

TAMRON UNVEILS THE WORLD'S FIRST 13.6 X HIGH POWER ZOOM LENS FOR DIGITAL SLRs



Maxwell International Australia Pty Limited is pleased to announce the new **Tamron AF18-250mm F/3.5-6.3 Di II LD Aspherical (IF) Macro**, a lightweight, compact and highly versatile ultra high power lens designed exclusively for APS-C sized Digital SLR Cameras.

The **AF18-250mm F/3.5-6.3 Di-II LD Aspherical (IF) Macro** is the ultimate high power zoom lens boasting the world's greatest **zoom ratio* of 13.9X**, a milestone that Tamron, the pioneer of high power zoom SLR lenses, has achieved by commanding its technologies to further push the boundaries of "mega zoom" lens design.

To prevent the lens from becoming bulky, the design concept is based on the hugely popular Tamron AF 18-200mm F/3.5-6.3 XI Di-II LD Aspherical (IF) Macro (Model A14). The new **AF 18-250mm zoom lens** provides enhanced image quality that features an **expanded focal length to 250mm** at its tele-end, an astounding **13.9X zoom power**, making it the world's greatest zoom-ratio lens in its class. Yet the increase in size is confined to a **mere 0.2mm** more in its maximum diameter and just 0.6mm in overall length.

All of this is found in a lens that offers a **388mm ultra telephoto focal length** (diagonal angle of view of 6° 23') when converted to **35mm film format**. It provides an overwhelmingly impressive telephoto effect, entirely different from the effect one attains at 200mm on conventional high-power lenses. The new zoom lens will satisfy the expectations of photographers that are used to the **300mm tele-end** of Tamron's legendary AF 28-300mm Di (Model A061) when used on a digital SLR camera.

In 35mm film format terms, the new zoom lens covers 28mm wide angle to an incredible 388mm telephoto making this a "one lens-does-it-all" design that makes it a perfect travelling companion. There is no need to carry around a variety of bulky lenses ever again!

Tamron engineers have used top quality optical materials and internal lens coatings in advanced designs, to compensate for aberrations that would normally be present in such a high power lens design. High image resolution, contrast, flatness of image field and great colour saturation are made possible.

Despite its incredible compact size of 84.3mm long x 74.4mm wide, and weight of only 430g, the minimum focus distance is just 45cm throughout the entire zoom range. This allows for incredible close-up opportunities.

The lens will have broad appeal to keen digital SLR users from many of the top camera brands. The new lens is available in different mounts to suit Canon, Nikon, Pentax, or Sony (Konica-Minolta) digital SLR cameras and is truly a "one lens solution".

Canon and Nikon mount lenses available now, with Sony and Pentax mounts to become available within coming weeks. (This information updated April 8th 2007)

For further information please visit <http://www.maxwell.com.au/>

**As of September 2006. Based upon Tamron's research of lenses for exclusive use with digital SLRs equipped with APS-C sized image sensors.*

AF18-250mm F/3.5-6.3 Di-II LD Aspherical (IF) Macro - Australia RRP inc. GST : \$795.00
Sales Schedule - Canon and Nikon mounts have arrived Pentax and Sony to follow soon.

Maxwell ordering Code numbers are:

Canon mount: **400271**

Nikon mount: **400270**

Sony/Minolta mount: **400273**

Pentax mount: **400272**

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