

SONY

Take advantage of all 3 offers for maximum savings.

For a limited time only. Offer valid 1/22/17-3/4/17



SAVE UP TO
\$300
on select **α7** series cameras.



Trade-in and trade-up

GET UP TO A
\$480
BONUS
on select **α7** series cameras and FE lenses.



The value of your trade-in

Get top dollar⁴ for your old DSLR or lens.

1 For single item.
2 Compatible with cameras equipped with Multi-interface shoe.
3 Compatible with α6300, α7/α7S/α7R, α7 II, α7R II, α7S II and select A-Mount Models.
4 Dealer determines the trade-in amount at its sole discretion and Dealer's trade-in amount may vary according to condition and age of the trade-in.
For more information on Sony Lenses and Accessories visit: AlphaUniverse.com

Expand your family of lenses.
Save up to \$100 on select FE lenses.

α Savings Event

E-MOUNT PRIME

Model #	Format	Description	Regular Price	SALE PRICE
SEL50F18	APS-C	E 50mm F1.8 OSS (all colors)	\$299.99	\$249.99
SEL16F28	APS-C	E 16mm F2.8	\$249.99	\$224.99
SEL20F28	APS-C	E 20mm F2.8	\$349.99	\$324.99
SEL35F18	APS-C	E 35mm F1.8 OSS	\$449.99	\$399.99
SEL24F18Z	APS-C	ZEISS® Sonnar T* E 24mm F1.8 ZA	\$1,099.99	\$999.99
SEL28F20	Full-frame	FE 28mm F2	\$449.99	\$424.99
SEL50F18F	Full-frame	FE 50mm F1.8	\$249.99	\$199.99
SEL35F28Z	Full-frame	ZEISS® Sonnar T* FE 35mm F2.8 ZA	\$799.99	\$699.99
SEL55F18Z	Full-frame	ZEISS® Sonnar T* FE 55mm F1.8 ZA	\$999.99	\$899.99
SEL35F14Z	Full-frame	ZEISS® Distagon T* FE 35mm F1.4 ZA	\$1,599.99	\$1,499.99
SEL50F14Z	Full-frame	ZEISS Planar T* FE 50mm F1.4 ZA	\$1,499.99	\$1,399.99

E-MOUNT ZOOM

SEL1855	APS-C	E 18-55mm F3.5-5.6 OSS	\$299.99	\$274.99
SELP1650	APS-C	E PZ 16-50mm F3.5-5.6 OSS	\$349.99	\$299.99
SEL1018	APS-C	E 10-18mm F4 OSS	\$849.99	\$749.99
SEL18200LE	APS-C	E 18-200mm F3.5-6.3 OSS LE	\$849.99	\$749.99
SEL18200	APS-C	E 18-200mm F3.5-6.3 OSS	\$899.99	\$799.99
SEL1670Z	APS-C	ZEISS® Vario-Tessar T* E 16-70mm F4 ZA OSS	\$999.99	\$899.99
SELP18200	APS-C	E PZ 18-200mm F3.5-6.3 OSS	\$1,199.99	\$1,099.99
SELP18105G	APS-C	PZ E 18-105mm F4 G OSS	\$599.99	\$549.99
SEL2870	Full-frame	FE 28-70mm F3.5-5.6 OSS	\$499.99	\$449.99
SEL24240	Full-frame	FE 24-240mm F3.5-6.3 OSS	\$999.99	\$899.99
SEL2470Z	Full-frame	ZEISS® Vario-Tessar T* FE 24-70mm F4 ZA OSS	\$1,199.99	\$1,099.99
SEL70300G	Full-frame	FE 70-300mm F4.5-5.6 G OSS	\$1,199.99	\$1,099.99
SEL1635Z	Full-frame	ZEISS® Vario-Tessar T* FE 16-35mm F4 ZA OSS	\$1,349.99	\$1,249.99
SEL70200G	Full-frame	FE 70-200mm F4 G OSS	\$1,499.99	\$1,399.99
SELP28135G	Full-frame	FE PZ 28-135mm F4 G OSS	\$2,499.99	\$2,399.99

E-MOUNT MACRO

SEL30M35	APS-C	E 30mm F3.5 Macro	\$279.99	\$254.99
SEL50M28	Full-frame	FE 50mm F2.8 Macro	\$499.99	\$449.99
SEL90M28G	Full-frame	FE 90mm F2.8 Macro G OSS	\$1,099.99	\$999.99

LENS CONVERTERS

Model #	Format	Description	Mount	Regular Price	SALE PRICE
SEL075UWC ²	Full-frame	Ultra Wide Converter	SEL28F20	\$249.99	\$224.99
SEL057FEC ²	Full-frame	Fisheye Converter	SEL28F20	\$299.99	\$274.99
VCLECU2 ³	APS-C	Ultra Wide Converter	SEL16F28/SEL20F28	\$159.99	\$139.99
VCLECF2 ³	APS-C	Fisheye Converter	SEL16F28/SEL20F28	\$179.99	\$159.99

Trade-in
and
trade-up
to the Sony
α7RM2



Get up to a **\$480** bonus

towards the purchase of an α7RM2 camera + the value of your trade-in. **Just trade in your working DSLR, mirrorless camera, or camera lens.**

MODEL	MODEL NUMBER	TRADE-IN BONUS
α FULL-FRAME MIRRORLESS CAMERAS		
α7 II Full-Frame Mirrorless Camera (Body Only)	ILCE7M2/B	\$255
α7 II Full-Frame Mirrorless Camera with FE 28-70mm OSS Lens	ILCE7M2K/B	\$300
α7R II Full-Frame Mirrorless Camera (Body Only)	ILCE7RM2/B	\$480
α7S II Full-Frame Mirrorless Camera (Body Only)	ILCE7SM2/B	\$450
E-MOUNT FULL-FRAME LENSES		
Vario-Tessar T* FE 16-35mm F4 ZA OSS	SEL1635Z	\$202
FE 24-240mm F3.5-6.3 OSS	SEL24240	\$150
FE 24-70 mm F2.8 GM	SEL2470GM	\$330
Vario-Tessar T* FE 24-70mm F4 ZA OSS	SEL2470Z	\$180
FE 28-70mm F3.5-5.6 OSS	SEL2870	\$75
FE 28mm F2	SEL28F20	\$67
Distagon T* FE 35mm F1.4 ZA	SEL35F14Z	\$240
Sonnar T* FE 35mm F2.8 ZA	SEL35F28Z	\$120
Planar T* FE 50mm F1.4 ZA	SEL50F14Z	\$225
FE 50mm F1.8	SEL50F18F	\$37
FE 50mm F2.8 Macro	SEL50M28	\$75
Sonnar T* FE 55mm F1.8 ZA	SEL55F18Z	\$150
FE 70-200mm F4 G OSS	SEL70200G	\$225
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$180
FE 85 mm F1.4 GM	SEL85F14GM	\$270
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$165
FE PZ 28-135mm F4 G OSS	SELP28135G	\$375