SONY

ZV-E10 II

Showcase your **Me**, freely.





4K 60p



10-bit 4:2:2 Recording



Cinematic
Vlog Setting



Upgraded Large-Capacity 7 Battery



Active Mode Image



New Vertical
User Interface

Monthly Flyer - May'25



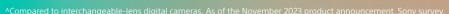












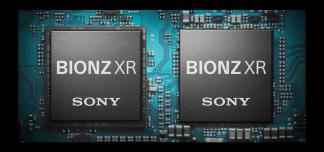


Newly developed full-frame stacked 24.6 MP Exmor RS™ image sensor with global shutter

The new full-frame global shutter image sensor is equipped with 24.6 million effective pixels, a stacked CMOS architecture and integral memory.

BIONZ XR image processing engine

With up to eight times* more processing power than previous versions, the BIONZ XR image processing engine minimises processing latency while markedly boosting image processing power.



120 fps Blackout Free Shooting

Never miss a moment thanks to the blackout-free viewfinder, which does not black out even during fast-paced continuous shooting.







MRP Rs. 5,29,990/-

Continuous Shooting Speed Boost

Continuous Shooting Speed Boost* temporarily boosts the shooting speed while shooting bursts, enabling the user to raise the frame rate to 120fps





Capture essential moments with innovative high-speed burst support

Never miss a key event with Pre-Capture*, which makes it possible to capture moments that occurred before the shutter was released.



Ultra-fast 1/80000* second shutter speed

Capture all the fast-paced action at sporting events and more.



Flash sync at all shutter speeds

With a compatible flash unit from Sony (such as the HVL-F60RM2 or HVL-F46RM)*, the $\alpha 9$ III can perform full flash synchronisation right up to the maximum 1/80000** second shutter speed.





MRP Rs. 5,29,990/-



4K 120p * without cropping for the first time in an α body

For the first time in the Alpha line-up from Sony, the $\alpha 9$ III offers 4K (3840 x 2160) 120p movie recording without cropping, allowing users to utilise the full angle of view provided by any lens.

FULL FRAME MIRRORLESS PROFESSIONAL RANGE





ILCE-7CM2 (Body Only)

MRP Rs. 2,14,990/-























ILCE-7CM2L (Body + 28-60 mm zoom lens) MRP Rs. 2,43,990/-

ILCE-7CR (Body Only MRP Rs. 2,93,990/-

SPECIAL OFFERS!

*ON REGISTRATION

Register at www.alphacommunity.in to get 1 year additional warranty.

***2 Year Standard Warranty + 1 Year Additional Warranty only upon registration and valid on α 1, α9 III, α9 II, α7S III, α7R V, α7R IV, α7R III, α7CR, α7C II, α7C, α7 IV, α7 III

Save Rs.

(α7R V, α7S III, α7R IV, α7R III, α7 III and α7 IV with SEL24105G or SEL2470Z lens) & body MRP only.

 α **Resolution and Speed**

30

α75 IIII Imagination in Motion

ILCE-1 (Body only) MRP Rs. 5,29,990/-ILCE-7SM3 (Body only) MRP Rs. 3,34,990/-

and $\alpha 7$ II T&C apply. Offer valid on products purchased from 10 October 2018 onwards









OFFER 2+1 Years Warranty***

OFFER Carrying Case + Battery Charger (Inside) + 2+1 Years Warranty***

 $\alpha 7RV$ **Evolved Imaging Intelligence**

ILCE-7RM5 (Body only) MRP Rs. 3,53,990/-





ZV-E1

OFFER Carrying Case + Battery Charger (Inside) + 2+1 Years Warranty







OFFER Carrying Case + Battery Charger + 2+1 Years Warranty*

Vlog to your Full Potential



64 GB High Speed Memory Card + Carrying Case + Battery Charger + 2+1 Years Warranty***





ZV-E1 (Body Only) MRP Rs. 2,14,990/-ZV-E1L (Body + 28-60 mm zoom lens) MRP Rs. 2,43,990/-

CINEMA LINE: PROFESSIONAL CAMCORDER

Cinema Line FX30

Leap into the world of filmmaking



*Mic & Lens not included with the camera

Super 35 Exmor R APS-C CMOS sensor

4K/120p

Dual Base ISO 800/2500

14+ stop of exposure latitude

Fast Hybrid AF/ Eye-AF/ Tracking

Cine El MODE S-Cinetone™

Low Cost FMI Ontions

SPECIAL OFFER

EMI

12/4

16/4 EMI

CINEMA LINE

ILME-FX3

MRP Rs. 3,99,990/-

Full-frame 4K (back illuminated) CMOS Sensor/ 12.1 MP (Still)

