

Purchase an α DSLR during the IT Show and get free gifts.
Begin taking beautiful pictures with α DSLR today.



NEW MODEL

Singapore is Proud to be the
1st in the World to Launch α 350.

α 350

14.2 Mega Pixel
2.7" TILTED LCD

DSLR-A350 (Body Only)
14.2 Mega Pixels CCD Image Sensor with Quick AF Live View

\$1,199 + Free Gift

DSLR-A350K (with Lens)
A 14.2 Mega Pixel high performance camera designed for a wide variety of shooting situations.

\$1,399 + Free Gift

DSLR-A350X (with Lens)
Be it for a close-up portrait or wide-angle scenic shot, this high performance combination can do it all.

\$1,699 + Free Gift

DT18-70mm F3.5-5.6

DT55-200mm F4-5.6

α Camera Kits

Start using α DSLR with a variety of Camera Kits.



Your Easy to Use, Basic DSLR Camera.

α 200

10.2 Mega Pixel
2.7" LCD

DSLR-A200K (with Lens)
Enjoy all-around performance with the α 200 and SAL 1870 lens.

\$1,099 + Free Gift

DSLR-A200W (with Lens)
All-around combination for capturing different scenes.

\$1,399 + Free Gift

DT18-70mm F3.5-5.6

75-300mm F4.5-5.6



Advanced Performance with Unmatched Durability

α 700

12.24 Mega Pixel
3.0" LCD

DSLR-A700K (with Lens)
A versatile package that's perfect for wide-angle scenes and indoor people-shots.

\$2,399 + Free Gift

DSLR-A700P (with Lens)
Capture even wider landscapes and tighter portraits with this flexible combination.

\$3,099 + Free Gift

DSLR-A700 Carl Zeiss® Kit
Optimal image performance that's lightweight, compact and easy to carry anywhere.

\$3,399 + Free Gift

DT18-70mm F3.5-5.6

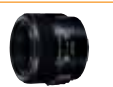
DT16-105mm F3.5-5.6

DT16-80mm F3.5-4.5

IT SHOW SPECIAL OFFER Enjoy a **10% discount** on all α accessories with any α DSLR purchase.

α Lenses

Enjoy the widest range of α lens for your various needs of picture-taking enjoyment.

Zoom Lens	 \$1,399 DT11-18mm F4.5-5.6	 NEW MODEL \$999 DT16-105mm F3.5-5.6		Wide Angle Lens	 \$1,399 16mm F2.8 Fisheye	 \$999 20mm F2.8	
 \$299 DT18-70mm F3.5-5.6	 \$999 DT18-200mm F3.5-6.3	 NEW MODEL \$999 DT18-250mm F3.5-6.3		 \$499 28mm F2.8	 \$699 50mm F1.4	 \$899 50mm F2.8 Macro	
 NEW MODEL \$399 DT55-200mm F4-4.5	 \$899 DT24-105mm F3.5-4.5	 \$399 75-300mm F4.5-5.6		 \$1,299 100mm F2.8 Macro	 \$2,399 135mm F2.8 [T4.5] STF	 \$1,299 500mm F8 Reflex	
Carl Zeiss Lens	 \$2,499 Planar T* 85mm F1.4 ZA	 \$2,799 Sonnar T* 135mm F1.8 ZA		G Lens	 \$2,599 35mm F1.4G	Teleconverter Lens	 \$699 1.4 x Teleconverter
 \$1,399 Vario-Sonnar T* DT16-80mm F3.5-4.5 ZA	 \$2,999 DT24-70mm F4.5-5.6	 \$3,699 70-200mm F2.8G		 \$11,999 300mm F2.8G	 COMING SOON 70-300mm F4.5-5.6G	 \$699 2 x Teleconverter	

α Accessories

Protect your α and make it more comfortable to use.

Flash



External Flash HVL-F36AM
\$475

Angle Finder



FDA-A1AM
\$289

Lens Case



LCL-60AM
\$35

Camera Case



LCS-AMLC2
\$149

Battery



Rechargeable Battery NP-FM500H
\$110

VERTICAL GRIP perfects every shot with ease and stability

NEW MODEL

For α 700

For α 200 and α 350



Vertical Grip VG-C70AM
\$449



Vertical Grip VG-B30AM
\$299

IT SHOW EXCLUSIVE
DI ACCY SPECIALITY SHOP

Suntec City Exhibition Centre
LEVEL 3 (Concourse)
Making its debut at the IT Show, visit our **DI Accessories booth** to purchase the full range of α accessories.