

# SONY

Category	Product Code	Product Description	MSRP	AV Discount	AV Contract Price
Two Year	SPS43BZ30PEW5	2-Year Extended Warranty for FW-43BZ30P	\$85.00	35%	\$55.25
Two Year	SPS43BZ35PEW5	2-Year Extended Warranty for FW-43BZ35P	\$95.00	35%	\$61.75
Two Year	SPS50BZ30PEW5	2-Year Extended Warranty for FW-50BZ30P	\$95.00	35%	\$61.75
Two Year	SPS50BZ35PEW5	2-Year Extended Warranty for FW-50BZ35P	\$105.00	35%	\$68.25
Two Year	SPS55BZ30PEW5	2-Year Extended Warranty for FW-55BZ30P	\$115.00	35%	\$74.75
Two Year	SPS55BZ35PEW5	2-Year Extended Warranty for FW-55BZ35P	\$125.00	35%	\$81.25
Two Year	SPS65BZ30PEW5	2-Year Extended Warranty for FW-65BZ30P	\$140.00	35%	\$91.00
Two Year	SPS65BZ35PEW5	2-Year Extended Warranty for FW-65BZ35P	\$175.00	35%	\$113.75
Two Year	SPS75BZ30PEW5	2-Year Extended Warranty for FW-75BZ30P	\$235.00	35%	\$152.75
Two Year	SPS75BZ35PEW5	2-Year Extended Warranty for FW-75BZ35P	\$270.00	35%	\$175.50
Two Year	SPS85BZ30PEW5	2-Year Extended Warranty for FW-85BZ30P	\$335.00	35%	\$217.75
Two Year	SPS85BZ35PEW5	2-Year Extended Warranty for FW-85BZ35P	\$425.00	35%	\$276.25
Five Year	SPS75X80KEW5	5yr Extended Warranty for FWD75X80K	\$216.00	35%	\$140.40
Pro LED Displays	ELFSR2	27" 3840x2160 4K Spatial Reality Display with 2	\$5,000.00	35%	\$3,250.00
Pro LED Displays	FW32BZ30J	32" 3840x2160 4K LED Bravia Display 24/7	\$624.99	35%	\$406.24
Pro LED Displays	FW43BZ30P	43" CORE Pro BRAVIA w/ 3-YR Adv. Replacem	\$950.00	35%	\$617.50
Pro LED Displays	FW43BZ35P	43" ENHANCED Pro BRAVIA w/ IP5X, 3-YR Adv.	\$1,070.00	35%	\$695.50
Pro LED Displays	FW43EZ20L	43" 3840X2160 4K,350nit, 16/7 Display	\$580.80	35%	\$377.52
Pro LED Displays	FW50BZ30L	50" 3840x2160 4K 440nit,24/7 display	\$915.00	35%	\$594.75
Pro LED Displays	FW50BZ30P	50" CORE Pro BRAVIA w/ 3-YR Adv. Replacem	\$1,060.00	35%	\$689.00
Pro LED Displays	FW50BZ35P	50" ENHANCED Pro BRAVIA w/ IP5X, 3-YR Adv.	\$1,170.00	35%	\$760.50
Pro LED Displays	FW50EZ20L	50" 3840X2160 4K,350nit, 16/7 Display	\$733.33	35%	\$476.66
Pro LED Displays	FW55BZ30L	55" 3840x2160 4K 440nit,24/7 display	\$1,170.00	35%	\$760.50
Pro LED Displays	FW55BZ30P	55" CORE Pro BRAVIA w/ 3-YR Adv. Replacem	\$1,260.00	35%	\$819.00
Pro LED Displays	FW55BZ35P	55" ENHANCED Pro BRAVIA w/ IP5X, 3-YR Adv.	\$1,380.00	35%	\$897.00
Pro LED Displays	FW55BZ40P	55" FLAGSHIP Pro BRAVIA w/ IP5X, 5-YR Adv. Re	\$1,580.00	35%	\$1,027.00
Pro LED Displays	FW55EZ20L	55" 3840X2160 4K,350nit, 16/7 Display	\$850.67	35%	\$552.94
Pro LED Displays	FW65BZ30L	65" 3840x2160 4K 440nit,24/7 display	\$1,455.00	35%	\$945.75

