

# SONY

## α 7 IV NEW

# Beyond basic.

For a new generation of imagemakers.



**33.0**  
Mega Pixels  
**BIONZ XR**

**759+425**  
AF Points

Real Time  
Eye AF  
(Still / Video)  
Human/Animal/Bird

**4K 60P<sup>#</sup>**

5-Axis  
Image  
Stabilisation

APRIL 2022



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know more

# THE LEADER IN FULL-FRAME MIRRORLESS



ILCE-1 with SEL400F28GM Lens

## α1 Resolution X Speed



### 50.1 MP HIGH-RESOLUTION

The α 1 features a full-frame stacked back-illuminated CMOS Exmor RS™ sensor which delivers unprecedented resolution of 50.1 MP for new creative possibilities and workflow.



### SHOOTING AT UP-TO 30FPS

Shoot up-to approx. 165 full-frame JPEG images or 155 full-frame compressed RAW images at up-to 30 fps with the electronic shutter while maintaining full AF and AE tracking performance.



### 8K 30P MOVIE RECORDING

The α 1 offers 8K 30p XAVC HS recording with 8.6K over sampling for extraordinary resolution and realism. Combined with superior α1 AF, gradation and colour reproduction performance.



#### Real-Time Eye AF

Enhanced accuracy & precision with Real-Time Eye AF.

Available on α 1, α7S III, α9 II, α9, α7R IV, α7R III, α7C, α7 III, α6600, α6400 & α6100.



#### Real-Time Eye AF (Animal / Bird)

Animal portraiture & pets photography will never be the same. New Real-Time Eye AF for birds on α 1 only.

Available on α 1, α7S III, α9 II, α9, α7R IV, α7R III, α7C, α7 III, α6600, α6400 & α6100.



#### Real-Time Eye AF - Movie

Real-time Eye AF supports movie shooting by detecting the subject's eyes and continuing to track one eye.

Available on α 1, α7S III, α9 II, α7R IV, α7C, α7 III, α6600, & α6400.



#### 4K Recording at up to 120 frames per second

Extraordinarily smooth 5x (max.) slow-motion imagery at 4K resolution provides new expressive capability.

Available on α 1 & α7S III.



#### S-Cinetone & S-Log3/2

Colour matrix that produces the highly regarded colour and skin tone.

Available on α 1 & α7S III.

# THE LEADER IN FULL-FRAME MIRRORLESS

4K  
HDR



ILCE-7SM3 with SEL1635GM Lens

## α7S III

### Imagination in Motion



#### 4K 120p

4K recording at 120 fps with auto-focus is possible thanks to the high-speed readout capabilities of the new image sensor working with the newly developed, BIONZ XR processor.



#### HIGH SENSITIVITY

The full-frame 12.1-megapixel configuration enables high sensitivity with low noise. The standard ISO range is 80–102400, which is further expandable to 40–409600.



#### 15+ STOP DYNAMIC RANGE

Together, the camera's high sensitivity and wide 15 stops dynamic range expand your creative freedom for beautiful, true-to-life images without blown highlights.

## 1 MOUNT FOR ALL

Did you know, that your APS-C cameras (α5000 & α6000 series) are fully compatible with Full-Frame lenses? This is because our Full-Frame lenses are fully functional on APS-C cameras & vice-versa. This is known as 1-Mount for all - unique only to Sony's E-mount system.

FULL-FRAME  
Lenses

45  
Lenses

APS-C  
Lenses

20  
Lenses



Professional  
Camcorder

Full-Frame  
Body

α  
APS-C  
Body





**α7 IV NEW**

# Beyond basic.

For a new generation of imamakers.

