# SONY

# CS II NEW

# The World's First<sup>^</sup> Full-Frame Camera with a Global Shutter System















Monthly Flyer - March'24















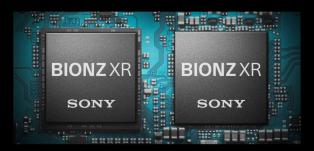


# Newly developed full-frame stacked 24.6 MP Exmor RS™ image sensor with global shutter

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.







THE WORLD'S FIRST<sup>1</sup>
FULL-FRAME CAMERA WITH A
GLOBAL SHUTTER SYSTEM

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

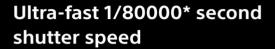
Never miss a key event with Pre-Capture\*, which makes it possible to capture moments that occurred before the shutter was released.



# OCSII NEW

# THE WORLD'S FIRST<sup>\*</sup> FULL-FRAME CAMERA WITH A GLOBAL SHUTTER SYSTEM

MRP Rs. 5,29,990/-



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.





# 4K 120p $^{*}$ without cropping for the first time in an $\alpha$ 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**









10-bit 4:2:2



















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

ILCE-7CM2 (Body Only) MRP Rs. 2,14,990/- ILCE-7CM2L (Body + 28-60 mm zoom lens) MRP Rs. 2,43,990/-

## **SPECIAL OFFERS!**



\*Pro-style Camera Backpack

**Years warranty** 

\*\*\*2 Year Standard Warranty + 1 Year Additional Warranty only upon registration and valid on α 1, α9 II, α7S III, α7R V, α7R IV, α7R III, α7CR, α7C II, α7C, α7 IV, α7 III and α7 II T&C apply. Offer valid on products purchased from 10 October 2018 onwards

Save Rs.

SEL24105G lens), (α7R V, α7S III, α7R V, α7R IV, α7R III, α7 III and α7 IV with SEL24105G or SEL2470Z lens) & get Rs. 20,000/- discount on body MRP only.

30

8K 30

**Resolution and Speed** 

4K 120<sub>P</sub>

759+425







α75 IIII Imagination in Motion ILCE-7SM3 (Body only) MRP Rs. 3,34,990/-





OFFER

α7C

Pro-style Camera Backpack + Battery Charger (Inside) + 2+1 Years Warranty\*\*\*

 $\alpha$ 7R V

**Evolved Imaging Intelligence** 

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





S-log3/2

OFFER 2+1 Years Warranty\*\*\*

OFFER Carrying Case + 2+1 Years Warranty\*\*\*

AnotheR Milestone with α7R IV 61.0 megapixels ILCE-7RM4 (Body only) MRP Rs. 2,97,990/-10

α7R III Uncompromised Resolution now with Speed ILCE-7RM3 (Body only) MRP Rs. 2,04,490/-**OFFER** Carrying Case + Battery Charger (Inside) + 2+1 Years Warranty\*\*

Beyond Basic. For a new generation of imagemakers.

ILCE-7M4K (with 28-70mm Lens) MRP Rs. 2,62,490/-ILCE-7M4 (Body Only) MRP Rs. 2,47,990/-





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

Perfection for all. Everything you need α7 III ILCE-7M3K (with 28-70mm Zoom Lens) New MRP Rs. 1,61,490/-ILCE-7M3 (Body only) New MRP Rs. 1,46,990/-Real Time
Eye AF
Human/Animal
BIONZX 693+425 AF Points ISO

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

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

ILCE-7C L (with New 28-60mm lens) New MRP Rs. 1,72,590/-ILCE-7C (Body only) New MRP Rs. 1,42,990/-693+425 AF Points reddot winner 2021 BIONZX α7C L with all new SEL2860 Compact standard zoom lens

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

Compact Size, Full-Frame Power

ZV-E1 Vlog to your Full Potential 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™ 2+1 YEARS WARRANTY
2 year standard warranty +1 year a dissolved warranty

Down Payment

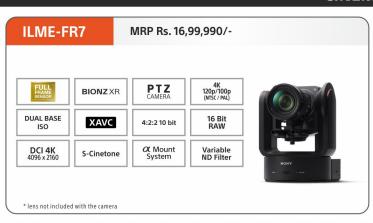
Balance in easy EMIs

SPECIAL OFFER

t 24/7 EMI EM

4 16/4 II EMI

#### **CINEMA LINE**









#### **PROFESSIONAL CAMCORDER**







# THE TECHNOLOGY BEHIND

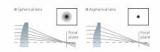


# ED/ Super ED Glass Reduces Chromatic Aberration



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.