Pro LED Displays	FW65BZ30P	65" CORE Pro BRAVIA w/ 3-YR Adv. Replacem	\$1,530.00	35%	\$994.50
Pro LED Displays	FW65BZ35L	65" 3840x2160 4K, 550nit, 24/7 Display	\$1,800.00	35%	\$1,170.00
Pro LED Displays	FW65BZ35P	65" ENHANCED Pro BRAVIA w/ IP5X, 3-YR Adv.	\$1,940.00	35%	\$1,261.00
Pro LED Displays	FW65BZ40L	65" 3840x2160 4K 700nit,47% Haze, 24/7 displ	\$2,100.00	35%	\$1,365.00
Pro LED Displays	FW65BZ40LRBX	65" 3840x2160 4K 700nit,47% Haze, 24/7 displ	\$2,100.00	35%	\$1,365.00
Pro LED Displays	FW65BZ40P	65" FLAGSHIP Pro BRAVIA w/ IP5X, 5-YR Adv. Re	\$2,270.00	35%	\$1,475.50
Pro LED Displays	FW65EZ20L	65" 3840X2160 4K,350nit, 16/7 Display	\$1,073.60	35%	\$697.84
Pro LED Displays	FW65EZ20LRBX	65" 3840X2160 4K,350nit, 16/7 Display	\$1,073.60	35%	\$697.84
Pro LED Displays	FW75BZ30L	75" 3840x2160 4K 440nit,24/7 display	\$2,570.00	35%	\$1,670.50
Pro LED Displays	FW75BZ30P	75" CORE Pro BRAVIA w/ 3-YR Adv. Replacem	\$2,590.00	35%	\$1,683.50
Pro LED Displays	FW75BZ35L	75" 3840x2160 4K, 550nit, 24/7 Display, Black	\$2,720.00	35%	\$1,768.00
Pro LED Displays	FW75BZ35P	75" ENHANCED Pro BRAVIA w/ IP5X, 3-YR Adv.	\$2,990.00	35%	\$1,943.50
Pro LED Displays	FW75BZ40L	75" 3840x2160 4K 700nit,47% Haze, 24/7 displ	\$3,360.00	35%	\$2,184.00
Pro LED Displays	FW75BZ40P	75" FALGSHIP Pro BRAVIA w/ IP5X, 5-YR Adv. Re	\$3,620.00	35%	\$2,353.00
Pro LED Displays	FW75EZ20L	75" 3840X2160 4K,350nit, 16/7 Display	\$1,584.00	35%	\$1,029.60
Pro LED Displays	FW75EZ20LRBX	75" BRAVIA 4K HDR PROFESSIONAL LITE DISPLAY		35%	\$0.00
Pro LED Displays	FW85BZ30L	85" 3840x2160 4K 440nit,24/7 display	\$3,525.00	35%	\$2,291.25
Pro LED Displays	FW85BZ30LRBX	85" 3840x2160 4K 440nit,24/7 display	\$3,525.00	35%	\$2,291.25
Pro LED Displays	FW85BZ30P	85" CORE Pro BRAVIA w/ 3-YR Adv. Replacem	\$3,700.00	35%	\$2,405.00
Pro LED Displays	FW85BZ35L	85" 3840x2160 4K, 550nit, 24/7 Display, Black	\$4,375.00	35%	\$2,843.75
Pro LED Displays	FW85BZ35P	85" ENHANCED Pro BRAVIA w/ IP5X, 3-YR Adv.	\$4,700.00	35%	\$3,055.00
Pro LED Displays	FW85BZ40L	85" 3840x2160 4K 650nit,58% Haze, 24/7 displ	\$5,405.00	35%	\$3,513.25
Pro LED Displays	FW85BZ40P	85" FLAGSHIP Pro BRAVIA w/ IP5X, 5-YR Adv. Re	\$5,820.00	35%	\$3,783.00
Pro LED Displays	FW85EZ20L	85" 3840X2160 4K,350nit, 16/7 Display	\$2,258.67	35%	\$1,468.14
Pro LED Displays	FW85EZ20LRBX	85" BRAVIA 4K HDR PROFESSIONAL LITE DISPL	\$1,925.00	35%	\$1,251.25
Pro LED Displays	FW98BZ30L	98" 3840x2160 4K 440nit,24/7 display	\$7,980.00	35%	\$5,187.00
Pro LED Displays	FW98BZ30LRBX	98" 3840x2160 4K 440nit,24/7 display	\$9,245.00	35%	\$6,009.25
