

# SONY

## NEW SAVINGS!

### α7 IV



Lenses sold separately

# GET PAID TO TRADE

### GET THE GIFT YOU WANT

ALPHA 7 IV – LOWEST PRICE EVER!

- 33MP<sup>1</sup> BACK-ILLUMINATED EXMOR R™ SENSOR
- 4K 60P<sup>2</sup> 10-BIT 4:2:2 AND 7K OVERSAMPLING
- BIONZ XR IMAGE PROCESSOR
- 3" VARI-ANGLE TOUCH LCD
- EXPANDABLE ISO UP TO 204,800
- REAL-TIME EYE-AF:  
HUMAN, ANIMAL & BIRD

Trade-in any working interchangeable lens camera and/or lens from any brand and receive\*

**STORE TRADE-IN VALUE +**

**UP TO \$1,000 IN PURCHASE CREDIT**

when you apply your trade-in value towards the purchase of Eligible Products\*\*

**+ LIMITED TIME HOLIDAY SAVINGS!**

Eligible Products:

LIMITED TIME OFFER: NOVEMBER 27 – DECEMBER 31, 2023

CAMERAS	MODEL #	TRADE-IN BONUS CREDIT
Alpha 7 IV Camera Body/Kit - <b>JUST ADDED</b>	ILCE7M4	\$200
Alpha 1 Camera Body	ILCE1/B	\$1,000
Alpha 7R V Camera Body	ILCE7RM5/B	\$500
Alpha 7S III Camera Body	ILCE7SM3/B	\$300
Alpha ZV-E1 Camera Body/Kit	ILCEZVE1	\$200
Alpha FX3 Cinema Line Camera Body	ILMEFX3	\$300
Alpha FX6 Cinema Line Camera Body	ILMEFX6V	\$700

LENSES	MODEL #	TRADE-IN BONUS CREDIT
FE 12-24mm F2.8 GM	SEL1224GM	\$150
FE 14mm F1.8 GM	SEL14F18GM	\$100
FE 16-35mm F2.8 GM	SEL1635GM	\$100
FE PZ 16-35mm F4 G	SELP1635G	\$100
FE 20-70mm F4 G	SEL2070G	\$100
FE 20mm F1.8 G	SEL20F18G	\$100
FE 24mm F1.4 GM	SEL24F14GM	\$100
FE 24mm F2.8 G	SEL24F28G	\$50
FE 24-70mm F2.8 GM	SEL2470GM	\$100
FE 24-70mm F2.8 GM II	SEL2470GM2	\$100

LENSES	MODEL #	TRADE-IN BONUS CREDIT
FE 24-105mm F4 G OSS II	SEL24105G/2	\$200
FE 35mm F1.4 GM	SEL35F14GM	\$100
FE 40mm F2.5 G	SEL40F25G	\$50
FE 50mm F1.2 GM	SEL50F12GM	\$100
FE 50mm F1.4 GM	SEL50F14GM	\$100
FE 50mm F2.5 G	SEL50F25G	\$50
FE 70-200mm F4 Macro G OSS II	SEL70200G2	\$100
FE 70-200mm F2.8 GM OSS	SEL70200GM	\$100
FE 70-200 mm F2.8 GM OSS II	SEL70200GM2	\$100
FE 70-300mm F4.5-5.6 G OSS	SEL70300G	\$100
FE 85mm F1.4 GM	SEL85F14GM	\$100
FE 90mm F2.8 Macro G OSS	SEL90M28G	\$100
FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$100
FE 135mm F1.8 GM	SEL135F18GM	\$100
FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$150
E PZ 10-20mm F4 G	SELP1020G	\$50
E 11mm F1.8	SEL11F18	\$50
E 15mm F1.4 G	SEL15F14G	\$50
E 16-55mm F2.8 G	SEL1655G	\$100
E 70-350 mm F4.5-6.3 G OSS	SEL70350G	\$100

For more information: <https://alphauniverse.com/promos/trade-in-trade-up>

\* Sony Authorized Retailer determines whether it participates in the Trade-In Trade-Up program and the timeframe that it will participate between 11/27 – 12/31/2023. \*\* Eligible Products listed in above chart.

Offer, during Promotion Period, consists of up to \$1,000 credit toward the purchase of each Eligible Product. During the Promotion Period, participating Sony Authorized Retailers will add a discount as specified herein to consumer's purchase receipt for every eligible trade in of one (1) working digital or film interchangeable lens camera or lens (as specified herein) for every purchase of one (1) Eligible Product listed herein, usable at the time of Final Checkout or at the point of sale register. Sony Authorized Retailer may offer, on its own and in its sole discretion, a Trade-In amount that is separate and in addition to this offer and such Trade-In amount may vary including according to condition and age of the Trade-In. The discount amount is not a cash equivalent, may not be redeemed for cash, and is available only for the purchase of a new Eligible Product at the time of Trade-In. The discount to the consumer is forfeited if the new Eligible Product is returned for any reason or cause whatsoever. The Trade-In/used product must be surrendered at time of Trade-In (for e-commerce execution, physical receipt by the Sony Authorized Retailer or notification from carrier is considered an act of surrender). Multiple Trade-In discounts cannot be combined and applied to the purchase of any one item. © 2023 Sony Electronics Inc. All rights reserved. Sony, its logo and the Sony Alpha logo are trademarks of Sony Corporation. Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers/discounts. Offer valid on in-stock items only. No substitutions or rain checks issued. Other restrictions may apply. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photo-graphic, typographic or system errors.