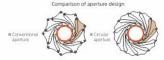
# [DMR] Dust & Moisture Resistant Durable Structure



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



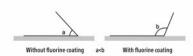
The provided Optical Steadyshot modes make it more convenient to capture sharp images in handheld shooting under various conditions

#### [OSS Mode] Optical Steadyshot Mode Selectable Stabilization Mode



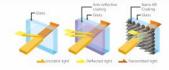
An OSS mode switch lets you choose mode 1 for general image stabilization, Mode 2 for panning movements, and Mode 3 for emphasizing framing stability when shooting moving subjects.

#### [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.







Tomorrow's lenses today











FE 24-70mm F2.8 GM II FE 24-70mm F2.8 GM MRP Rs. 1,99,990/- MRP Rs. 1,66,990/-



ZEISS



mm F2.8 GM OSS II FE 70-200mm F2.8 GM OSS FE 100 Rs. 2.44.990/- MRP Rs. 2.04.990/-





FE 14 mm F1.8 GM MRP Rs. 1,62,990/-













MRP Rs. 1.39,490/





FE 135mm F1.8 GM MRP Rs. 1,85,990/-









SEL14TC\* MRP Rs. 49,990/-



SEL20TC\* MRP Rs. 49,990/-



MRP Rs.6,79,990/-



(SEL50F14Z)



(SEL35F14Z) MRP Rs. 1,17,990/-



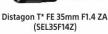


Sonnar T\* FE 55mm F1.8 ZA (SEL55F18Z)





Planar FE 50mm F1.4 MRP Rs. 1,30,990/-



MRP Rs. 89.490/-

MRP Rs. 68,990/-

MRP Rs. 66.990/-



FE 40mm F2.5 G MRP Rs. 66.990/-



MRP Rs. 66.990/-



FE 35mm F1.8 (SEL35F18F) MRP Rs. 59,990/-



FE 85mm F1.8 MRP Rs. 55.990/-



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



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



FE Fisheve Converter 16mm (SEL057FEC for SEL28F20) MRP Rs. 23,490/-



FE 12-24mm F4 G (SEL1224G)

MRP Rs. 1,51,990/-





Vario-Tessar T\*FE 16-35mm F4 ZA OSS (SEL1635Z) MRP Rs. 89,990/-





MRP Rs. 2,17,990/-



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

MRP Rs. 1,77,990/-



FE 20-70mm F4 G (SEL2070G)





FE PZ 16-35 mm F4 G (SELP1635G) MRP Rs. 1.24.990/-



FE 24-105mm F4 G OSS (SEL24105G)





FE 70-200mm MRP Rs.1,12,490/-



FE 70-200mm F4 G OSS (SEL70200G) F4 Macro G OSS II (SEL70200G2) MRP Rs.1,70,990/-



FE 70-300mm F4.5-5.6 G OSS (SEL70300G) MRP Rs.1,03,990/-



F4 ZA OSS (SEL2470Z) MRP Rs. 83.990/-



Vario-Tessar T\* FE 24-70mm FE 24-240mm F3.5-6.3 OSS\* (SEL24240) MRP Rs. 79,990/-

0, α6000, α5100 & ZV-E10)

MRP Rs.1,24,990/-



FE 90mm F2.8 Macro G OSS (SEL90M28G) MRP Rs. 65,990/-



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



F16-55mm F2 8 G (SEL1655G) MRP Rs. 1,08,990/-



E PZ 18-200mm F3.5-6.3 OSS (SELP18200) MRP Rs. 1,05,990/-



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



F PZ 10-20mm F4 G (SELP1020G) MRP Rs. 70,990/-



(SELP18105G)