ILCE-7M4K (Body + 28-70 mm Zoom Lens) **MRP Rs. 2,62,490/-**

ILCE-7M4 (Body Only) **MRP Rs. 2,42,490/-**

**α**  
**ALPHA**

**33.0**  
Mega Pixels  
**BIONZ XR**

**759+425**  
AF Points

Real Time  
Eye AF  
(Still / Video)  
Human/Animal/Bird

**10**  
FPS

**4K 60P**  
10 Bit

**ISO**  
204800(still)  
/102400  
(movie)

5-Axis Image  
Stabilisation

**S-Cinetone**  
S-Log3/

**15+STOP**  
Dynamic range

## SPECIAL BUNDLE OFFERS\*

**BENEFITS**  
worth up to  
**Rs. 16,000/-**



T&C apply



\*Pro-style Camera Backpack  
worth Rs. **9,990/-**

\*Applicable only : α7S III

**2+1**  
Years warranty

\*\*\*2 Year Standard Warranty + 1 Year Additional  
Warranty only upon registration and valid on α1, α7S III,  
α9 II, α7R IV, α7R III, α7C, α7 IV, α7 III and  
α7 II T8C apply. Offer valid on products  
purchased from 10 October 2018 onwards.

**Save Rs.  
20,000/-\*\***

\*\*Buy Full Frame Camera (α9 with  
SEL24105G lens), (α7 III, α7R IV, α7R III,  
α7 II and α7 II with SEL24105G or SEL2470Z  
lens) & get Rs. 20,000/- discount on  
body MRP only.

**α1**

Inspired by Professional Passion

E Mount

ILCE-1 (Body only) **MRP Rs. 5,59,990/-**

<b>50.1</b> Mega Pixels <b>BIONZ XR</b>	<b>30</b> FPS	<b>8K 30P</b> 4:2:0 10bit	<b>4K 120P</b> 4:2:2 10bit
S-Cinetone S-Log3/2	Real Time Eye AF (Human/Still/Video/ Animal/Bird)	Real Time Tracking	Phase Detection 759+425 AF Points
ISO 100-32000 Expanded 50-102400	Wi-Fi N		



**OFFER**

Carrying Case + Battery Charger (Inside) + 3 Years Warranty\*\*\*

**α7S III**

Imagination in Motion

E Mount

ILCE-7SM3 (Body only) **MRP Rs. 3,34,990/-\***

<b>4K</b> HDR	<b>4K</b> 120p/100p (NTSC / PAL)	<b>ISO</b> 40-409600	<b>15+ Stop</b> Dynamic Range
<b>4:2:2</b> 10 bit	Real Time Eye AF Human/Animal	Real Time Tracking	<b>10</b> FPS
759+425 AF Points	16bit RAW HDMI Output	S-Axis Image Stabilisation	Touch Screen



**OFFER**

Pro-style Camera Backpack + Battery Charger (Inside) + 3 Years Warranty\*\*\*

**α7R IV**

Another Milestone with 61.0 megapixels

E Mount

ILCE-7RM4 (Body only) **MRP Rs. 3,21,990/-**

<b>4K</b> HDR	<b>567+425</b> AF Points	Real Time Eye AF Still / Video
Real Time Tracking	Animal Eye-AF	<b>61.0</b> Mega Pixels <b>BIONZ X</b>
5-Axis Image Stabilisation	LUMIX OLED Tru-Finder	<b>10</b> FPS
	Silent Shooting	<b>ISO</b> 102400
	7.5 cms (3.0) Tiltable LCD	Wi-Fi N



**OFFER**

Carrying Case + Battery Charger (Inside) + 3 Years Warranty\*\*\*

**α7R III**

Uncompromised Resolution now with Speed

E Mount

ILCE-7RM3 (Body only) **MRP Rs. 2,32,490/-**

<b>4K</b> HDR	<b>399+425</b> AF Points
Real Time Eye AF Human/Animal	<b>42.4</b> Mega Pixels <b>BIONZ X</b>
5-Axis Image Stabilisation	<b>10</b> FPS
	<b>ISO</b> 102400
	7.5 cm (3.0) Tiltable LCD Up 10°/ down 4°



**OFFER**

Carrying Case + Battery Charger (Inside) + 3 Years Warranty\*\*\*

**α9 II**

Inspired by Professional  
Passion

E Mount

ILCE-9M2 (Body only) **MRP Rs. 4,23,990/-\***

<b>4K</b> HDR	<b>693+425</b> AF Points
Real Time Eye AF Still / Video	Real Time Tracking
<b>24.2</b> Mega Pixels <b>BIONZ X</b>	<b>20</b> FPS
1000BASE-T LAN Terminal	<b>ISO</b> 204800
Blackout Free Shooting	Wi-Fi N



