TAMRON
New eyes for industry

PRESS RELEASE

Tamron debuts new Super Zoom line-up

- **WORLD FIRST:** 16-300mm F/3.5-6.3 Di II VC PZD Macro (B016)
- **ALL-IN-ONE™:** 28-300mm F/3.5-6.3 Di VC PZD (Model A010)
- **FIRST OF ITS KIND:** 14-150mm F/3.5-5.8 Di III (Model C001)
- **REBOOT OF TRUSTED FAVOURITE:** 18-200mm F/3.5-6.3 Di III VC (Model B011) for Canon mount.

Two secrets to happy travels are pack simple and pack light. Tamron has been pioneering that for over 20 years with high-power "super-zoom" lenses that allow you to pack one lens to do the job of 3 or 4 others. Over the past month Tamron has released 4 new super-zoom lenses to help tip the task of holiday photos from chore back to effortless joy.

"In this part of the year Australians are travelling abroad in record numbers to escape the cold. Having the perfect camera lens to record their priceless memories is more front of mind than ever before." – **Brendan Lee, spokesperson for Tamron Australia**

The 16-300mm F/3.5-6.3 Di II VC PZD Macro (B016) is another World's first developed by Tamron, one of the leading manufacturers of precision optics. Setting a new standard in all-in-one™ zoom lenses, designed for Digital SLR cameras with APS-C sized image sensors, this lens provides a ground-breaking 18.8x zoom ratio.

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Travelling photographers can now pack a 16mm wide-angle lens for both sweeping vistas and small confined spaces. Pack a macro lens for all those important, finer details in every relic explored and meal devoured. Lastly, pack a 300mm telephoto lens to get right into the heart of the action during any spectator event. Do all those things, and everything in between, by packing one singular lens; the 16-300mm F/3.5-6.3 Di II VC PZD Macro

Specifications

Model	: B016
RRP	**: $849**
Focal Length	: 16-300mm
Maximum Aperture	: F/3.5-6.3
Angle of View (diagonal)	: 82°12' - 5°20'
Lens Construction	: 16 elements in 12 groups
Minimum Focus Distance	: 0.39m (15.3 in)
Maximum Magnification Ratio	: 1:2.9 (at f=300mm: MFD 0.39m)
Filter Size	: ϕ67mm
Maximum Diameter	: ϕ75mm
Length*	: 99.5mm (3.9 in)
Weight	: 540g (19 oz)
Diaphragm Blade Number	: 7 (circular diaphragm)
Minimum Aperture	: F/22-40
Standard Accessories	: Flower-shaped lens hood
Compatible Mounts	: Canon, Nikon, Sony

Length is the distance between the front tip of the lens and the mount face.

Tamron's 28-300mm F/3.5-6.3 Di VC PZD (Model A010) is an innovative all-in-one™ zoom, integrating the technology of Tamron's other full-frame suited Super Performance lenses with a more compact and lightweight design necessary when carrying gear away from home.

Having revolutionised the optical design of the previous 28-300mm (Model A20), Tamron is now launching a powerful new, high-power zoom lens for full-frame DSLR cameras that enhances image quality and incorporates the PZD (Piezo Drive) —a standing-wave ultrasonic motor system optimised for swift, quiet auto-focus—and the acclaimed VC (Vibration Compensation) mechanism in an amazingly compact configuration.

Specifications

Model	: A010
RRP	**: $1149**
Focal Length	: 28-300mm
Maximum Aperture	: F/3.5-6.3
Angle of View (diagonal)	: 75°23' – 8°15' (for full-frame format) 52°58' – 5°20' (for APS-C format)
Lens Construction	: 19 elements in 15 groups
Minimum Focus Distance	: 0.49m (19.3 in)
Max. Magnification Ratio	: 1:3.5 (at f=300mm: MFD 0.49m)
Filter Size	: Φ67mm
Maximum Diameter	: Φ74.4mm
Length*	: 96mm (3.8 in)*

Weight	: 540g (19 oz)*
Diaphragm Blade Number	: 7 (circular diaphragm)
Minimum Aperture	: F/22-40
Standard Accessory	: Flower-shaped lens hood
Compatible Mounts	: Canon/ Nikon/ Sony

- Length is the distance between the front tip of the lens and the mount face.