Pro LED Displays	FW98BZ53L	98" 3840x2160 4k HDR10,780nits,47% haze, 24	\$10,490.00	35%	\$6,818.50
Pro LED Displays	FWD-85X80K	85" LED, 4K HDR, Pro Display w/Tuner	\$1,400.00	35%	\$910.00
Install Projectors 5000 Lur	VPLFHZ80/B	WUXGA 6000 Lumen Laser 3LCD Projector, Blac	\$10,950.00	35%	\$7,117.50
Install Projectors 5000 Lur	VPLFHZ80/W	WUXGA 6000 Lumen Laser 3LCD Projector, Wh	\$10,950.00	35%	\$7,117.50

Install Projectors 5000 Lur	VPLFHZ85/B	WUXGA 7300 Lumen Laser 3LCD Projector, Black	\$12,650.00	35%	\$8,222.50
Install Projectors 5000 Lur	VPLFHZ85/W	WUXGA 7300 Lumen Laser 3LCD Projector	\$12,650.00	35%	\$8,222.50
Install Projectors 5000 Lur	VPLGTZ380/P	VPL-GTZ380 4K 10000 Lumens Laser SXRD Proj	\$92,000.00	35%	\$59,800.00
Install Projectors 5000 Lur	VPLPHZ51	VPL-PHZ51 WUXGA 5300 Lumen Laser Projecto	\$4,900.00	35%	\$3,185.00
Install Projectors 5000 Lur	VPLPHZ61	VPL-PHZ61 WUXGA 6400 Lumen Laser Projecto	\$5,750.00	35%	\$3,737.50
Lenses	VPLL3003	VPLL-3003 - Ultra Short Throw Fixed Lens 0.33:	\$5,550.00	35%	\$3,607.50
Lenses	VPLL3007	VPLL-3007 - Short Throw Fixed Lens 0.65:1 Thro	\$2,600.00	35%	\$1,690.00
Lenses	VPLLZ3009	VPLL-Z3009 - Short focus zoom lens 0.85-1.0:1	\$2,600.00	35%	\$1,690.00
Lenses	VPLLZ3010	VPLL-Z3010 - Wide angle Short focus lens 1.0-1	\$2,600.00	35%	\$1,690.00
Lenses	VPLLZ3024	VPLL-Z3024 - Middle Focus Zoom lens 2.34-3.15	\$2,600.00	35%	\$1,690.00
Lenses	VPLLZ3032	VPLL-Z3032 - Long Focuz Zoom Lens 3.18-4.84:	\$2,600.00	35%	\$1,690.00
Lenses	VPLLZ4019	VPLL-Z4019 - Zoom lens - 2.41-3.07:1 Throw Ra	\$3,700.00	35%	\$2,405.00
Lenses	VPLLZ4045	VPLL-Z4045 - Long Throw Zoom Lens 5.56-7.5:1	\$4,600.00	35%	\$2,990.00
Lenses	VPLLZ4107	VPLL-Z4107 Short Throw Zoom Lens 0.75-0.94:	\$3,700.00	35%	\$2,405.00
Lenses	VPLLZ4111	VPLL-Z4111 - Standard Throw Zoom Lens 1.30-	\$580.00	35%	\$377.00
Lenses	VPLLZ8008/P	Short Throw 0.8-1.02 Lens VPLGTZ380/P	\$16,000.00	35%	\$10,400.00
Lenses	VPLLZ8014/P	Normal Focus lens for VPLGTZ380/P (1.4-2.73:1	\$9,200.00	35%	\$5,980.00
Wired Microphones	MASA100	Beamforming Mic, Ceiling Mounted, Dante and	\$2,199.00	20%	\$1,759.20
PTZ Cameras	BRCAM7B	BRC-AM7 4K60P/12G-SDI/3G-SDI/HDMI/IP Stre	\$16,280.00	12%	\$14,326.40
PTZ Cameras	BRCAM7W	BRC-AM7 4K60P/12G-SDI/3G-SDI/HDMI/IP Stre	\$16,280.00	12%	\$14,326.40
PTZ Cameras	BRCH800/1	HD PTZ Camera,12x/24x zoom,HDMI/3G-SDI,PO	\$8,610.00	12%	\$7,576.80
PTZ Cameras	BRCH800/WPW	HD PTZ Cam,12x/24x zoom,HDMI/3G-SDI,POE+	\$8,610.00	12%	\$7,576.80
PTZ Cameras	BRCX1000/1	4K Broadcast PTZ cam,12x/24x zoom,HDMI/3G	\$13,370.00	12%	\$11,765.60