**OFFER**

Carrying Case + Battery Charger (Inside) + 3 Years Warranty\*\*\*

**α7C**

World's smallest and lightest\*  
Full-frame Camera

E Mount

ILCE-7C L (with New 28-60mm lens) **MRP Rs. 1,96,990/-\***

ILCE-7C (Body only) **MRP Rs. 1,67,990/-\***

<b>4K</b> HDR	<b>693+425</b> AF Points
Real Time Eye AF Still/Video	Real Time Tracking
<b>24.2</b> Mega Pixels <b>BIONZ X</b>	<b>10</b> FPS
Wi-Fi N	<b>ISO</b> 204800
	5-Axis Image Stabilisation



Available Color : ● ●  
α7C L with all new SEL2860  
Compact standard zoom lens

**OFFER**

64 GB High Speed Memory Card + Carrying Case +  
Battery Charger + 3 Years Warranty\*\*\*

**α7 III**

Perfection for all.  
Everything you need

E Mount

<b>4K</b> HDR	<b>693+425</b> AF Points
Real Time Eye AF Human/Animal	<b>24.2</b> Mega Pixels <b>BIONZ X</b>
5-Axis Image Stabilisation	<b>10</b> FPS
	<b>ISO</b> 204800
	7.5 cm (3.0) Tiltable LCD Up 10°/ down 4°



**OFFER**

64 GB High Speed Memory Card + Carrying Case +  
Battery Charger + 3 Years Warranty\*\*\*

## CINEMA LINE: PROFESSIONAL CAMCORDER



Cinema Line

**2+1**  
Years warranty\*\*

FULL  
FRAME  
SENSOR

4K  
120p/100p  
(NTSC / PAL)

ISO  
409600\*

S-Cinetone

\*This feature applicable on select model only

### CINEMA LINE

PXW-FX9K

MRP Rs. 14,50,000/-

PXW-FX9

MRP Rs. 12,00,000/-



N Production  
Technology  
Alliance

6K  
Full Frame  
HDR  
XDCAM  
Exmor R  
3CMOS  
XAVC  
MPEGHD422  
α Mount System  
Wi-Fi

\* lens not included with the camera

ILME-FX6V

MRP Rs. 5,99,990/-



NEW



reddot winner 2021



Production  
Technology  
Alliance

FULL  
FRAME  
SENSOR  
4K  
120p/100p  
(NTSC / PAL)  
DCI 4K  
4096 x 2160  
S-Cinetone  
BIONZ XR  
α Mount System  
XAVC  
16 Bit RAW  
Variable ND Filter  
Wi-Fi

\* lens not included with the camera

ILME-FX3

MRP Rs. 3,99,990/-



NEW



FULL  
FRAME  
SENSOR  
4K  
120p/100p  
(NTSC / PAL)  
S-Cinetone  
ISO 409600  
Active Mode  
XLR/TRS  
Cage Free shooting  
α Mount System  
Vai-Angle LCD touch panel  
Wi-Fi

\* lens not included with the camera

PXW-Z190

MRP Rs. 3,13,000/-



Mic is not included with the product

4K  
HDR  
XDCAM  
Exmor R  
3CMOS  
XAVC  
SD XC  
Wi-Fi

Mic is not included with the product

### PROFESSIONAL CAMCORDER

PXW-Z150

MRP Rs. 2,85,500/-



4K  
XDCAM  
1.0 TYPE  
SENSOR  
Exmor R  
XAVC  
SD XC  
Wi-Fi

PXW-Z90

MRP Rs. 1,84,000/-



Mic is not included with the product

4K  
HDR  
XDCAM  
1.0 TYPE  
SENSOR  
ZEISS  
Exmor R  
BIONZ X  
AVCHD  
Progressive  
XAVC  
Wi-Fi  
3G-SDI  
LIVE  
STREAMING

HXR-NX80

MRP Rs. 1,56,500/-



Mic is not included with the product

4K  
XDCAM  
1.0 TYPE  
SENSOR  
ZEISS  
Exmor R  
BIONZ X  
AVCHD  
Progressive  
XAVC S  
Wi-Fi  
LIVE  
STREAMING