MRP Rs. 47,490/-



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



(SEL15F14G) MRP Rs. 70,990/-



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



**Fixed Focal Length** 

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



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



E16mm F2.8 MRP Rs. 10,990/-



# NEW $\alpha$ 6700 **NEXT GENERATION** creativity on the go

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

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

ILCE-6700M (with 18-135 mm Zoom Lens) MRP Rs. 1,72,990/-



26 Mega Pixel

APS-C



4K

120P





Al Processing

Unit







**Active Mode Image Stabilisation** 



**Wider Subject Recognition** Animal, Birds, Insects, Cars, Trains, Airplanes



**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** Rs.12,080/

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



















**LIVE** STREAMING



















α6600

**Ultra-fast AF and continuous** shooting

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







18-135mm Lens

**Real Time** 





11

**FPS** 



102400

















OFFER

NUM 🔁

High Capacity Battery

64 GB High Speed Memory card + Carrying Case

### α6400

Grab the best of life

ILCE-6400M (with 18-135mm lens) MRP Rs. 1,16,490/-\* ILCE-6400L (with 16-50mm lens) MRP Rs. 90,990/-\* ILCE-6400 (Body only) MRP Rs. 80,490/-\*













ILCE-6400

18-135mm Lens

Silent Shooting

16-50mm Lens





425+425 0.02s

Real Time

Real Time Tracking 7.5cms(3.0) 180 Degree Tiltable LCD

24.2 BIONZX

64 GB High Speed Memory card + Carrying Case

 $\alpha6100$ 

Capture your world, share your vision

ILCE-6100Y (with 16-50mm, 55-210mm lens) MRP Rs. 89,990/-\* ILCE-6100L (with 16-50mm lens) MRP Rs. 75,990/-\* ILCE-6100 (Body only) MRP Rs. 64,990/-\*