PTZ Cameras	BRCX1000/WPW	4K Broadcast PTZ Cam,12x/24x zoom,HDMI/3G	\$13,370.00	12%	\$11,765.60
PTZ Cameras	BRCX400	IP 4K Broadcast PTZ Cam,30x zoom,3G-SDI/HDI	\$8,350.00	12%	\$7,348.00
PTZ Cameras	BRCX400/W	IP 4K Broadcast PTZ Cam,30x zoom,3G-SDI/HDI	\$8,350.00	12%	\$7,348.00
PTZ Cameras	ILMEFR7	Sony Cinema Line Full-frame PTZ Interchangeab	\$11,999.99	12%	\$10,559.99
PTZ Cameras	ILMEFR7K	Sony FR7 Cinema Line Full-Frame PTZ Robotic C	\$14,999.99	12%	\$13,199.99
PTZ Cameras	SRGA12	4K PTZ Camera, 12x Optical zoom, Built-In AI, B	\$3,570.00	12%	\$3,141.60
PTZ Cameras	SRGA12/W	4K PTZ Camera, 12x Optical zoom, Built-In AI, V	\$3,570.00	12%	\$3,141.60
PTZ Cameras	SRGA40	4K PTZ Camera, 20x Optical zoom, Built-In AI, B	\$4,280.00	12%	\$3,766.40

PTZ Cameras	SRGA40/W	4K PTZ Camera, 20x Optical zoom, Built-In AI, V	\$4,280.00	12%	\$3,766.40
PTZ Cameras	SRGX40UH	4k PTZ Camera, 40x zoom, USB / HDMI output	\$3,140.00	12%	\$2,763.20
PTZ Cameras	SRGX40UH/W	4k PTZ Camera, 40x zoom, USB / HDMI output	\$3,140.00	12%	\$2,763.20
Fixed Cameras	SRGXP1/W	4k POV compact camera,HDMI/USB/NDI/IP Str	\$1,899.00	12%	\$1,671.12
Production Cameras (non-	SEL2470GM	FE 24- 70mm f/2.8 GM lens		12%	\$0.00
Production Cameras (non-	SELP18200	18-200 PWR-ZOOM LENS FOR E-MT CAMCORD	\$1,199.99	12%	\$1,055.99
Production Cameras (non-	SELP28135G	E-MT LENS	\$2,499.99	12%	\$2,199.99
Camera Controllers	RMIP10	RM-IP10 - PTZ Compact Remote Camera Contro	\$2,060.00	12%	\$1,812.80
Camera Controllers	RMIP500/1	RM-IP500 - PTZ Remote Camera Controller	\$3,500.00	12%	\$3,080.00
Accessories	BRZ12CDH	Sony Integrated Housing Unit	\$6,499.00	12%	\$5,719.12
Accessories	REAADAPTOR	AC ADPT PWR CBL REAC1000	\$54.00	12%	\$47.52
Accessories	REAC1000	Sony REA-C1000 Edge Analytics Appliance - Pre	\$3,099.00	12%	\$2,727.12
Accessories	REAC1000/SWPACK	EDGE ANALYTICS BOX W/ PTZ Auto-track Licens	\$3,631.64	12%	\$3,195.84
In-wall Mounts	SA-BRCMALLK	Wall mount for BRC-AM7, BRC-X1000, BRC-H80	\$325.00	12%	\$286.00
In-wall Mounts	SA-BRCMALLW	Wall Mount for BRC-AM7, BRC-X1000, BRC-H80	\$325.00	12%	\$286.00
In-wall Mounts	SA-BRCWALLW	Wall mount for BRC-AM7, BRC-X1000, BRC-H80	\$325.00	12%	\$286.00
In-wall Mounts	SA-BRCWMZ330K	Wall Mount for BRC-X400, SRG-A12, SRG-A40, S	\$325.00	12%	\$286.00
In-wall Mounts	SA-BRCWMZ330W	Wall Mount for BRC-X400, SRG-A12, SRG-A40, S	\$325.00	12%	\$286.00
In-wall Mounts	SA-PA1K	PTZ Wall Mount Ceiling Pole Adapter - black	\$220.00	12%	\$193.60
Camera Mounts	CIB-PCM1	CEILING MOUNT FOR FR7 PTZ CAM		12%	\$0.00
Software	IDS/1YR	IDS - Subscription license (1 year)	\$429.99	12%	\$378.39