HXR-NX200

MRP Rs. 1,47,500/-



Mic is not included with the product

4K  
XDCAM  
1.0 TYPE  
SENSOR  
Exmor R  
Multi Interface Shoe  
G  
XAVC S  
COLOUR  
TUNE UP  
AVCHD  
Progressive

Mic is not included with the product

OFFER

64 GB High Speed memory Card +  
Premium Camera Bag

HXR-NX100

MRP Rs. 1,29,000/-



Full HD  
1080  
XDCAM  
1.0 TYPE  
SENSOR  
Exmor R  
Multi Interface Shoe  
G  
XAVC S  
AVCHD  
Progressive

OFFER

64 GB High Speed memory Card +  
Premium Camera Bag

HXR-MC88

MRP Rs. 1,04,900/-



Mic is not included with the product

Full HD  
1080  
XDCAM  
1.0 TYPE  
SENSOR  
ZEISS  
Exmor R  
BIONZ X  
AVCHD  
Progressive  
Multi Interface Shoe

### XDCAM Pro Club

an Elite Club for Professionals

Join the Club today and get



Surprise gift  
on joining



Attend Specialized  
workshops



Special Service  
Support



Receive regular  
updates



To know more & join scan QR code

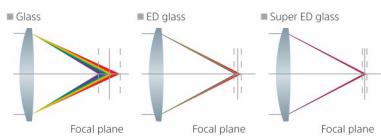


# THE TECHNOLOGY BEHIND



## Super Ed Glass

Reduces Chromatic Aberration



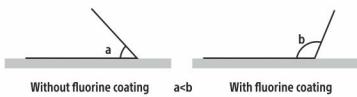
Super ED glass provides enhanced compensation for chromatic aberration, it offers superior sharpness & colour correction by minimising chromatic aberration



FE 24-70mm F2.8 GM

## Fluorine Coating

Repels water & Grease



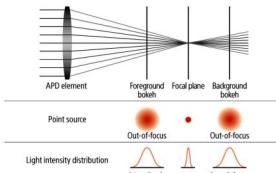
The exposed front element is covered with a fluorine coating that repels contaminants. Any water or oil based grime can be easily wiped away.



FE 100-400mm F4.5-5.6 GM

## Optical Apodisation

Creamy Smooth Bokeh



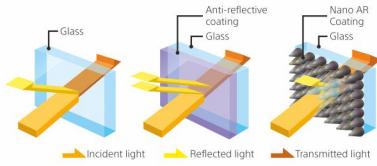
An APD element gradually decreases light transmission towards the perimeter of the lens. It effect produces uniquely soft background bokeh.



FE 100mm F2.8 STF GM OSS

## Nano AR Coating

Suppresses Flare & Ghosting



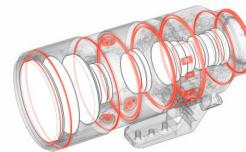
Sony's original nano AR Coating produces a lens that suppresses reflections that can cause flare & ghosting for consistently high contrast & clarity.



FE 16-35mm F2.8 GM

## Durability & Reliability

Sharp Images in Any Weather



A sealed dust & moisture resistant design & fluorine front element coating provide extra protection to ensure reliable operation in challenging environments.



FE 70-200mm F2.8 GM OSS/FE 35mm F1.4 GM

## XD Linear Motor

Fast Accurate Auto-focus



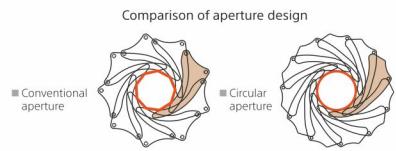
Sony's proprietary XD linear motors after excellent reaction speed & low vibration that contribute directly to fast, precise & quiet autofocus performance.



FE 135mm F1.8 GM/ FE 14 mm F1.8 GM/ FE 70-200 mm F2.8 GM 2

## Circular Aperture

Natural & Round Bokeh



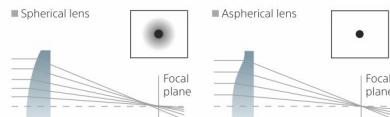
Incorporating an 11 blade circular aperture that takes bokeh quality to new levels of smooth beauty - delivering natural and round bokeh.



