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Tamron SP 70-300mm F/4-5.6 Di VC USD (Model A005) wins TIPA Award 2011

TIPA rewards Tamron's 60th anniversary model as Best Entry Level Lens for delivering both best-in-class resolution and easy operation

Tamron Co., Ltd. celebrated its 60th anniversary in 2010 with the release of two new lenses, one of which was the **SP 70-300mm F/4-5.6 Di VC USD (Model A005)** telephoto zoom lens for full-frame digital SLR cameras. It is fitting then that this lens has just won the Best Entry Level Lens at the TIPA Awards 2011. This model has now garnered Tamron two of the top photography awards in Europe following its accolade as European Zoom Lens 2010-2011 at the EISA Awards.

The **SP 70-300mm F/4-5.6 Di VC USD (Model A005)** has been highly praised by editors and technical writers at Europe's top photography magazines for its best-in-class resolution and ease of use.

TIPA's assessment

This premium, state-of-the-art, telephoto zoom lens provides users of full-frame and APS-C format digital SLR cameras with a myriad of features that make it stand out in the telephoto zoom class. Built to exacting SP (Super Performance) standards, it features the first-ever Tamron USD (Ultrasonic Silent Drive) for enhanced auto-focusing speed and responsiveness. To assist in handheld, low light shooting the SP 70-300mm incorporates VC (Vibration Compensation); Tamron's exclusive low-friction tri-axial image stabilisation system.

About the TIPA Awards

These awards are presented annually by the Technical Image Press Association (TIPA) to top photo and imaging products. The TIPA Awards were first held at the Sonimagfoto show in Barcelona in September 1991. In 2009 TIPA opened its doors to non-European members, expanding the organisation from its European base into a global association of photo and imaging magazines. TIPA is now made up of the chief editors and technical editors of 29 camera and imaging magazines from 13 countries including European countries, USA, Canada, China, South Africa and Australia. TIPA members meet at least once a year at three-day General Assemblies to discuss projects, share opinions and comment on industry innovations and trends. During these meetings, TIPA editors also vote for the best photo & imaging products of the year.

For more information on TIPA go to <http://www.tipa.com>

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



Specifications*

Model Number	A005
Focal Length	70-300mm
Maximum Aperture	F/4-5.6
Angle of View	34°21' to 8°15'
Lens Construction	17 elements in 12 groups
Minimum Focus Distance	1.5m (59in.)
Maximum Magnification Ratio	1:4 (at f=300mm: MFD 1.5m)
Filter Diameter	62mm
Overall Length	142.7mm* (5.6in.)
Maximum Diameter	81.5mm (3.2in.)*
Weight	765g (27.0oz)**
Diaphragm	9 blades
Minimum Aperture	f/32-f/45
Standard Accessory	Flower-shaped Lens Hood
Compatible Mounts	Nikon, Canon, Sony**

Specifications, appearance, functionality, etc may be changed without prior notice.

* Length and weight values given are for Nikon cameras.

** The Sony mount does not include the VC functionality, as the body of Sony digital SLR cameras contains built-in image stabilisation functionality.

About the Tamron SP 70-300mm F/4-5.6 Di VC USD (Model A005)

While the SP 70-300mm F4-5.6 Di VC USD (Model A005) high-resolution DSLR telephoto zoom lens is designed for digital SLR cameras[1], it can be used with both full-frame sensor and AF 35mm cameras for a zoom range of 70-300mm. With APS-C sensor cameras the angle of view will change the zoom range to an equivalent of 109-465mm[2].

With superior optical performance, Tamron's own USD (Ultrasonic Silent Drive) and VC (Vibration Compensation), the SP 70-300mm F4-5.6 Di VC USD (Model A005) provides the performance of a high-end premium telephoto zoom which appeals to a broad spectrum of photography enthusiasts.

1. The Sony-mount model is not equipped with the VC image stabilisation mechanism, as anti-shake functionality is included in the body of Sony digital SLR cameras. Consequently, the name of the Sony-mounted lens, SP 70-300mm F/4-5.6 Di USD, does not include the VC description.

2. Tamron's conversion 1.55x.

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.

Celebrating its 60th anniversary in 2010, Tamron continues to exercise its rich creativity and leading-edge technical prowess to make advances into a diversity of industrial fields.

For more information visit www.tamron.com

More information on this product

web <http://www.tamron.com.au>
images <http://highres.maxwell.com.au/tamron>
press release http://www.maxwell.com.au/news/press_releases/2010/tamron/a005_2010aug11.pdf

Unparalleled optical performance in a fast-focusing, steady telephoto zoom lens

In the pursuit of achieving the most outstanding image resolution in the 70-300mm class, this lens utilises an advanced optical design featuring an LD (Low Dispersion) and an XLD (Extra Low Dispersion) lens element made from specialised materials that prevent chromatic aberration. As a result, it boasts sharper contrast and greater descriptive performance than all others in its class. It's also the first Tamron lens sporting a USD (Ultrasonic Silent Drive), Tamron's very own ultrasonic autofocus drive mechanism. This USD mechanism delivers fast focusing, making it a perfect telephoto zoom choice for photographing sports, racing and other fast-moving subjects. The lens also boasts Tamron's proprietary VC (Vibration Compensation) image stabilisation to assist in handheld photography, not only at long focal length ranges where blurring is more common, but also under low-lit conditions, dramatically enhancing photographic freedom.

This combination of best-in-class image resolution, Ultrasonic Silent Drive and Vibration Compensation takes Tamron technology to a new level.

Main features in brief

This premium, state-of-the-art telephoto zoom lens supports full-frame and APS-C format digital SLR cameras. It includes many features that make it stand out even amongst other products in the telephoto zoom class.

1. A new optical system optimised for digital cameras achieves top resolution in the 70-300mm class with specialised LD (Low Dispersion) and an XLD (Extra Low Dispersion) glass elements
2. Fast focusing USD (Ultrasonic Silent Drive), the ultrasonic autofocus drive
3. Equipped with Tamron's VC (Vibration Compensation) image stabilisation
4. Full-time manual focus at your fingertips
5. Internal focusing provides better balance and consistent length
6. New BBAR (Broad-Band Anti Reflection) multilayer coatings reduce ghosting and flare to make images sharper with better colour balance and reproduction.
7. Streamlined, attractive exterior design
8. Flower-shaped hood with excellent stray light shielding properties as a supplied accessory