After much anticipation Tamron has launched its first high-power zoom lens designed for Micro Four Thirds mirrorless interchangeable-lens cameras, the 14-150mm F/3.5-5.8 Di III (Model C001). With interest for cameras utilising the Micro Four Thirds system, like Olympus' PEN series and Panasonic's G series, now at an all time high this is the perfect time for Tamron to bring its long history of well designed super-zoom lenses into the market.

The metal lens barrel exterior and compact body with just 52mm filter diameter exhibit lens qualities that are in-line with some of the prestigious style evident in today's leading high end cameras, whilst the near-silent stepping motor completes a smooth high-end user-experience perfect for both still photography and video capture.

Specifications

Model	: C001
RRP	**: $849**
Focal Length	: 14-150mm (equivalent to 28-300mm in the 35mm / full-frame format)
Maximum Aperture	: F/3.5-5.8
Angle of View (diagonal)	: 75°22' ~ 8°15' *1
Lens Construction	: 17 elements in 13 groups
Minimum Focus Distance	: 0.5m (19.7in)
Maximum Magnification Ratio	: 1:3.8 (at f=150mm: MFD 0.5m)
Filter Size	: Ø52mm
Length*2	: 80.4mm (3.2in)
Diameter	: Ø63.5mm
Weight	: 285g (10.1oz)
Diaphragm Blade Number	: 7 (Circular diaphragm)
Minimum Aperture	: F/22
Standard Accessory	: Flower-shaped lens hood
Compatible Mount	: Micro Four Thirds

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One of the best-selling high-power zoom lenses is Tamron's AF 18-200mm F/3.5-6.3 XR Di II (Model A14). Now Tamron has released an improved version, 18-200mm F/3.5-6.3 Di III VC (Model B011) for Canon EOS M mount. Originally released for Sony E-mount in 2011, this updated lens is designed for mirrorless interchangeable-lens cameras with APS-C sized sensors and sports a timeless elegance in its metal lens barrel exterior, available in two colour options.

Equipped with Tamron's acclaimed VC (Vibration Compensation), the lens enables easy handheld shooting from 18mm wide angle to 200mm full telephoto. The VC technology employs three driving coils actively working to electromagnetically compensate for shake via three steel balls.

The lens also has a stepping motor adopted for the AF (Auto focus) drive, a construction that accommodates contrast detection autofocus systems and shooting video. This feature also supports Direct Manual Focus (DMF) function, which allows the user to make fine manual adjustments after initially focusing by AF (Auto focus).

Specifications

Model	: B011EM
RRP	**: $649**
Focal Length	: 18-200mm (equivalent to 28-310mm in the 35mm/full frame format)
Maximum Aperture	: F/3.5-6.3
Angle of View:	: (Diagonal)75° 33′-7° 59′ (Horizontal)65° 36′-6° 38′ (Vertical)46° 21′-4° 15′
Lens Construction	: 17 elements in 13 groups
Minimum Focus Distance	: 0.5m (throughout zoom range)
Maximum Magnification Ratio	: 1:3.7 (at f=200mm: MFD 0.5m)
Filter Size	: φ62mm (2.4in)
Length*	: 96.7mm (3.8in)
Diameter	: φ68mm (2.7in)
Weight	: 460 g (16.2oz)
No. of Diaphragm Blades:	: 7
Minimum Aperture:	: F/22 – 40
Standard Accessories:	: Flower-shaped lens hood
Compatible Mounts:	: Canon EOS M mount

Length is the distance between the mount face and the tip of the lens.

About TAMRON Co., Ltd

"New Eyes for Industry" is Tamron's philosophy. This creed is consistent with the company's position as a manufacturer of a wide range of original optical products, from interchangeable lenses for SLR cameras to various optical devices for both the general consumer and OEM. Tamron makes optical products that contribute to a range of different industries and will continue to devote its rich creativity and leading-edge technical prowess to various industrial fields. Furthermore, Tamron is fully aware of its responsibility to the environment and aspires to help preserve the natural environment in all of its business activities.

Optical Product Line-up:

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Interchangeable lenses for SLR cameras, digital camera lenses, video camera lenses, lenses for automotive applications, CCTV and IP lenses, lenses for long wavelength infrared cameras, ultra-precision optical components and more.