Cine El MODE S-Cinetone™

(Active/Standard)

4K/120p

5-axis

16bit RAW output via HDMI Type A

Dual Base ISO (800/12800)

Customised **LUTS**

15+ stop of

exposure latitude

4:2:2 10 bit

Fast Hybrid AF/

Tracking



ILME-FX6

MRP Rs. 5,99,990/-

Dual Base ISO (800/12800)

Cine El MODE



Fast Hybrid AF/ Eye-AF Built-in Electronic Variable ND Filter

Customised LUTS 4:2:2 10 bit

* lens not included with the camera





ILME-FR7

MRP Rs. 16,99,990/-

PTZ CAMERA **BIONZ** XR

S-Cinetone

XAVC

4:2:2 10 bit

Mount System

Variable ND Filter

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



* lens not included with the camera

DCI 4K 4096 x 2160

PROFESSIONAL CAMCORDER

PXW-Z190

MRP Rs. 3,99,990/-



XDC/M

Exmor 🖪

3смо5



⋑Wi-Fi

Mic is not included with the product

PXW-Z90

MRP Rs. 1,69,990/-





XDC/M



XAVC



⋑Wi-Fi





Mic is not included with the product

2+1 year warranty applicable on ILME-FX6, ILME-FX3 & ILME-FX30 only upon registration at https://alphacommunity.in/signup/

THE TECHNOLOGY BEHIND

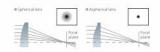


ED/ Super ED Glass Reduces Chromatic Aberration



ED/Super ED Glass dramatically improve chromatic aberration at telephoto ranges, and provide superior contrast across the entire image, even at large aperture settings.

Aspherical Lens Maintain High Sharpness & Contrast



"Aspherical" elements can restore alignment at the image plane, maintaining high sharpness and contrast even at maximum aperture and reduce distortion.

XA Element Suppresses Sagittal Coma Flare



New XA lens elements achieve extremely high surface precision by innovative manufacturing technology, for an unprecedented combination of high resolution and the most beautiful bokeh.

[FE] Fluorite Element Lightweight Without Compromise



Fluorite lens provide enhanced compensation for chromatic aberration. Fluorite is also lighter than normal optical glass, contributing to reduced overall lens weight.

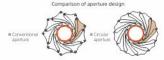
[DMR] Dust & Moisture Resistant Durable Structure



The lens is designed to be dust and moisture resistant*, ensuring reliable operation when shooting outdoors in challenging conditions.

*Not guaranteed to be 100% dust and moisture proof.

Circular Aperture Natural & Round Bokeh



A unique design that keeps the aperture almost perfectly circular from its wide-open setting to when it is closed by 2 stops. Smoother, more natural defocusing can be obtained as a result.

[Floating F] Floating Focusing Maintain Sharp, High-resolution Renderin



The floating focus mechanism achieves consistent high resolution from infinity to the closest focusing distance and helps to reduce all types of aberration.

[IF] Internal Focusing





Middle or rear groups of the optical system are moved to achieve focusing, which leaves the total length of the lens intact. Benefits include fast autofocusing and a short minimum focusing distance.

[IZ] Internal Zoom Constant Lens Length



The length of the lens remains constant while zooming, and the barrel does not rotate so polarisers and other position-dependent filters can be used without the need for additional support.

[LR MF] Linear Response MF Fast & Accurate Manual Focusing



The focus ring features high control resolution so that user input is precisely followed when focusing manually. The focus changes linearly in response to focus ring rotation.

[OSS] Optical Steadyshot Easier Handheld Shooting



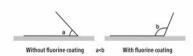
The provided Optical Steadyshot modes make it more convenient to capture sharp images in handheld shooting under various conditions

[OSS Mode] Optical Steadyshot Mode Selectable Stabilization Mode



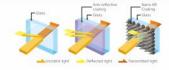
An OSS mode switch lets you choose mode 1 for general image stabilization, Mode 2 for panning movements, and Mode 3 for emphasizing framing stability when shooting moving subjects.

[F Coating] 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.

