

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



## $\alpha$ 350 Discover a New Point of View

Shoot freely with Sony's DSLR with Quick AF Live View and tiltable LCD.

**14.2 MEGA PIXELS**  
DSLR-A350

Planar T\* 85mm F1.4 ZA

**ZEISS**

**OPTICAL IMAGE STABILIZER**  
INSIDE THE BODY perfect photos with any lens.

**BIONZ**

**PhotoTV HD**

**D-RANGE OPTIMIZER**

**NOISE REDUCTION**

**14.2 megapixels**

**Quick AF Live View**

**alpha 350**

### DSLR-A350

14.2 Mega Pixels CCD Image Sensor with Quick AF Live View.

**\$1,199** + **FREE GIFT**



$\alpha$ 350 DSLR Camera (Body only)

### DSLR-A350K

A 14.2 Mega Pixel high performance camera designed for a wide variety of shooting situation.

**\$1,399** + **FREE GIFT**



$\alpha$ 350 DSLR Camera + SAL1870 Lens

### DSLR-A350X

Be it for a close-up portrait or wide-angle scenic shot, this high performance combination can do it all.

**\$1,699** + **FREE GIFT**



$\alpha$  350 DSLR Camera + SAL1870 Lens + SAL55200 Lens

## $\alpha$ 700 Advanced Performance with Unmatched Durability

Improved CMOS Sensor and Super SteadyShot™ in a tough magnesium alloy body with HD output for perfect photo viewing.

**12.24 MEGA PIXELS**  
DSLR-A700

**OPTICAL IMAGE STABILIZER**  
INSIDE THE BODY perfect photos with any lens.

**Exmor CMOS Sensor**

**BIONZ**

**PhotoTV HD**

**D-RANGE OPTIMIZER**

**NOISE REDUCTION**

**DSLR-A700**  
12.24 Mega Pixels. Fits all  $\alpha$  lenses.  
 $\alpha$  700 DSLR Camera (Body only) **\$2,199** + **FREE GIFT**

**DSLR-A700K**  
A versatile package that's perfect for wide-angle scenes and indoor people-shots.  
 $\alpha$  700 DSLR Camera + SAL1870 Lens **\$2,399** + **FREE GIFT**

**DSLR-A700P**  
Capture even wider landscapes and tighter portraits with this flexible combination.  
 $\alpha$  700 DSLR Camera + SAL16105 Lens **\$3,099** + **FREE GIFT**

**DSLR-A700 Carl Zeiss® Kit**  
Optimal image performance that's lightweight, compact and easy to carry anywhere.  
 $\alpha$  700 DSLR Camera + SAL1680Z Lens (Carl Zeiss®) **\$3,399** + **FREE GIFT**

## $\alpha$ 200 Your Ideal Entry-Level DSLR Camera.

Compact, lightweight DSLR camera, with Super SteadyShot™ inside the body, perfect for the first time users.

**10.2 MEGA PIXELS**  
DSLR-A200

**OPTICAL IMAGE STABILIZER**  
INSIDE THE BODY perfect photos with any lens.

**BIONZ**

**PhotoTV HD**

**D-RANGE OPTIMIZER**

**NOISE REDUCTION**

**DSLR-A200K**  
Enjoy all-around performance with the  $\alpha$  200 and SAL1870 lens.  
 $\alpha$ 200 DSLR Camera + SAL1870 Lens **\$999** + **FREE GIFT**

**DSLR-A200W**  
All-around combination for capturing different scenes.  
 $\alpha$ 200 DSLR Camera + SAL1870 + SAL75300 Lens **\$1,299** + **FREE GIFT**

\*\*Only available at selected Sony Authorised dealers. PIs refer to the website for more info.

Enjoy the widest range of  $\alpha$  lens for your various needs of picture-taking enjoyment.

$\alpha$  Lenses

<b>Carl Zeiss® Lenses</b>  Planar T* 85mm F1.4 ZA <b>\$2,499</b> Sonnar T* 135mm F1.8 ZA <b>\$2,799</b>	<b>G Lenses</b>  35mm F1.4G <b>\$2,599</b>	<b>Teleconverter Lens</b> 1.4 x Teleconverter <b>\$699</b>
Vario-Sonnar T* DT16-80mm F3.5-4.5 ZA <b>\$1,399</b> DT24-70mm F4.5-5.6 <b>\$2,999</b>	70-200mm F2.8G <b>\$3,699</b> 300mm F2.8G <b>\$11,999</b>	70-300mm F4.5-5.6G <b>\$1,449</b> (NEW) 2 x Teleconverter <b>\$699</b>
<b>Zoom Lens</b> Get close to the action. DT11-18mm F4.5-5.6 <b>\$1,399</b> DT16-105mm F3.5-5.6 <b>\$999</b> (NEW)	DT18-70mm F3.5-5.6 <b>\$299</b> DT18-200mm F3.5-6.3 <b>\$999</b> DT18-250mm F3.5-6.3 <b>\$999</b> (NEW)	<b>Single Lens</b> Fit more in a single shot. 16mm F2.8 Fisheye <b>\$1,399</b> 20mm F2.8 <b>\$999</b> 28mm F2.8 <b>\$499</b> 50mm F1.4 <b>\$699</b> 50mm F2.8 Macro <b>\$899</b> 100mm F2.8 Macro <b>\$1,299</b> 135mm F2.8 [T4.5] STF <b>\$2,399</b> 500mm F8 Reflex <b>\$1,299</b>
DT55-200mm F4-4.5 <b>\$399</b> (NEW) DT24-105mm F3.5-4.5 <b>\$899</b> 75-300mm F4.5-5.6 <b>\$399</b>		

Protect your  $\alpha$  and make it more comfortable to use.

$\alpha$  Accessories

<b>Flash</b>  External Flash HVL-F42AM <b>\$475</b>	<b>Angle Finder</b>  FDA-A1AM <b>\$289</b>	<b>Lens Case</b>  LCL-60AM <b>\$35</b>	<b>Camera Case</b>  LCS-AMLC2 <b>\$149</b>	<b>Battery</b>  Rechargeable Battery NP-FM500H <b>\$110</b>	<b>Vertical Grip</b>  For $\alpha$ 700 Vertical Grip VG-C70AM <b>\$449</b>
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For the full line up of accessories, visit our DI accessories Booth.  
Suntec City Exhibition Centre LEVEL 3 (Concourse)

**Purchase with Purchase**

Vertical Grip VG-B30AM  
 Usual Price **\$299**  
 Now **\$199**  
 Only for  $\alpha$  200 and  $\alpha$  350

**SPECIAL PROMOTION**  
 Purchase grip at a reduced price with a body purchase.

**Trade in**

Trade-in your digital camera and enjoy a cash discount\* when you purchase any Sony Digital Camera. Offer is available only at the PC Show, so don't miss it!

\* Trade-in value is dependent on the condition of the camera and accompanying accessories (battery/charger), as well as other various factors. Other terms and conditions may apply.