

FOR IMMEDIATE RELEASE

17 August 2007

**TAMRON AF18-250MM F/3.5-6.3 DI II WINS EISA AWARD  
– EUROPEAN CONSUMER LENS OF THE YEAR**

*Ninth Time Tamron Receives This Prestigious and Globally Recognised Award*

**15 August 2007 – Sydney**

The AF18-250mm F/3.5-6.3 Di II LD Aspherical IF Macro (Model A18), a lightweight, compact, and ultra-zoom lens is designed for exclusive use with digital SLR cameras equipped with APS-C sized image sensors. Launched in Australia in February 2007, it has been selected as the winner of the EISA Photo Award – European Consumer Lens of the Year 2007–2008.

The lens is the ultimate high-power zoom lens boasting the world's greatest\* zoom ratio of 13.9x covering a 28mm wideangle to 388mm ultra-telephoto focal length range when converted to a full frame/35mm film format. Editors-in-chief and technical editors of leading photographic magazines in Europe gave the lens top marks as an easy-to-use, high-performance and all-in-one zoom.

**Award Citation from the EISA Jury**

“The Tamron 18-250mm F/3.5-6.3 Di II all-round-zoom is a high power lens, developed to cover the entire focal range relevant to amateur photographers. This is a do-it-all lens many DSLR users will never need to take off their cameras. The extreme (almost 14X) zoom ratio delivers the ultimate freedom for composition and framing. The surprisingly compact and comfortable design makes the lens an outstanding travel and reportage lens.”

**About the 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 18 European countries that specialize 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.

## **EISA-Awarded Tamron Lenses**

*Award Year    Awarded Product*

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 1:1 Macro, 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 F/3.5-6.3 Ultra Zoom XR 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

## **About Tamron**

Tamron is a leading manufacturer of lenses for photographic, industrial, laboratory, video, digital and scientific applications. Since the start of the company in 1950, among Tamron's many optical and mechanical innovations was the development of mass produced hybrid aspherical elements in 1992, which paved the way for ultra-compact high-zoom lenses. This technology was incorporated into the ground-breaking AF28-200mm lens and continues today with the new AF18-250mm, developed exclusively for use on digital SLR cameras and featuring an unprecedented 13.9x zoom range.

*\*As of 1 July 2007. Based on Tamron's research of lenses for exclusive use with digital SLRs equipped with APS-C sized image sensors.*

For further information please visit [www.maxwell.com.au](http://www.maxwell.com.au)

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