

Tamron wins Camera GP 2011

18-270mm F/3.5-6.3 Di II VC PZD (Model B008) awarded inaugural Camera GP2011 Lens of the Year

18 May 2011

The **Tamron 18-270mm F/3.5-6.3 Di II VC PZD (Model B008)** has been awarded Lens of The Year by the Camera Journal Press Club (Japan) at Camera GP 2011 in Japan. First held in 1984, the Camera GP is an extremely prestigious award where winners are selected through an open vote by a panel made up of Camera Journal Press Club members, top editorial staff of the member publications, academic experts, camera technical writers, professional photographers, as well as TIPA as a special member of CJPC.

Lens of The Year is a new prize added this year to Camera GP 2011. The Tamron B008 was voted best of all lenses released in Japan in the year from 1st April 2010 to 31st March 2011, as selected by a 57-member panel.

The Camera GP 2011 logo will soon be appearing as a sticker on all boxes of the **Tamron 18-270mm F/3.5-6.3 Di II VC PZD** worldwide.

The Camera GP 2011 judges specified these aspects of the **Tamron 18-270mm F/3.5-6.3 Di II VC PZD** as the reasons for their choice:

- Even as a 15x all-in-one zoom lens¹, it achieves compactness and light weight for excellent portability at just 96.4mm long and 450 grams
- Equipped with Tamron's first Piezo Drive (PZD)² standing wave ultrasonic motor system with minimal noise and fast focus
- Improved optical performance with high refractive-index aspherical lenses and low-dispersion glass that compensate well for various kinds of aberration
- Its 13-group, 16-element construction has two fewer elements than previous models – making the lens compact and lightweight
- New Vibration Compensation (VC) image stabilisation mechanism allows images to be shot handheld at shutter speeds up to approximately four stops slower
- This lens commemorated Tamron's 60th anniversary.

Special offer: 5-year Australian warranty!

The **18-270mm F/3.5-6.3 Di II VC PZD (Model B008)** can be registered for a 5-year Australian warranty if purchased from an approved Australian retailer before 31 August 2011.

For more details go to www.tamron.com.au



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Lens of The Year

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



1. Smallest and lightest of digital SLR all-in-one zoom lenses with a 15x zoom ratio (surveyed by Tamron as of May 2011).
2. PZD (Piezo Drive) is a standing-wave ultrasonic motor system developed by Tamron. In AF operation the motor is faster and quieter than DC motors. The actuator is smaller in size than in ring-type ultrasonic motors, allowing a more compact lens design.

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

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