SONY

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

THE PC SHOW 2008™ The 18th International Showcase of the Latest Computer Hardware & Software SINGAPORE

α

α350 Discover a New Point of View

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

DSLR-A350

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

$1,199 + FREE GIFT

α350 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

α350 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

α350 DSLR Camera + SAL1870 Lens + SAL55200 Lens

α700 Advanced Performance with Unmatched Durability

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

DSLR-A700

12.24 Mega Pixels. Fits all α lenses.

$2,199 + FREE GIFT

α700 DSLR Camera (Body only)

DSLR-A700K

A versatile package that's perfect for wide-angle scenes and indoor people-shots.

$2,399 + FREE GIFT

α700 DSLR Camera + SAL1870 Lens

DSLR-A700P

Capture even wider landscapes and tighter portraits with this flexible combination.

$3,099 + FREE GIFT

α700 DSLR Camera + SAL16105 Lens

DSLR-A700 Carl Zeiss® Kit

Optimal image performance that's lightweight, compact and easy to carry anywhere.

$3,399 + FREE GIFT

α700 DSLR Camera + SAL1680Z Lens (Carl Zeiss®)

α200 Your Ideal Entry-Level DSLR Camera.

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

DSLR-A200K

Enjoy all-around performance with the α 200 and SAL1870 lens.

$999 + FREE GIFT

α200 DSLR Camera + SAL1870 Lens

DSLR-A200W

All-around combination for capturing different scenes.

$1,299 + FREE GIFT

α200 DSLR Camera + SAL1870 + SAL75300 Lens

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

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

Carl Zeiss® Lenses

$2,499 Planar T* 85mm F1.4 ZA

$2,799 Sonnar T* 135mm F1.8 ZA

$1,399 Vario-Sonnar T* DT16-80mm F3.5-4.5 ZA

$2,999 DT24-70mm F4.5-5.6

G Lenses

$2,599 35mm F1.4G

$3,699 70-200mm F2.8G

$11,999 300mm F2.8G

Teleconverter Lens

$699 1.4 x Teleconverter

NEW $1,449 70-300mm F4.5-5.6G

$699 2 x Teleconverter

Zoom Lens

Get close to the action.

$1,399 DT11-18mm F4.5-5.6

NEW $999 DT16-105mm F3.5-5.6

$299 DT18-70mm F3.5-5.6

$999 DT18-200mm F3.5-6.3

NEW $999 DT18-250mm F3.5-6.3

NEW $399 DT55-200mm F4-4.5

$899 DT24-105mm F3.5-4.5

$399 75-300mm F4.5-5.6

Single Lens

Fit more in a single shot.

$1,399 16mm F2.8 Fisheye

$999 20mm F2.8

$499 28mm F2.8

$699 50mm F1.4

$899 50mm F2.8 Macro

$1,299 100mm F2.8 Macro

$2,399 135mm F2.8 [T4.5] STF

$1,299 500mm F8 Reflex

Protect your α and make it more comfortable to use. α Accessories

Flash	Angle Finder	Lens Case	Camera Case	Battery	Vertical Grip
External Flash HVL-F42AM	FDA-A1AM	LCL-60AM	LCS-AMLC2	Rechargeable Battery NP-FM500H	For α700 Vertical Grip VG-C70AM
$475	$289	$35	$149	$110	$449

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 α 200 and α350

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.

like.no.other™