FE 85mm F1.4 GM/ FE 35mm F1.4 GM

## XA Element

Suppresses Sagittal Coma Flare



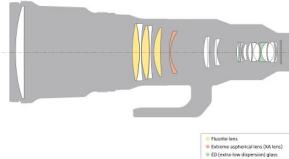
State-of-the-art optical design incorporating two precision XA (extreme aspherical) elements suppresses sagittal flare, preventing the unnatural spreading of point light sources.



FE 24mm F1.4 GM/ FE 12-24mm F2.8 GM/FE 50mm F1.2 GM

## Fluorite Element

Lightweight without Compromise



Due to an innovative optical design featuring 3 fluorite elements, this super telephoto prime lens achieves lightweight portability at only 2897g.



FE 600mm F4.0 GM OSS/FE 400mm F2.8 GM OSS

Tomorrow's lenses today, from Sony



## FULL FRAME MIRRORLESS PROFESSIONAL RANGE

### ALPHA LENS RANGE

#### E Mount Line-up

FULL  
FRAME  
SENSOR

**15**  
G-Master Lenses  
E-mount Lenses  
**65**

#### Full Frame Lenses

(α1, α7S III, α9II, α9, α7R IV, α7R III, α7C, α7 III, α7S II, α7R II & α7 II)

**G MASTER**  
Tomorrow's lenses today

FE 600mm F4 GM OSS MRP Rs. 13,77,990/-	FE 400mm F2.8 GM OSS MRP Rs. 11,13,490/-	FE 12-24mm F2.8 GM MRP Rs. 2,99,990/-	FE 70-200mm F2.8 GM OSS II MRP Rs. 2,44,990/-	FE 70-200mm F2.8 GM OSS MRP Rs. 2,30,490/-	FE 100-400mm F4.5-5.6 GM OSS MRP Rs. 2,29,490/-	FE 50mm F1.2 GM MRP Rs. 2,28,990/-

FE 16-35mm F2.8 GM MRP Rs. 1,92,990/-	FE 135mm F1.8 GM MRP Rs. 1,85,990/-	FE 24-70mm F2.8 GM MRP Rs. 1,66,990/-	FE 35mm F1.4 GM MRP Rs. 1,64,990/-	E 14 mm F1.8 GM MRP Rs. 1,62,990/-	FE 100mm F2.8 STF GM OSS MRP Rs. 1,40,990/-	FE 85mm F1.4 GM MRP Rs. 1,39,490/-	FE 24mm F1.4 GM MRP Rs. 1,37,990/-

#### Tele-Converters

#### FULL FRAME SENSOR Cinema Lens

#### Fixed Focal Length

SEL14TC* MRP Rs. 49,990/-	SEL20TC* MRP Rs. 49,990/-	*Only compatible with SEL70200GM and SEL100400GM					

#### Fixed Focal Length

FE 50mm F2.5 G (SEL50F25G) MRP Rs. 66,990/-	FE 40mm F2.5 G (SEL40F25G) MRP Rs. 66,990/-	FE 24mm F2.8 G (SEL24F28G) MRP Rs. 66,990/-	FE 35mm F1.8 (SEL35F18F) MRP Rs. 59,990/-	FE 85mm F1.8 (SEL85F18) MRP Rs. 55,990/-	FE 28mm F2 (SEL28F20) MRP Rs. 34,990/-	FE 50mm F1.8 (SEL50F18F) MRP Rs. 21,990/-

#### Wide/Ultra wide Lenses

#### Fisheye Converter

#### Zoom Lenses

FE 12-24mm F4 G (SEL1224G) MRP Rs. 1,51,990/-	Vario-Tessar T*FE 16-35mm F4 ZA OSS (SEL1635Z) MRP Rs. 89,990/-	FE Fisheye Converter 16mm (SEL057FEC for SEL28F20) MRP Rs. 23,490/-	FE PZ 28-135mm F4 G OSS (SELP28135G) MRP Rs. 2,17,990/-	FE 200-600mm F5.6-6.3 G OSS (SEL200600G) MRP Rs. 1,77,990/-	FE 24-105mm F4 G OSS (SEL24105G) MRP Rs. 1,20,990/-

