 Silver Black Red Blue	Same as DSCW220 with: 3" LCD <u>Factory packed:</u> NPBG1 rechargeable battery, BCCSG battery charger, A/V and USB multi-connector cables, wrist strap, Picture Motion Browser Ver. 4.2 Note: No memory stick DUO media or adapters are included	179.99
DSCW290 Silver Black Blue Bronze	Same as DSCW230 with: 5x optical zoom 28mm equivalent wide angle lens 720p HD movie Selected face memory Anti-blink function Burst mode: up to 100 shots at approximately 0.62 second intervals Easy image management <u>Factory packed:</u> rechargeable battery pack NPBG1, battery charger BCCSD, multi connector cable USB/AV, wrist strap, CD-rom software Note: memory stick DUO media or adapters are not included	199.99
DSCWX1	Same as DSCW290 with: 10 megapixel ExmorR image sensor (exception low light photography) f2.4 Sony G lens 24mm equivalent wide angle 10 fps burst Sweep panorama <u>Factory packed:</u> rechargeable battery pack NPBG1, battery charger BCCSD, multi connector cable USB/AV, wrist strap, CD-rom software Note: memory stick DUO media or adapters are not included	329.00

DSCT90 Silver Black Pink Blue Bronze	Same as DSCW290 with: Ultra thin design, 4x optical zoom 3" LCD touch-screen display 9 auto focus points Burst mode up to 100 shots at approximately 0.57 intervals Creative painting tools <u>Factory packed:</u> rechargeable battery pack NPBG1, battery charger BCCSD, multi connector cable USB/AV, wrist strap, CD-rom software Note: memory stick DUO media or adaptors are not included	279.99
DSCTX1	Same as DSCWX1 with: 3.0" wide screen touch-panel LCD 4x zoom f3.5 Carl Zeiss lens <u>Factory packed:</u> rechargeable battery pack NPFD1, battery charger BCCSD, multi connector cable USB/AV, wrist strap, CD-rom software Note: memory stick DUO media or adaptors are not included	349.99
DSCT900 Silver Black Red Bronze	Same as DSCT90 with: 3.5" Xtra Fine LCD Creative painting tools <u>Factory packed:</u> rechargeable battery pack NPBG1, battery charger BCCSD, multi connector cable USB/AV, wrist strap, CD-rom software Note: memory stick DUO media or adaptors are not included	349.99
DSCH20	10 mega pixel, 10x optical zoom Carl Zeiss Vario-Tessar lens 3" LCD, BIONZ image processor Intelligent auto mode, 720p HD movie mode Face detection technology, selected face memory, intelligent scene recognition Anti-blink function, Smile Shutter technology Dual IS, ISO 3200 shooting mode Dynamic range optimizer standard and plus 14 shooting modes, 9 point auto focus Burst mode up to 100 shots at approximately .57 second intervals Easy mode, easy image management In-camera resizing and retouching (including red eye removal) Phot TV HD, PHOTOMUSIC feature <u>Factory packed:</u> rechargeable battery pack NPBG1, battery charger BCCSD, multi connector cable USB/AV, wrist strap, CD-ROM software Note: memory stick DUO media and adaptors are not included	249.99

