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Joi Chua
蔡淳佳
α Brand Ambassador
Warner Music Artist



Discover a New Point of View

14.2 MEGA PIXELS

ZEISS Planar T* 85mm F1.4 ZA

Quick AF Live View

USA AWARD Best Product 2008-2009 Camera Sony α350

α350

OPTICAL IMAGE STABILIZER INSIDE THE BODY Steady Shot Inside

BIONZ PhotoTV HD D-RANGE OPTIMIZER NOISE REDUCTION

DSLR-A350

\$1,099 + FREE GIFT



α350 DSLR Camera (Body only)

DSLR-A350K

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α350 DSLR Camera + SAL1870 Lens

DSLR-A350X

\$1,599 + FREE GIFT



α350 DSLR Camera + SAL1870 Lens + SAL55200 Lens

When Shooting Becomes A Dialogue

10.2 MEGA PIXELS

ZEISS Planar T* 85mm F1.4 ZA

Quick AF Live View

USA AWARD Best Product 2008-2009 Camera Sony α300

α300

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α300 DSLR Camera + SAL1870 Lens

DSLR-A300X

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α300 DSLR Camera + SAL1870 + SAL55200 Lens

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α200

2008 AWARDS TPA DSLR Entry Level

AWARD FHM

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DSLR-A200K

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DSLR-A200W

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α200 DSLR Camera + SAL1870 + SAL75300 Lens

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35mm Full Frame DUAL BIONZ EXMOR CMOS Sensor PhotoTV HD D-RANGE OPTIMIZER NOISE REDUCTION

DSLR-A900



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+ FREE GIFT

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12.24 MEGA PIXELS

α700



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EXMOR CMOS Sensor BIONZ PhotoTV HD D-RANGE OPTIMIZER NOISE REDUCTION

DSLR-A700

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DSLR-A700K

\$1,999 + FREE GIFT



α700 DSLR Camera + SAL1870 Lens

DSLR-A700P

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α700 DSLR Camera + SAL16105 Lens

DSLR-A700 Carl Zeiss® Kit

\$2,799 + FREE GIFT



α700 DSLR Camera + SAL1680Z Lens (Carl Zeiss®)

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α Lenses

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