Nano AR Coating Suppresses Flare & Ghosting



Nano AR Coating technology produces a lens coating that suppresses reflections that can cause flare and ghosting for consistently high contrast and clarity.

Nano AR Coating II Minimize Flare & Ghosting



Nano AR Coating II is evenly applied to large lens elements or highly curved element surfaces, that suppresses internal reflections which causes flare and ghosting.

[XD LM] XD Linear Motor Fast Accurate Auto-focus



The XD LM has been developed to deliver higher thrust and efficiency than previous types, in order to make the most of the rapidly evolving speed performance of current and future camera bodies.

[DDSSM] Direct Drive Super Sonic Wave Motor



DDSSM system is used for precision positioning of the heavy focus group required for the full-frame format, allowing precision focusing. The system is also remarkably quiet and ideal for movie shooting.

[RDSSM] Ring Drive Super Sonic wave Motor



A piezoelectric motor contributes to smooth and silent AF operation. This produces high torque at slow rotation and provides immediate start and stop responses, and it contributes for silent autofocusing.





FULL Full Frame Lenses

MASTER

Tomorrow's lenses today















































SEL14TC*



SEL20TC* MRP Rs. 49,990/-



MRP Rs. 81.990/-



MRP Rs. 89,490/-



FE 24mm F2.8 G (SEL24F28G) MRP Rs. 66.990/-



FE 28mm F2 (SEL28F20) MRP Rs. 34,990/-



Distagon T* FE 35mm F1.4 ZA (SEL35F147) MRP Rs. 90,990/-

MRP Rs. 49,990/-

nly compatible with SEL600F40GM, SEL400F28GM, SEL200600G, SEL70200GM, SEL100400GM



FF 35mm F1.8 (SEL35F18F)





MRP Rs. 66,990/-



FE 50mm F1.8 (SEL50F18F) MRP Rs. 21,990/-



MRP Rs. 66.990/-



Sonnar T* FE 55mm F1.8 ZA (SEL55F18Z) MRP Rs. 68.990/-



FE 85mm F1.8 (SEL85F18) MRP Rs. 55,990/-



FE Fisheve Converter 16mm (SEL057FEC for SEL28F20) MRP Rs. 23.490/-







(SEL1224G)





Vario-Tessar T*FE 16-35mm F4 ZA OSS (SEL1635Z)

MRP Rs. 89,990/-





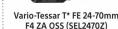






FE 24-50mm F2.8 G (SEL2450G) MRP Rs.1,16,990/-





MRP Rs. 83,990/-



FE 20-70mm F4 G (SEL2070G)

MRP Rs.1,24,990/-



MRP Rs. 1,51,990/-





FE 24-105mm F4 G OSS (SEL24105G) MRP Rs.1,20,990/-







FE 70-200mm F4 Macro G OSS II (SEL70200G2) MRP Rs.1,70,990/-



FE 200-600mm F5.6-6.3 G OSS (SEL200600G)

MRP Rs. 1,77,990/-



FE 400-800mm F/6.3-8 G OSS (SEL400800G)

MRP Rs. 2,64,990/-



FF 50mm M2.8 (SEL50M28) MRP Rs. 42,990/-



FE 90mm F2.8 Macro G OSS (SEL90M28G)

MRP Rs. 65,990/-



E 11mm F1.8 (SEL11F18) MRP Rs. 49,990/-



Fixed Focal Length

E 15mm F1.4 G (SEL15F14G) MRP Rs. 70.990/-

Zoom Lenses



E16mm F2.8 (SEL16F28) MRP Rs. 10,990/-



(α6700, α6600, α6500, α6400, α6300, α6100, α6000, α5100, ΖV-Ε10 ΙΙ & ΖV-Ε10)

E35mm F1.8 OSS (SEL35F18) MRP Rs. 41,490/-



E50mm F1.8 OSS (SEL50F18) MRP Rs. 25,990/-







(SEL1655G)

MRP Rs. 1,08,990/-



MRP Rs. 47,490/-



E55-210mm F4.5-6.3 OSS (SEL55210) MRP Rs. 21,190/-





E 70-350mm F4.5-6.3 G OSS (SEL70350G) MRP Rs. 80,990/-



ZV-E10 II

Showcase your Tyle, freely.