DSCHX1	<p>Same as DSCH20 with:</p> <p>9 mega pixel, 20x optical zoom</p> <p>28mm equivalent wide angle lens</p> <p>CMOS sensor, high speed shooting (10 fps)</p> <p>Sweep Panorama mode, handheld Twilight mode</p> <p>HD movie (1080p)</p> <p><u>Factory packed:</u> rechargeable battery NPFH50, battery charger BCVH1, multi connector cable USB/AV, power cord, shoulder strap, lens cap, lens cap strap, HDMI adaptor, CD-ROM software</p> <p>Note: no memory stick pro DUO media or adaptors are included</p>	479.99
DSCG3	<p>10 megapixel, 4x optical zoom, Carl Zeiss Vario-Tessar lens</p> <p>3.5" Xtra Fine LCD touch-screen, 4GB internal memory</p> <p>BIONZ imaging processor, Face detection technology, Smile Shutter technology, Dual IS, high sensitivity ISO 3200</p> <p>Intelligent scene recognition, dynamic range optimizer standard and plus</p> <p>Anti-blink function, 14 shooting modes, MPEG movie VS Fine mode</p> <p>Semi-manual focus, 9 point auto focus</p> <p>Burst mode up to 100 shots at approximately .62 second intervals</p> <p>Easy shooting mode, Wi-Fi connectivity, easy upload home page</p> <p>Capture and share, portable photo album easy image management</p> <p>Photo TV HD, PHOTOMUSIC feature, creative painting tools</p> <p>Password lock, in-camera resizing and retouching including red eye removal</p> <p><u>Factory packed:</u> rechargeable battery back NPBD1, battery charger BCCSD, multi connector cable USB/AV, wrist strap, Paint Pen, CD-ROM software, station plate F</p>	449.99

SONY ALPHA DIGITAL SLR

<u>Model</u>	<u>Description</u>	<u>Price</u>
DSLRA230L W/18-55lens	<p>2009 replacement for DSLRA100</p> <p>10.2 mega pixel, in-camera IS, HDMI output with Bravia sync</p> <p>2.7" LCD, Max ISO 3200, Eye-Start auto focus, 9 9point AF sensor</p> <p>Up to 2.5 FPS max continuous shooting</p> <p>8 creative style settings (Standard, Vivid, Portrait, Landscape, Night View, Sunset, B&W, and Adobe RGB)</p> <p>Dynamic range optimizer</p> <p>Built-in pop up flash</p> <p>Anti-dust technology - self cleaning sensor</p> <p>BIONZ image processor</p> <p>Photo TV HD compatibility</p> <p>HDMI terminal with Bravia sync compatibility</p> <p>Integrated on-screen help guide and graphic display</p> <p>Takes memory stick and SD media</p> <p>Big changes from last year (HDMI out, creative style settings, SD instead of CF, 18-55 instead of 18-70, H instead of M battery)</p> <p><u>Factory packed:</u> DT18-15mm SAM kit lens, BCVH1 battery charger, NPFH50 rechargeable battery, shoulder strap, body cap, video cable, USB cable, software, CD-ROM</p>	449.99
DSLRA230Y W/18-55 & 55-200 Lenses	<p>Same as DSLR230L with 2 lenses</p> <p><u>Factory packed:</u> DT18-55mm SAM kit lens, DT55-200mm SAM kit lens, BCVH1 battery charger, NPFH50 rechargeable battery, shoulder strap, body cap, video cable, USB cable, software CD-ROM</p>	649.99
DSLRA330L W/18-55 Lens	<p>2009 replacement for DSLRA300</p> <p>Same as DSLRA230 with:</p> <p>Live View</p> <p>Tilt 2.7" LCD</p> <p>Smart teleconverter 2x digital zoom</p> <p>Big changes from last year (HDMI out, creative style settings, SD instead of CF, 18-55 instead of 18-70, H instead of M battery)</p> <p><u>Factory packed;</u> DT18-55mm SAM kit lens, BCVH1 battery charger</p> <p>NPFH50 rechargeable battery, shoulder strap, body cap, video cable, USB cable, software CD-ROM</p>	549.99
DSLRA330Y W/18-55 & 55-200 Lenses	<p>Same as DSLRA330L with 2 lenses</p> <p><u>Factory packed:</u> DT18-55mm SAM kit lens, DT55-200mm SAM kit lens, BCVH1 battery charger, NPFH50 rechargeable battery, shoulder strap, body cap, video cable, USB cable, software CD-ROM</p>	749.99

