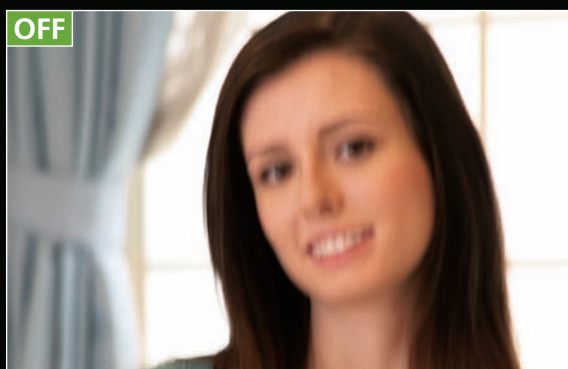
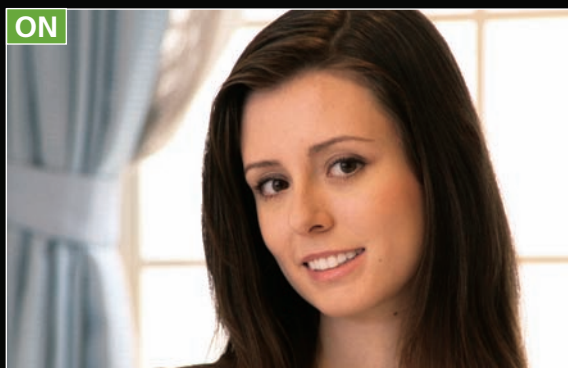


# READYforANYTHING

ADVERTISEMENT FEATURE

Tamron's new AF28-300mm f/3.5-6.3 XR Di VC LD Aspherical (IF) Macro Zoom is the one lens you'll need to capture every photo opportunity



**ABOVE:** Tamron's Vibration Compensation system counteracts the effects of handholding your camera for sharper shots without a tripod. **BELOW:** This diagram outlines the components of Tamron's Vibration Compensation mechanism.

With an estimated street price of \$599, the Tamron AF28-300mm f/3.5-6.3 XR Di VC LD Aspherical (IF) Macro Zoom packs an incredible array of features and technology into a compact lens that's as affordable as it is powerful. Carrying just this zoom lens, you're ready for practically anything.

Catching the perfect moment or expression is what photography is all about. To get the best results, spontaneity is essential, and you have to be ready. Working with tripods or other camera supports helps achieve sharp shots, but can slow you down. That's where Tamron's Vibration Compensation technology can make a big difference in the quality of the images you capture, allowing you to get crystal-clear exposures when handholding your camera.

Tamron's new AF28-300mm f/3.5-6.3 XR Di VC LD Aspherical (IF) Macro Zoom lens gets you close to the action, with a phenomenal 10.7x range, from wide-angle to powerful telephoto. This versatility makes the lens ready for practically any photo opportunity, from indoor portraiture to sports action and travel scenics.

The most exciting feature of the lens is Tamron's Vibration Compensation mechanism. Triggered by a gyro sensor that detects unintentional camera movement caused by handholding your camera, the system automatically shifts special optical elements in the lens to counteract the movement, resulting in crisp, sharp shots.

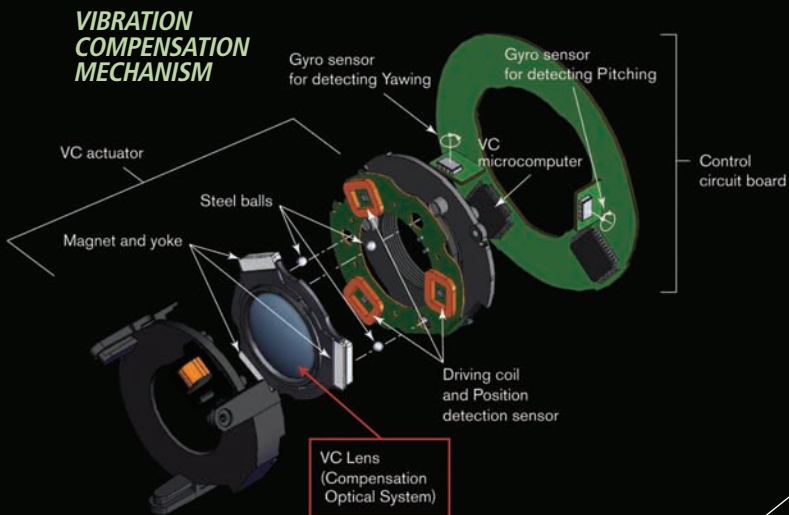
Another outstanding feature of the Tamron AF28-300mm is its Macro capability, providing a 1:3 magnification ratio at 300mm and a minimum focusing distance of 19.3 inches throughout the entire zoom range. Whether shooting wide to capture more of the subject's surroundings or at full zoom, you'll get remarkable details and close-up perspective.

To further enhance ease of use and spontaneity, the lens features a lightweight, compact design, the result of Tamron's efforts to reexamine lens barrel construction. The dimensions of the new AF28-300mm are just 0.7 inches longer and 0.2 inches larger in diameter than the previous 28-300mm zoom, despite the inclusion of the new Vibration Compensation system. With the flexibility of the zoom range and the compact design, you're freed from carrying multiple, larger lenses, which can slow you down when the right moment presents itself.

For the best image quality and light transmission, the AF28-300mm prevents ghosting and flaring with special Internal Surface Coatings that stop stray light from reaching the sensor and dramatically reduce reflections caused by the camera's imager. The result is truer, better color and tonality.

Available in unique mounts for Canon and Nikon D-SLRs, the AF28-300mm is compatible with both full-frame and APS-C image sensors. When used with APS-C sensors, the equivalent focal range is approximately 43-465mm, providing ultra-telephoto performance.

Perhaps best of all is the value this lens offers.



## SPECIFICATIONS

**Focal Length:** 28-300mm  
**35mm Equiv:** 43-465mm  
**Minimum Focus:** 19.3 inches  
**Filter Size:** 67mm  
**Size:** 3.06 x 3.9 inches  
**Weight:** 19.6 ounces



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New eyes for industry

For more information on Tamron lenses, contact:  
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