MRP Rs. 94,990/- (Body only)



ZV-E10

Capture More of your World

ZV-E10 (Body only) MRP Rs. 59,490/-ZV-E10L (with 16-50mm lens) MRP Rs. 69,990/-

SAVE

Vlogger Starter Kit Rs. 1,11,770/-Now at Rs. 99,690/-

Rs.12,080/

24.2

























α6700

Next Generation Creativity on the go

ILCE-6700 (Body only) MRP Rs. 1,36,990/-

ILCE-6700L (with 16-50mm Power Zoom Lens) MRP Rs. 1,47,490/-ILCE-6700M (with 18-135mm Zoom Lens) MRP Rs. 1,72,990/-













64 GB High Speed Memory card + Carrying Case

α6400

LIVE STREAMING

Grab the best of life

Ultra-fast AF and continuous E Mount shooting

ILCE-6600M (with 18-135mm lens) MRP Rs. 1,60,990/-ILCE-6600 (Body only) MRP Rs. 1,24,990/-





ILCE-6400M (with SEL18135 lens) MRP Rs. 1,16,490/-



















425+425







OFFER 64 GB High Speed Memory card + Carrying Case



α6600











11



OFFER 64 GB High Speed Memory card + Carrying Case



Capture your world, share your vision

ILCE-6100K (Body only SELP16502 Power Zoom Lens) MRP Rs. 75,990/-ILCE-6100X (Body + SELP16502 and SEL55210) MRP Rs. 89,990/-ILCE-6100 (Body only) MRP Rs. 64,990/-











OFFER 64 GB High Speed Memory card + Carrying Case

COMPACT CAMERA WITH PROFESSIONAL PICTURE QUALITY

COMPACT VLOG CAMERA RANGE



MRP Rs. 86,990/-















Maximum Aperture **F2.0**

Vari-angle LCD

Creative Face Priority AE / Eye AF Look

Light Weight & Compact

COMPACT. LIGHT. EASY TO SHOOT.





GET High Speed Memory card worth up to



*Accessory (VPT2BT) shown is not included with Came

Cyber-shot

DSC-RX100_m

Pro features in a to-go package

MRP Rs. 1,02,990/-



357+425

AF POINT



1.0 TYPE SENSOR





Eye AF



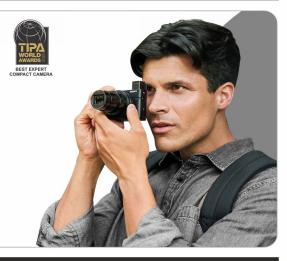












*equivalent to 35mm

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нлоруслы

FDR-AX43A

Built for stability and productivity

MRP Rs. 87,990/-



XAVC S





∌Wi-Fi





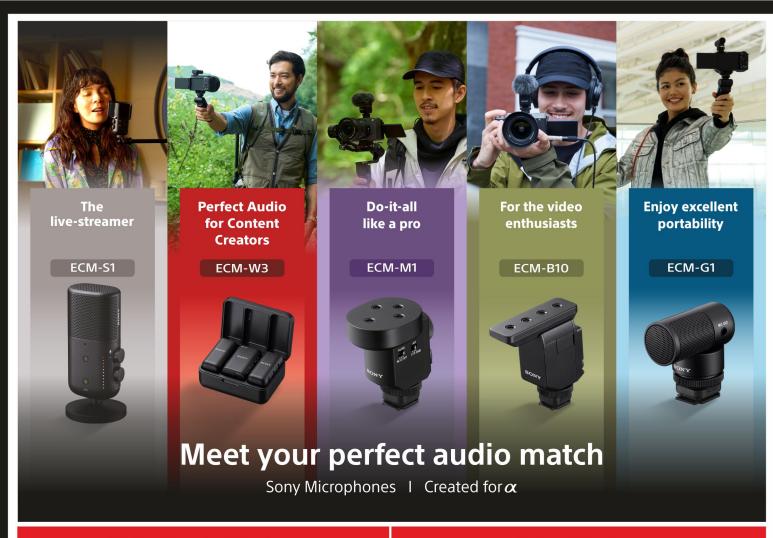






OFFER

64 GB High Speed Memory Card + Carrying Case



Wireless/Streaming Microphone



ECM-S1

MRP: Rs.34,990/-



High Quality Sound



Three Direction Recording



Noise Cancelling Technology.



Wireless or Wired



ECM-W3

MRP: Rs.39,990/-



Dual Channel Wireless



Charging Case Supplied



Noise Cancelling Technology.