∌Wi-Fi









ILCF-6100 with 16-50mm Lens

ISO

51200





Real Time Tracking Silent Shooting

24.2 BIONZX Touch

Screen

64 GB High Speed Memory card + Carrying Case

**OFFER** 

11

**FPS** 



### **COMPACT CAMERA WITH PROFESSIONAL PICTURE QUALITY**

#### **COMPACT VLOG CAMERA RANGE**



\*Accessory (VPT2BT) shown is not included with Camer

### Cyber-shot

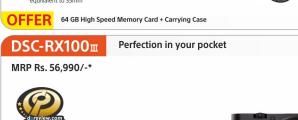


ISO 12800

20.1



Amazing AF Speed, Compact Design



10

\*equivalent to 35mm

Carrying Case

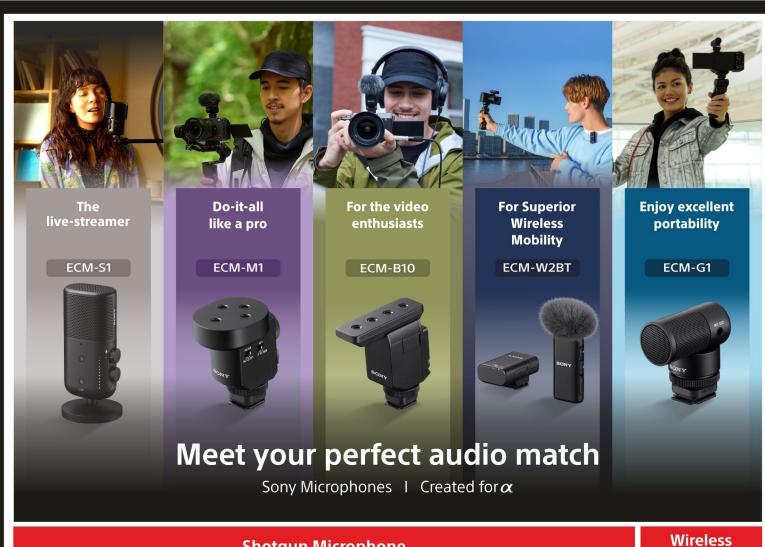




#### нлоруслы







### **Shotgun Microphone**



ECM-S1

MRP: Rs.34,990/-



**High Quality Sound** 



Wireless or Wired



Cable-free Connection



Noise Suppression Noise Cut & Low Cut Filters



ECM-M1

MRP: Rs.33,000/-



**Eight Direction Recording Modes** 



**Digital Audio** Transmission



**High Performance** Microphone 4 Capsules



Cable & Battery **Free Operation** 



ECM-B1M

MRP: Rs.29,690/-



**High Performance** Microphone 8 Capsules



**Digital Audio** Transmission



**Three Direction** Recording



Cable & Battery **Free Operation** 



ECM-B10

MRP: Rs.19,290/-



**High Performance** Microphone 4 Capsules



**Digital Audio** Transmission



**Three Direction** Recording



Cable & Battery **Free Operation** 



ECM-G1

MRP: Rs.10,290/-



Large (14.6 mm) capsule



**Frontal Sound** Collection



**Battery Free** Operation



Compact & Light weight



Microphone

ECM-W2BT

MRP: Rs.16,990/-



**Digital Audio Transmission** 



Range up to (200 m\*)



Convenient MIX mode



Compact & Light weight

			ALI	PHA A	CCESS	ORIES	СОМР	ATIBIL	ITY CH	IART				
Models	ILCE-1	ILCE-7SM3	ILCE-9M2	ILCE-7RM5	ILCE-7RM5/ 7RM4	ILCE-7RM3	ILCE-7C	ILCE-7M3	ILCE-7M4	ILCE-6600	ILCE-6400	ILCE-6100	ZV-1	ZV-E10
ECM-S1 Microphone	$\checkmark$	✓	✓	✓	✓	✓	$\checkmark$	✓	✓	✓	✓	✓	×	✓
ECM-M1 Microphone	$\checkmark$	✓	✓	✓	✓	✓	$\checkmark$	✓	$\checkmark$	✓	✓	✓	×	✓
ECM-B10 Microphone	$\checkmark$	✓	✓	✓	✓	✓	$\checkmark$	✓	$\checkmark$	✓	✓	✓	×	✓
ECM-B1M Microphone	✓	✓	✓	✓	✓	✓	$\checkmark$	✓	✓	✓	✓	✓	×	✓
ECM-G1 Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ECM-W2BT Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	<b>√</b>	<b>√</b>	✓	✓	✓
XLR-K3M Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	<b>√</b>	<b>√</b>	✓	×	<b>√</b>
ECM-XYST1M Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	<b>√</b>	<b>√</b>	✓	✓	✓
ECM-GZ1M Microphone	✓	<b>√</b>	✓	✓	✓	✓	✓	✓	<b>√</b>	✓	✓	✓	✓	<b>√</b>
ECM-LV1 Stereo Lavalier	✓	✓	✓	✓	✓	✓	✓	✓	✓	<b>√</b>	<b>√</b>	✓	✓	✓
HVL-F60RM2 Flash	✓	✓	✓	✓	✓	✓	✓	✓	✓	<b>√</b>	<b>√</b>	✓	✓	✓
VG-C4EM Vertical Grip	✓	✓	✓	✓	✓	×	×	×	✓	×	×	×	×	×
VG-C3EM Vertical Grip	×	×	×	×	×	✓	×	✓	×	×	×	×	×	×
GP-VPT2BT Shooting Grip	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	<b>√</b>	✓	✓	✓
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/-

**SF-E64** 

SF-E128

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/-

MRP Rs. 26,670/-

**SF-G128T SF-G256T** 

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)

MRP Rs. 3,130/-

MRP Rs. 6,550/-

- 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**

NEW **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

# **SPECIAL OFFERS**



https://www.alphacommunity.in

**\alpha** COMMUNITY

# **REGISTER YOUR PRODUCTS NOW AND GET EXCLUSIVE BENEFITS**

on Alpha Community



# **Registration Benefits**

Full-frame, Cinema line Cameras and Lenses

Year Warrantv

2 year standard warranty + 1 year additional warranty only upon registration at www.alphacommunity.in/

#### On APS-C Camera

Register your

APS-C Camera

on Alpha Community



Sony Lenses\*

Every month 3 lucky winners





















**Free Workshops** 

**Expert Speak** 

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For sales and service queries, call 1800-103-7799 (Toll free) or e-mail us at sonyindia.care@ap.sony.com

\*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.

While efforts have been made to provide accurate information, there could be printing errors. In the event of any discrepancy, the product Operating Instruction supplied with product shall be the authentic reference point. Features, specifications, dimensions and prices mentioned in the leaflet/catalogue/brochure are subject to change without prior notice



