

15 August 2010

Tamron wins EISA Award for the fifth consecutive year!

Tamron SP 70-300mm F/4-5.6 Di VC USD (Model A005) wins EISA Award for European Zoom Lens 2010-2011

Tamron Co., Ltd and Maxwell International Australia are delighted to announce that Tamron is marking its 60th anniversary with another: it's the fifth year in a row in which the company has won a prestigious EISA Award. This year the Best European Zoom Lens 2010-2011 has been bestowed upon the **SP 70-300mm F/4-5.6 Di VC USD (Model A005)** – a telephoto zoom lens for digital SLR cameras with full-size image sensors.

About the EISA Awards

This year marks the fifth consecutive year a Tamron lens has won the EISA (European Imaging and Sound Association) Award. EISA presents its awards annually to products judged as the best in photographic, audiovisual, and video product categories. A panel of editors from over fifty leading imaging, sound, and electronic industry magazines in nineteen European countries reviews and votes to define the leading products on the market.

An excerpt from the Award Citation of the EISA Jury reads:

“The Tamron SP70-300mm F4-5.6 Di VC USD is a very compact, comfortable and easy-to-use zoom lens. Its greatest asset is the razor-sharp image quality that makes full-frame photos look like medium-format images. The near-silent autofocus system makes the lens ideal for wildlife as well as street photography, while the superb image stabilisation makes it possible to take sharp and detailed pictures more easily in low-light conditions.”

Product overview

The SP 70-300mm F/4-5.6 Di VC USD (Model A005) uses one LD (low-dispersion) element to correct chromatic aberrations and an XLD¹ (Extra Low Dispersion) element delivering even more correction capability for sharp, high-contrast image performance.

Equipped with Tamron's first USD² (Ultrasonic Silent Drive) and its renowned VC³ (Vibration Compensation) image stabilisation mechanism, this lens is ideal for photographing fast-moving subjects. It delivers the power of a telephoto zoom to shoot distant, rapidly moving subjects such as sports, cars, trains and even aircraft, while making it easy to shoot handheld in low light, adding precision and clarity to evening, night, and indoor scenes.

Ultimately, with best-in-class resolution, the Tamron image stabilisation mechanism and an ultrasonic AF motor, this 70-300mm telephoto zoom lens dramatically improves the photographic freedom of the photographer.

The lens is available to a wide range of enthusiasts. Used with a full-frame 35mm format SLR camera, it covers the full telephoto range for the mid-range of 70-300mm, and when used with digital SLR cameras with APS-C size image sensors, it covers the ultra-telephoto zoom range equivalent to 109mm-465mm.⁴

This image and more are downloadable at print resolution from <http://highres.maxwell.com.au/tamron>



EISA Awarded Tamron Lenses

Award Year	Products
1992-1993	SP AF35-105mm F/2.8 Aspherical (Model 65D)
1993-1994	AF28-200mm F/3.8-5.6 Aspherical (Model 71D)
1997-1998	SP AF90mm F/2.8 Macro (1:1) (Model 72E)
1999-2000	AF28-300mm F/3.5-6.3 Aspherical (IF) Macro (Model 185D)
2000-2001	AF28-200mm F/3.8-5.6 Aspherical (IF) Super-II (Model 371D)
2002-2003	AF28-300mm Ultra Zoom XR F/3.5-6.3 LD Aspherical (IF) Macro (Model A06)
2003-2004	SP AF28-75mm F/2.8 XR Di LD Aspherical (IF) Macro (Model A09)
2006-2007	SP AF17-50mm F/2.8 XR Di II Aspherical (IF) (Model A16)
2007-2008	AF18-250mm F/3.5-6.3 Di II LD Aspherical (IF) Macro (Model A18)
2008-2009	AF28-300mm F/3.5-6.3 XR Di VC LD Aspherical (IF) MACRO (Model A20)
2009-2010	AF18-270mm F/3.5-6.3 Di II VC LD Aspherical (IF) MACRO (Model B003)
2010-2011	SP 70-300mm F/4-5.6 Di VC USD (Model A005)

1. XLD (Extra Low Dispersion) lens. Made from specialised high-grade glass that has greater chromatic aberration correction properties than standard LD (Low Dispersion) lens elements.
2. USD: Ultrasonic Silent Drive is Tamron's proprietary ultrasonic motor drive.
3. The Sony mount is not equipped with the VC image stabilization mechanism, as anti-shake functionality is included in the body of Sony digital cameras. Consequently, the name of the Sony mounted lens, SP 70-300mm F/4-5.6 Di USD, does not include the VC description.
4. Tamron's conversion value is 1.55x.

More information on this product

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<i>support info</i>	www.maxwell.com.au/support/tamron
<i>press images</i>	highres.maxwell.com.au/tamron

Availability, SKU & RRP

<i>Mount in production</i>	Nikon
<i>SKU</i>	400295
<i>Availability</i>	September 2010
<i>Australian RRP</i>	\$699.00

About TAMRON Co., Ltd.

'New Eyes for Industry' is Tamron's slogan, as the company is a leading manufacturer of a comprehensive range of original optical products that contribute to many different industries. These include interchangeable lenses for SLR cameras, both digital and film; digital compact camera lenses; video camera lenses; CCTV camera lenses; automotive lenses; lenses for mobile phone cameras; and ultra-precision optical components. Tamron is keenly aware of its environmental responsibilities and aspires to preserve the environment as much as possible in all business activities.

For more information on Tamron Co., Ltd. please visit the company's website at www.tamron.com