Wireless or Wired



ECM-W3S

MRP: Rs.32,990/-



Single Channel Wireless



Charging Case Supplied



Noise Cancelling Technology.



Wireless or Wired



ECM-M1

MRP: Rs.33,000/-



High Performance Microphone 4 Capsules



Eight Direction Recording Modes



Noise Cancelling Technology.



Cable & Battery Free Operation



Shotgun Microphone

ECM-B10

MRP: Rs.19,290/-



High Performance Microphone 4 Capsules



Three Direction Recording



Noise Cancelling Technology.



Cable & Battery Free Operation



ECM-G1

MRP: Rs.10,290/-



Large-diameter Microphone Capsule (14.6 mm)



Frontal Sound Collection



Cable Free or Wired



Compact & Light weight

			ALI	PHA A	CCESS	ORIES	COMP	ATIBIL	ITY CH	IART				
Models	ILCE-1	ILCE-7SM3	ILCE-9M3	ILCE-7RM5/ 7RM4	ILCE-7RM3	ILCE-7C	ILCE-7M3	ILCE-7M4	ILCE-6700	ILCE-6600	ILCE-6400	ILCE-6100	ZV-1	ZV-E1/ ZV-E10
ECM-W3 Microphone	\checkmark	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\checkmark	✓
ECM-W3S Microphone	✓	✓	✓	✓	✓	✓	√	√	√	√	√	✓	✓	✓
ECM-W2BT Microphone	✓	✓	✓	√	✓	✓	√	√	√	√	√	✓	✓	✓
ECM-S1 Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ECM-M1 Microphone	\checkmark	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	×	✓
ECM-B10 Microphone	\checkmark	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	×	✓
ECM-B1M Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	×	✓
ECM-G1 Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
XLR-K3M Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	×	✓
ECM-LV1 Stereo Lavalier	✓	✓	✓	√	✓	✓	✓	√	✓	✓	√	✓	✓	✓
HVL-F60RM2 Flash	✓	✓	✓	√	✓	✓	✓	√	✓	✓	✓	✓	✓	✓
VG-C4EM Vertical Grip	✓	✓	✓	✓	×	×	×	√	×	×	×	×	×	×
VG-C3EM Vertical Grip	×	×	×	×	✓	×	✓	×	×	×	×	×	×	×
GP-VPT2BT Shooting Grip	✓	✓	✓	✓	✓	✓	✓	√	√	√	✓	✓	✓	✓
NP-FZ100 Battery	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	×	×	×	×
RMT-P1BT Remote	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
BC-QZ1 Battery Charger	✓	✓	✓	✓	✓	✓	✓	✓	√	✓	×	×	×	×

DIGITAL IMAGING ACCESSORIES

CFexpress Type A Memory Cards

- Read Speed up to 800* MB/s
- Write Speed up to 700* MB/s
- IP57: Dust & Moisture Ingress Protection
- 5 Years Warranty

G SERIES

(Video Performance Guarantee 400MB/s)

CEA-G80T

CEA-G160T

CEA-G320T

CEA-G640T

MRP Rs. 21,100/-

MRP Rs. 40,990/- MRP Rs. 88,000/- MRP Rs. 1,55,000/-

CEA-M960T MRP Rs. 80,000/- **CEA-M1920T**

MRP Rs. 1,45,000/-

UHS-II HIGH SPEED MEMORY CARDS

SF-G64T

MRP Rs. 14,340/-

SF-E64

MRP Rs. 3,130/-

SF-E128

MRP Rs. 6,550/-

SF-G128T SF-G256T MRP Rs. 26,670/-MRP Rs. 50,500/-



- 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
- 1. R^: upto 270* MB/s & W^: upto 45* MB/s (64GB) 2. R^: upto 270* MB/s & W^: upto 100* 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 Camera
- 6. 5 Years Warranty

MEMORY CARD READER

M SERIES

(Video Performance Guarantee 200MB/s)

MRW-G2

MRP Rs. 13,700/-



- 1. SuperSpeed USB 10 Gbps (USB 3.2 Gen 2)
- 2. Supports CF express Type A and SD UHS-II/UHS-I memory cards
- 3. LED Indicator
- 4. Ultra-Compact & Light Weight 5.1 Year Warranty

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Registration Benefits



*ON REGISTRATION

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BAJAJ





Easy EMI through







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

*T&C apply. Please read details about offer on the registration page in Alpha Community.

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