#### Macro Lenses

#### APS-C SENSOR

#### Zoom Lenses

(α6600, α6400, α6300, α6500, α6100, α6000 & α5100)

FE 50mm M2.8 (SEL50M28) MRP Rs. 42,990/-	E PZ 18-110mm F4 G OSS (SELP18110G) MRP Rs. 2,86,990/-	E16-55mm F2.8 G (SEL1655G) MRP Rs. 1,08,990/-	E PZ 18-200mm F3.5-6.3 OSS (SELP18200) MRP Rs. 1,05,990/-	E 70-350mm F4.5-6.3 G OSS (SEL70350G) MRP Rs. 80,990/-	FE 10-18mm F4 OSS (SEL1018) MRP Rs. 76,490/-

#### Zoom Lenses

#### Fixed Focal Length

Vario-Tessar T* E 16-70mm F4 ZA OSS (SEL1670Z) MRP Rs. 55,490/-	E PZ 18-105mm F4 G OSS (SELP18105G) MRP Rs. 47,490/-	E55-210mm F4.5-6.3 OSS (SEL55210) MRP Rs. 21,190/-	E35mm F1.8 OSS (SEL35F18) MRP Rs. 41,490/-	E50mm F1.8 OSS (SEL50F18) MRP Rs. 25,990/-	E16mm F2.8 (SEL16F28) MRP Rs. 10,990/-

APS-C  
SENSOR

## APS-C RANGE

# Interchangeable-lens VLOG CAMERA **ZV-E10**

## CAPTURE MORE OF YOUR WORLD

NEW



**ZV-E10** MRP Rs. 59,490/- **ZV-E10L** MRP Rs. 69,990/-



**24.2**  
Mega pixels

Real time Eye  
AF (still/ Video)

Electronic  
Image  
Stabilization



Bokeh  
Switch

Product  
Showcase  
Setting

Slow Motion  
(FHD 120fps)

**LIMITED EDITION**

**TIPA WORLD AWARDS**  
BEST FULL FRAME PROFESSIONAL CAMERA

### VLOGGER STARTER KIT

**α6400** #VlogwithSony

ILCE-6400L (Body + 16-50mm Power Zoom Lens) worth Rs. 90,990/-	ECM-CG60 Shotgun Microphone worth Rs. 19,990/-	GP-VPT2BT Controlled Shooting Grip worth Rs. 10,590/-	NP-FW50 Rechargeable Battery Pack worth Rs. 4,990/-
			Cold Shoe Mount Provides ease to mounting accessory & shoot vlog worth Rs. 1,999/-

**SPECIAL OFFER**  
Vlogger Starter Kit: Rs. 1,27,559/-  
Now at **Rs.1,13,990**  
Save Rs. **13,569/-**

### α6400

The World's fastest Auto Focusspeed of 0.02 sec#.

E Mount

ILCE-6400M (with 18-135mm lens) MRP Rs. 1,16,490/-\*

ILCE-6400L (with 16-50mm lens) MRP Rs. 90,990/-\*

ILCE-6400 (Body only) MRP Rs. 80,490/-\*


#Based on Sony research, CIPA-guideline-compliant internal measurement with an E 18-135-mm F3.5-5.6 OSS lens mounted, Pre-AF off and viewfinder in use.



**OFFER** 64 GB High Speed Memory card + Carrying Case

### α6600

Ultra-fast AF and continuous shooting

E Mount

ILCE-6600M (with 18-135mm lens) MRP Rs. 1,60,990/-\*

ILCE-6600 (Body only) MRP Rs. 1,24,990/-\*


#Based on Sony research, CIPA-guideline-compliant internal measurement with an E 18-135-mm F3.5-5.6 OSS lens mounted, Pre-AF off and viewfinder in use.



