

SONY

NEW product announcements

# Endless imaging possibilities.

Expand your vision with Sony's **NEW** lineup of cutting-edge lenses and accessories.



FE 85mm F1.8  
Telephoto Prime Lens

FE 100mm F2.8 STF  
GM OSS Telephoto  
Prime Lens

HVL-F45RM External flash  
with Wireless Radio Control

Sony  
Authorized  
Dealer

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[alphauniverse.com](http://alphauniverse.com)

**Trade-in and trade-up**  
to the Sony α7 Series and FE lenses.

Get up to a **\$480** bonus

towards the purchase of select α7 series cameras and full frame E-mount lenses\* plus the value of your trade-in. Just trade in your working DSLR, mirrorless camera, or camera lens. Hurry and capture the innovation. The future awaits.

Spring into α

Offer extended to 4/1/17



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\* Eligible models: A7 II, A7R II, A7S II and select full-frame E-mount lenses (excludes SEL70200GM)

\*\* Camera or lens must be in working condition. One bonus offer per item.

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