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Tamron AF18-270mm Di II VC wins EISA Award

11th EISA Award for Tamron's line of advanced optics for consumer and professional SLR cameras

Tamron Co., Ltd and Maxwell International Australia are proud to announce that the **Tamron AF18-270mm F/3.5-6.3 Di II VC LD Aspherical (IF) MACRO (Model B003)** has been selected as the winner of the EISA Photo Award – European Travel Lens of the Year 2009-2010. In its award citation for this brand-new category the EISA jury said:



“With this 15x-zoom APS-C format lens Tamron has not only produced a DSLR lens with the most extensive zoom range available, but also an impressive optical performance. Tamron's built-in optical image stabilizer, Vibration Compensation (VC), is able to reduce the impact of camera shake so the photographer can hand hold the lens at shutter speeds of up to 4 stops beyond normal safe levels. This is especially useful in low light conditions. With its compact design, light weight, high optical performance and extremely wide focal range the Tamron AF18-270mm VC lens is a perfect travel companion.”

Launched in November 2008 as a unique ultra high-power zoom lens for digital SLRs, the **Tamron AF18-270mm F/3.5-6.3 Di II VC LD Aspherical (IF) MACRO** was the first digital SLR lens in the world to deliver a zoom ratio of 15x (28-419mm equivalent) while also featuring a highly effective Vibration Compensation (VC) system for clearer images. Designed exclusively for digital SLR cameras with APS-C sized image sensors, the lens provides outstanding image quality over its entire zoom range while its exclusive VC anti-shake system facilitates sharp and clear handheld photography even at the longest telephoto settings.

In the 25-year history of the world-famous and prestigious EISA award, Tamron has received 11 honours, and its lenses have featured in the winning line-up for the last 4 years in a row.

“It's not hard to see that after Tamron's pioneering contribution to the development of the 'mega zoom' lens, EISA has created

Print-resolution image at <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)

About EISA Awards

EISA Awards are presented each year to the best products in photographic, audiovisual, video and mobile product categories as voted by the EISA (European Imaging and Sound Association) panel consisting of editors-in-chief and technical editors of about 50 leading and influential magazines in 19 European countries that specialise in photography, audio, video and mobile electronic products. The EISA award is recognised as one of the most prestigious awards a product can receive in its specific category.

the new Travel Lens category,” says Paul Gibbs of Maxwell International Australia. “The Tamron AF18-270mm VC is an exact fit for the needs of DSLR travel photographers everywhere.”

“The world's longest zoom range” and “world's first” are statements that apply to interchangeable lens exclusively designed for digital SLR cameras equipped with APS-C sized image sensors, as of June 2008, according to Tamron's survey.

Tamron's conversion value is 1.55x.

A format covered by an APS-C sized image sensor is smaller than that of 35mm format film. Therefore, this lens is capable of filling the frame by capturing an area that is almost the same as an area covered by a lens designed for the 35mm format and providing the maximum magnification ratio of 1:2.3.