**OFFER** 64 GB High Speed Memory card + Carrying Case

### α6100

Capture your world, share your vision

E Mount

ILCE-6100Y (with 16-50mm, 55-210mm lens) MRP Rs. 89,990/-\*

ILCE-6100L (with 16-50mm lens) MRP Rs. 75,990/-\*

ILCE-6100 (Body only) MRP Rs. 64,990/-\*


#Based on Sony research, CIPA-guideline-compliant internal measurement with an E 18-135-mm F3.5-5.6 OSS lens mounted, Pre-AF off and viewfinder in use.

**OFFER** 64 GB High Speed Memory card + Carrying Case

### α6000

Quicker Auto Focus than DSLR

E Mount

ILCE-6000Y (with 16-50mm, 55-210mm lens) MRP Rs. 61,490/-\*

ILCE-6000L (with 16-50mm lens) MRP Rs. 48,990/-\*

ILCE-6000 (Body only) MRP Rs. 40,990/-\*


#Among interchangeable-lens digital cameras equipped with an APS-C image sensor as of February 2016, based on Sony research, measured using CIPA-compliant guidelines, and internal measurement method with an E PZ 16-50mm F3.5-5.6 OSS lens mounted, Pre-AF off and viewfinder in use.

**OFFER** 16 GB High Speed Memory card + Carrying Case

# Get to the peak of the action



RX100 Series



RX10 Series

**DSC-RX100 VII**

Eyes Un-compromised. Pocketable Alpha 9

MRP Rs. 1,02,990/-\*



\*equivalent to 35mm

**OFFER**

64 GB High Speed Memory Card + Carrying Case

**DSC-RX100 III**

Electronic View Finder

MRP Rs. 56,990/-\*

\*equivalent to 35mm

**OFFER**

Carrying Case

**DSC-RX100 V**

World's fastest\*1 continuous shooting of up to 24fps

MRP Rs. 80,490/-\*

\*equivalent to 35mm  
\*24mm equivalent. Auto 24 FPS with Continuous shooting mode HI. \*1Among fixed lens digital cameras with 1.0-type sensor.  
As of October 2016 press release, based on Sony research.**OFFER**

Carrying Case

**DSC-RX10 IV**

World's fastest AF (0.03\* Sec) with Versatile 24-600mm F2.4-F4 ZEISS Zoom Lens

MRP Rs. 1,31,490/-\*

\*equivalent to 35mm  
**OFFER** 64 GB High Speed Memory Card + Carrying Case + BC - TRW (outside)**Super High Zoom****DSC-HX400**

MRP Rs. 30,990/-\*

**50x optical zoom****OFFER**

Carrying Case

**DSC-H300****Compact High Zoom Series****DSC-W800**

MRP Rs. 8,790/-\*

**35x optical zoom****OFFER** Carrying Case**DSC-W800**

MRP Rs. 8,790/-\*

**5x optical zoom****OFFER**

Carrying Case

**HANDYCAM®****FDR-AX43**

MRP Rs. 87,990/-\*

**OFFER**

64 GB High Speed Memory Card + Carrying Case

**HDR-CX470**

MRP Rs. 24,490/-\*

**OFFER** Carrying Case + Additional Battery**HDR-CX405**

MRP Rs. 20,990/-\*

**OFFER** Carrying Case + Additional Battery

Condition Apply

# World's Toughest & Fastest SD Card

- Read Speed up to 300\* MB/s
- Write Speed up to 299\* MB/s
- Video Speed Class: V90
- World's first rib-less SD card
- 5 Years Warranty

**SF-G64T**

64GB

MRP Rs. 14,340/-

**SF-G128T**

128GB

MRP Rs. 26,670/-

\*Conditions apply



## CExpress Type A Memory Cards

**CEA-G80T**

MRP Rs. 21,100/-\*

**CEA-G160T**

MRP Rs. 40,990/-\*



1. R^: up to 800\* MB/s
2. W^: Up to 700\* MB/s
3. VPG (Video Performance Guarantee) 400\* MB/s
4. IP57: Dust & Moisture Ingress Protection
5. 5 Years Warranty