Software	IDS/5YR	IDS - Subscription license (5 years)	\$1,529.99	12%	\$1,346.39
Cameras & Lenses	DSCRX1RM2/B	DIGITAL STILL CAMERA	\$3,299.99	12%	\$2,903.99
Cameras & Lenses	ILCE1/B	Alpha 1 Full Frame ILC Camera Body	\$6,199.99	12%	\$5,455.99
Cameras & Lenses	ILCE6700L/B	Alpha 6700 APS-C Hybrid Camera with SELP165	\$1,699.99	12%	\$1,495.99
Cameras & Lenses	ILCE7C/B	Alpha 7C FullFrame ILC Camera Body	\$1,599.99	12%	\$1,407.99
Cameras & Lenses	ILCE7C/S	Alpha 7C FullFrame ILC Camera Body	\$1,599.99	12%	\$1,407.99
Cameras & Lenses	ILCE7M3/B	a7 III Mirrorless Camera Body Only	\$1,999.99	12%	\$1,759.99
Cameras & Lenses	ILCE7RM4A/B	Alpha 7R IV FullFrame ILC Camera Body	\$3,699.99	12%	\$3,255.99
Cameras & Lenses	ILCE7RM5/B	Alpha 7R V FullFrame ILC Camera Body	\$4,199.99	12%	\$3,695.99
Cameras & Lenses	ILCE7SM3/B	Alpha 7S III FullFrame ILC Camera Body	\$3,999.99	12%	\$3,519.99

Cameras & Lenses	ILCE9M2/B	Alpha 9 II Full Frame ILC Camera Body	\$4,499.99	12%	<b>\$3,959.99</b>
Cameras & Lenses	ILMEFX3	ILME-FX3 Full Frame Camera System	\$3,899.99	12%	<b>\$3,431.99</b>
Cameras & Lenses	ILXLR1B	Alpha LR1 FullFrame ILX Camera Body	\$3,299.99	12%	<b>\$2,903.99</b>
Cameras & Lenses	SEL14F18GM	FE 14mm F 1.8 GM Lens	\$1,749.99	12%	<b>\$1,539.99</b>
Cameras & Lenses	SEL20F18G	FE 20mm F1.8 G Lens	\$1,049.99	12%	<b>\$923.99</b>
Cameras & Lenses	SEL24F14GM	FE 24mm F1.4 GM Wide Prime Lens	\$1,599.99	12%	<b>\$1,407.99</b>
Cameras & Lenses	SEL24F28G	FE 24mm F2.8 G Full-frame G Lens	\$799.99	12%	<b>\$703.99</b>
Cameras & Lenses	SEL28F20	FE 28mm F2 Lens	\$499.99	12%	<b>\$439.99</b>
Cameras & Lenses	SEL35F18F	FE 35mm F1.8 Full Frame Lens	\$849.99	12%	<b>\$747.99</b>
Cameras & Lenses	SEL35F28Z	Sonnar T(star) FE 35mm F2.8 ZA Lens	\$649.99	12%	<b>\$571.99</b>
Cameras & Lenses	SEL50F18F/2	FE 50mm F1.8 Lens	\$279.99	12%	<b>\$246.39</b>
Cameras & Lenses	SEL50M28	FE 50mm F2.8 Macro Lens	\$699.99	12%	<b>\$615.99</b>
Cameras & Lenses	SEL55F18Z	Sonnar T(star) FE 55mm F1.8 ZA Lens	\$1,099.99	12%	<b>\$967.99</b>
Cameras & Lenses	SEL70200GM2	FE 70-200mm F2.8 GM OSS II Lens	\$3,149.99	12%	<b>\$2,771.99</b>
Cameras & Lenses	SEL85F18/2	FE 85mm F1.8 Lens	\$699.99	12%	<b>\$615.99</b>
Cameras & Lenses	SELP1635G	FE PZ 16-35mm F4 G	\$1,349.99	12%	<b>\$1,187.99</b>
Payloads	LR1-PXYLR	Sony ILX-LR1 with a PXY-LR	\$5,708.99	12%	<b>\$5,023.91</b>
Payloads	LR1-PXYLR-S-PORT	Sony ILX-LR1 with a PXY-LR S-PORT	\$6,368.99	12%	<b>\$5,604.71</b>
Payloads	LR1-PXYMR	Sony ILX-LR1 with a PXY-MR	\$7,156.99	12%	<b>\$6,298.15</b>
Accessories	PDTFP1.U2	Portable Data Transmitter	\$1,099.99	12%	<b>\$967.99</b>