DSLRA380L W/18-55 Lens	2009 replacement for DSLRA350 Same as DSLRA330 with 14.2 mega pixel Big changes from last year (HDMI out, creative style settings, SD instead of CF, 18-55 instead of 18-70, H instead of M battery <u>Factory packed:</u> DT18-55mm SAM kit lens, BCVH1 battery charger, NPFH50 rechargeable battery, shoulder strap, body cap, video cable, USB cable, software CD-ROM	699.99
DSLRA380Y W/18-55 & 55-200 Lenses	Same as DSLRA380L with 2 lenses <u>Factory packed:</u> DT18-55mm SAM kit lens, DT55-200mm SAM Kit lens, BCVH1 battery charger, NPFH50 rechargeable battery, shoulder strap, body cap, video cable, USB cable, software CD-ROM	899.99
DSLRA500	Same as DSLRA380 with: 12.3 mega pixel Superb in low light (ISO 12800) More responsive live view Manual focus check live view Smile shutter technology Tilttable 3" LCD Up to 5 fps	649.99
DSLRA500L DSLRA550	Same features as DSLRA500 with 18-55mm lens Same features as DSLRA500 with: 14.2 mega pixel Face detection Up to 7 fps	749.99 849.99
DSLRA550L	Same features as DSLRA550 with 18-55 lens	949.99
DSLRA700 Body Only	Same as A350 with: 12.24 mega pixel Exmore imaging sensor (better noise reduction and tonal range) Magnesium alloy body, 3.0" LCD screen with 920k pixels Wireless remote control, 11 point center dual cross AF sensor NO LIVE VIEW <u>Factory packed:</u> NPFM500H rechargeable battery, BCVM10 battery charger, RMTDSLRL1 wireless remote commander video cable, USB cable, shoulder strap, body cap, accessory shoe cap, software/USB driver CD-rom	999.99
DSLRA700K	Same as A700 with 18-70mm lens	1,099.99

DSLRA850 Body Only	Same as DSLRA 700 with: Full frame Exmor CMOS sensor 24.5MP Dual Bionz processors (aids in image noise reduction and faster shooting at full rez.) Bright viewfinder with 98% coverage Max shooting speed 3 Moisture and dust seals F2.8 Sensor – optimized to allow better focusing with lenses f2.8 and faster on sensor D to A conversion (takes some of the load off the processor) APS-C shooting mode – camera uses a smaller portion of the sensor to simulate shooting with a APS-C sensor; automatically switches when DT lens is put on <u>Factory packed with:</u> NPFM500H rechargeable battery BCVM10 charger wireless remote, video cable, USB cable, shoulder strap, body cap, accessory shoe cap, software	1,999.99
DSLRA900 Body Only	Same as A700 with: 35mm full frame 24.7MP Exmore CMOS image sensor SteadyShot INSIDE in-camera image stabilization Dual BIONZ processors for up to fast 5 fps Ultra bright, 100% coverage glass pentaprism viewfinder 3.0” Xtra Fine LCD2 (921 pixels) PhotoTV HD viewing with HDMI output Precise and fast 9-point AF system with 10-point assist Rugged magnesium allow shell Moisture/dust-resistant design 40 segment multi-pattern metering Dynamic range optimizer APSC size capturing (in addition to full frame image capture)	2,699.99
DSLRA700K	Same as A700 with 18-70mm lens	1,099.99
DSLRA900 Body Only	Same as A700 with: 35mm full frame 24.7MP Exmore CMOS image sensor SteadyShot INSIDE in-camera image stabilization Dual BIONZ processors for up to fast 5 fps Ultra bright, 100% coverage glass pentaprism viewfinder 3.0” Xtra Fine LCD2 (921 pixels) PhotoTV HD viewing with HDMI output Precise and fast 9-point AF system with 10-point assist Rugged magnesium allow shell Moisture/dust-resistant design 40 segment multi-pattern metering Dynamic range optimizer APSC size capturing (in addition to full frame image capture)	2,699.99