

## TAMRON lenses awarded with two prestigious 2024-2025 EISA Awards

August 15, 2024 – Tamron Co., Ltd. (President & CEO: Shogo Sakuraba; Headquarters: Saitama City, Japan; “TAMRON”), a leading manufacturer of optics for diverse applications, announces the presentation by the Expert Imaging and Sound Association (EISA) of its EISA Awards to two TAMRON lenses: 70-180mm F/2.8 Di III VC VXD G2 (Model A065) for "EISA BEST-BUY TELEPHOTO ZOOM LENS 2024-2025", 17-50mm F/4 Di III VXD (Model A068) for "EISA BEST-BUY WIDEANGLE ZOOM LENS 2024-2025". TAMRON has been honored with EISA Awards for 19 consecutive years. Plus, this year TAMRON wins two prestigious awards.

### "EISA BEST-BUY TELEPHOTO ZOOM LENS 2024-2025"



70-180mm F/2.8 Di III VC VXD G2 (Model A065)

### "EISA BEST-BUY WIDEANGLE ZOOM LENS 2024-2025"



17-50mm F/4 Di III VXD (Model A068)

**Excerpt from the Award Citation of the EISA Jury****EISA BEST-BUY TELEPHOTO ZOOM LENS 2024-2025****70-180mm F/2.8 Di III VC VXD G2 (Model A065)**

With the 70-180mm F/2.8 Di III VC VXD G2, TAMRON offers a fast yet affordable telephoto zoom. The new optical construction, including XLD and LD glass lens elements, optimises the imaging performance over the entire focal length range. The close-up limit has been improved to 30cm at the shortest focal length. Unlike the previous model, this second-generation optic is now equipped with an optical image stabiliser, yet it remains compact and lightweight. The fast VXD linear motor ensures slick, precise autofocus, which also supports the Fast Hybrid AF and Eye AF of Sony cameras. Thanks to a built-in USB-C port, users can customise various functions using a computer or Android smartphone via the Tamron Lens Utility app.

**EISA BEST-BUY WIDEANGLE ZOOM LENS 2024-2025****17-50mm F/4 Di III VXD (Model A068)**

The TAMRON 17-50mm F/4 Di III VXD, for full-frame mirrorless cameras with the Sony E-mount, is a practical lens that covers an ultra-wideangle to standard zoom range. This means that, together with a telephoto zoom, it can cover most subjects. On its own, this lens will often be all that is needed for those engaging in travel, architecture, landscape or street photography. With a fixed f/4 maximum aperture, the weight is low at just 460g, despite the large zoom range and weatherproof construction.

Photographers will appreciate the lightning-fast focusing, while videographers can be pleased that the focus and zoom rings move very smoothly. The Tamron 17-50mm F/4 Di III VXD is also modestly priced, making it a particularly good buy.

**About the EISA Award**

The Expert Imaging and Sound Association is the community of 58 technology magazines, websites and social media commentators from 29 countries, specializing in hi-fi, home theatre, photo and video, in-car and mobile electronics. Every year the EISA jury of experts rewards the best products in each class with a coveted EISA Award.

**EISA Award Winning TAMRON Lenses**

The receipt of this prestigious award marks the 26th year TAMRON has won an EISA Award, and the 19th consecutive year since 2006. Plus, this year TAMRON wins two prestigious awards.

Year Awarded	Product Name
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 AF 90mm F/2.8 MACRO [1:1] (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 LD Aspherical [IF] Super II MACRO (Model 371D)
2002-2003	AF28-300mm Ultra Zoom XR F/3.5-6.3 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 LD Aspherical [IF] (Model A16)
2007-2008	AF18-250mm F/3.5-6.3 Di II LD Aspherical [IF] MACRO (Model A18)
2008-2009	AF28-300mm F/3.5-6.3 XR Di VC LD Aspherical [IF] MACRO (Model A20)
2009-2010	AF18-270mm F/3.5-6.3 Di II VC LD Aspherical [IF] MACRO (Model B003)
2010-2011	SP 70-300mm F/4-5.6 Di VC USD (Model A005)
2011-2012	18-270mm F/3.5-6.3 Di II VC PZD (Model B008)
2012-2013	SP 24-70mm F/2.8 Di VC USD (Model A007)
2013-2014	SP 90mm F/2.8 Di MACRO 1:1 VC USD (Model F004) SP 70-200mm F/2.8 Di VC USD (Model A009)
2014-2015	16-300mm F/3.5-6.3 Di II VC PZD MACRO (Model B016) SP 150-600mm F/5-6.3 Di VC USD (Model A011)
2015-2016	SP 15-30mm F/2.8 Di VC USD (Model A012)
2016-2017	SP 85mm F/1.8 Di VC USD (Model F016)
2017-2018	SP 150-600mm F/5-6.3 Di VC USD G2 (Model A022) 18-400mm F/3.5-6.3 Di II VC HLD (Model B028)
2018-2019	28-75mm F/2.8 Di III RXD (Model A036) 70-210mm F/4 Di VC USD (Model A034)
2019-2020	17-28mm F/2.8 Di III RXD (Model A046) 35-150mm F/2.8-4 Di VC OSD (Model A043)
2020-2021	70-180mm F/2.8 Di III VXD (Model A056)

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	28-200mm F/2.8-5.6 Di III RXD (Model A071)
2021-2022	17-70mm F/2.8 Di III-A VC RXD (Model B070) 11-20mm F/2.8 Di III-A RXD (Model B060) 150-500mm F/5-6.7 Di III VC VXD (Model A057)
2022-2023	18-300mm F/3.5-6.3 Di III-A VC VXD (Model B061) 28-75mm F/2.8 Di III VXD G2 (Model A063) 35-150mm F/2-2.8 Di III VXD (Model A058)
2023-2024	20-40mm F/2.8 Di III VXD (Model A062) 50-400mm F/4.5-6.3 Di III VC VXD (Model A067)
2024-2025	<b>70-180mm F/2.8 Di III VC VXD G2 (Model A065)</b> <b>17-50mm F/4 Di III VXD (Model A068)</b>

**About Tamron Co., Ltd.**

TAMRON provides a wide range of original optical products, from interchangeable lenses for digital cameras to various optical devices for both the general consumer and OEM. We make optical products that contribute to a range of different industries and will continue to devote our rich creativity and leading-edge technical prowess to various industrial fields. Furthermore, TAMRON is fully aware of our responsibility to the environment and aspires to help preserve the natural environment in all our business activities.

**Optical Product Line-up:**

Interchangeable lenses for Mirrorless and DSLR cameras, Network Surveillance camera lenses, FA and Machine vision lenses, Teleconferencing lenses, Camera modules, Automotive camera lenses, Lenses for compact digital cameras and video cameras, Drone lenses, Medical devices and Various optical device units.