^ R - Read Speed, W - Write Speed

## UHS-II High Speed Memory Cards

**SF-E64**

MRP Rs. 3,130/-\*

**SF-E128**

MRP Rs. 6,550/-\*



^ R - Read Speed, W - Write Speed

1. R^: upto 270\* MB/s & W^: upto 70\* MB/s (64GB)
2. R^: upto 270\* MB/s & W^: upto 120\* MB/s (128GB)
3. Video Speed Class: 64GB - V30, 128GB - V60
4. Works brilliantly for 4K and Full HD Recording
5. Compatible with both UHS-II & UHS-I Port Cameras
6. 5 Years Warranty

## Memory Card Reader

**MRW-G2**

MRP Rs. 13,700/-\*



1. SuperSpeed USB 10 Gbps (USB 3.2 Gen 2)
2. Supports CExpress Type A and SD UHS-II/UHS-I memory cards
3. LED Indicator
4. Ultra-Compact & Light Weight
5. 1 Year Warranty

## ALPHA ACCESSORIES

# Wireless Microphone

for professional audio


**ECM-W2BT**  
MRP Rs. 16,990/-

# Wireless Radio Control External Flash

**NEW**  
**HVL-F60RM2**  
MRP Rs. 46,000/-



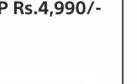
## ALPHA ACCESSORIES

## Microphone

## Stereo Lavalier

## Flash

<b>ECM-W2BT</b>	<b>ECM-B1M</b>	<b>XLR-K3M</b>	<b>ECM-CG60</b>	<b>ECM-XYST1M</b>	<b>ECM-GZ1M</b>	<b>ECM-LV1</b>	<b>HVL-F60RM2</b>
MRP Rs. 16,990/-	MRP Rs. 29,690/-	MRP Rs.49,990/-	MRP Rs.19,990/-	MRP Rs.11,490/-	MRP Rs.7,290/-	MRP Rs.2,090/-	MRP Rs. 46,000/-

Grip	Remote	Battery	Other Accessories
<b>VG-C4EM</b> MRP Rs. 33,990/- 	<b>VG-C3EM</b> MRP Rs.29,290/- 	<b>RMT-P1BT</b> MRP Rs.5,290/- 	<b>NP-FZ100</b> MRP Rs.5,890/- 
<b>NP-FW50</b> MRP Rs.4,990/- 	<b>GP-VPT2BT</b> MRP Rs. 10,590/- 	<b>DLC-HX10</b> MRP Rs.2,990/- 	<b>BC-QZ1</b> MRP Rs.6,790/- 

## ALPHA ACCESSORIES COMPATIBILITY CHART

# SPECIAL OFFERS

# 2+1 Years warranty\*

Register your Alpha full frame mirrorless and cinema line\*\* camera  
at  
<https://alphacommunity.in/signup/>  
and avail 2+1 years warranty

\* 2 Year Standard Warranty + 1 Year Additional Warranty only upon registration and valid on  $\alpha$  1,  $\alpha$ 7S III,  $\alpha$ 9 II,  $\alpha$ 7R IV,  $\alpha$ 7R III,  $\alpha$ 7C,  $\alpha$ 7 IV,  $\alpha$ 7 III and  $\alpha$ 7 II T&C apply. Offer valid on products purchased from 10 October 2018 onwards.



## Register online at Alpha Community Today!!

And get **benefits** on registration & much more

### 1. FREE<sup>^</sup> Benefits at registration

**2+1**  
Years warranty



Screen Protector Sheet

### 2. FREE<sup>^</sup> Workshop

FREE Workshop on purchase of every Alpha camera

### 3. Upto 50% Discount<sup>^</sup> on Photo Tours

#### Extensive Photo-tours upto 50% cost

Join our mentored photo tours & enhance your photography skills with renowned photographer Mr. Dheeraj Paul. Hurry and grab the opportunity today!



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Mentor for photo tours  
Tour Partner  
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[www.indianphototours.com](http://www.indianphototours.com)

**Alpha Customer**  
• 50% discount for new participants  
• 25% discount for repetitive participants

### 4. WIN<sup>^</sup> Products

Alpha Photo Contest

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scan the QR code



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\*All MRP inclusive of all taxes. Quoted MRP is for 1 unit of the product.

<sup>#</sup>T&C apply. Please read details about offer on the registration page in Alpha Community.

While efforts have been made to provide accurate information, there could be printing errors.

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