

June 6, 2024

TAMRON announces a unique tele lens that zooms from 50mm

A class-leading lightweight¹ 6x telephoto zoom lens

50-300mm F/4.5-6.3 Di III VC VXD (Model A069)

June 6, 2024 – Tamron Co., Ltd. (President & CEO: Shogo Sakuraba; Headquarters: Saitama City, Japan; “TAMRON”), a leading manufacturer of optics for diverse applications, announces the launch of the 50-300mm F/4.5-6.3 Di III VC VXD (Model A069), a unique 6x telephoto zoom lens, starting at 50mm on the wide end for added versatility, for Sony E-mount full-frame mirrorless cameras on June 27, 2024.



PRODUCT NAME	DATE OF LAUNCH
50-300mm F/4.5-6.3 Di III VC VXD (Model A069) For Sony E-mount	June 27, 2024

TAMRON's new 50-300mm F4.5-6.3 VC zoom provides a wide 50mm starting option in response to user feedback that “the view angle is somewhat lacking at the wide end” when using a 70-300mm zoom. Although it extends to 300mm at the telephoto end, the 50-300mm F4.5-6.3 VC features an extremely compact size with a length of just 150mm (5.9in) and a class-leading light weight¹ of 665g (23.5oz). In addition, the expert arrangement of special lens elements effectively controls aberrations and produces high image quality throughout the entire 50-300mm zoom range. The lens is equipped with the VXD (Voice-coil eXtreme-torque Drive) linear motor focus mechanism that delivers excellent quietness and agile autofocus performance, while the VC (Vibration Compensation) image stabilization mechanism provides powerful support for every aspect of shooting. At the 50mm wide end, the lens attains an MOD (Minimum Object Distance) of 0.22m (8.7in) for a remarkable maximum

magnification ratio of 1:2. This provides excellent close-range shooting performance that allows users to fully enjoy the world of half-macro shooting. The 67mm filter size is common to many TAMRON lenses for mirrorless cameras for greater enjoyment and convenience when carrying multiple lenses – or even just one during everyday excursions. The 50-300mm F4.5-6.3 VC is packed with features that support an enriched shooting experience, such as Moisture-Resistant Construction, Fluorine Coating, and the connector port for the dedicated TAMRON Lens Utility™ software developed in-house by TAMRON. Turn ordinary, everyday events into memorable shots. This Ultra Multi Focal Length zoom lens empowers users to enjoy serious photography in a user-friendly package and expands the potential for creative expression.

■ Product features

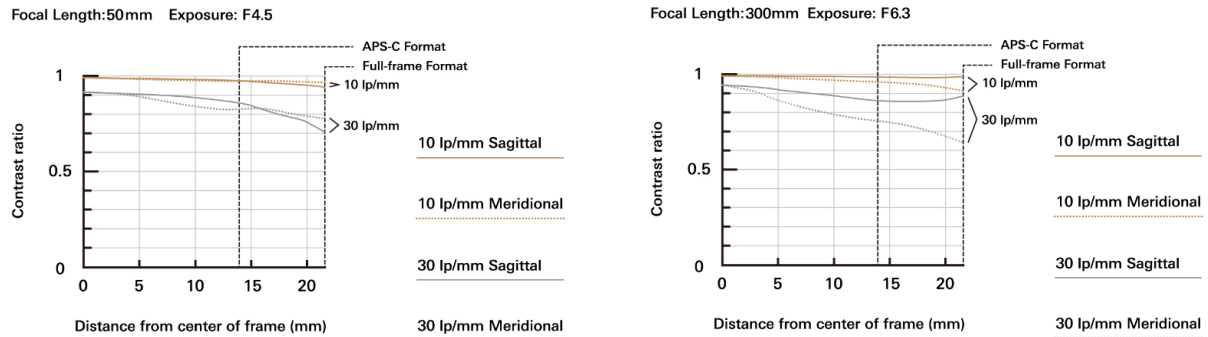
1. Unique telephoto lens with 50mm at the wide end

The 50-300mm F4.5-6.3 VC surpasses the conventional wisdom of 300mm-class telephoto zoom lenses in the 70-300mm focal range by expanding the wide end to 50mm. Catering to this focal length expansion at the wide end instantly opens greater possibilities of photographic expression for users needing a wider focal length. Unlike the conventional 70-300mm lens, this lens starts at 50mm at the wide end and is equipped with the VC mechanism, obtains a truly high image quality within its class and maintains the widely appreciated compactness of earlier products achieving a class-leading compact size with a length of just 150mm (5.9in) and weight of 665g (23.5oz). The compact size also produces outstanding balance when paired with an APS-C camera², with the exceptional mobility that allows the user to concentrate on shooting.

2. Uncompromised optical performance throughout the entire 50-300mm zoom range

The optical construction of the 50-300mm F4.5-6.3 VC includes 19 elements in 14 groups and is optimized for high image quality across the entire zoom range. The generous and expert arrangement of special lens elements, including two XLD (eXtra Low Dispersion) and two LD (Low Dispersion) lens elements, efficiently controls chromatic and other aberrations. TAMRON's BBAR-G2 (Broad-Band Anti-Reflection Generation 2) Coating has been applied to suppress ghosting and flare, allowing the capture of fine details even in backlit situations. The combination delivers stunning clarity and contrast. Creative expression comes to life with uncompromising high resolution from the center to the corner of every image, while beautifully soft bokeh isolates the subject from the background for greater dramatic effect.

<MTF Chart>



3. High-speed and high-precision AF with superb subject tracking performance

The autofocus drive is equipped with TAMRON's VXD linear motor focus mechanism. Users can easily lock in accurate focus from the MOD to infinity thanks to the high-speed and high-precision autofocus system. Additionally, focus tracking is extremely precise allowing users to accurately capture sudden subject movements. The linear motor also suppresses drive noise and vibrations during focusing, making it ideal shooting for both still photos and video in environments that demand quietness.

4. Amazing half-macro shooting with an MOD of 0.22m (8.7in) at the 50mm wide end and a magnification ratio of 1:2

TAMRON's 50-300mm F4.5-6.3 VC is capable of excellent close-range shooting performance. The MOD is 0.22m (8.7in) and the maximum magnification ratio is 1:2 at the 50mm wide end, meaning users can get exceptionally close to a subject to enjoy half-macro shooting. Even at the 300mm wide end, this new zoom attains an MOD of 0.9m (35.4in) with a maximum magnification ratio of 1:3.1. The extraordinary level of versatility lets users highlight the charm of subjects and capture unique compositions only possible with this lens.

5. Equipped with TAMRON's proprietary VC mechanism

The multitalented new 50-300mm F4.5-6.3 VC is equipped with TAMRON's proprietary VC mechanism. This effectively suppresses camera shake that tends to occur when shooting in the telephoto range, when capturing moving objects, or during close focusing, enabling stable results overall. When shooting with an APS-C camera, the full-frame equivalent focal length ranges from 75

to 450mm, and the VC mechanism is especially useful when shooting at the telephoto end. The VC also reduces the degradation of picture quality when shooting in conditions prone to camera shake, such as dimly lit interiors or low-light landscapes. Moreover, at focal lengths up to 100mm, AI (Artificial Intelligence) technologies provide additional compensation with videography in mind.

6. Proprietary software tool TAMRON Lens Utility for lens function customization and firmware updates

7. High convenience and operability

- 67mm filter size, same as most other TAMRON lenses for mirrorless cameras
- Focus Set Button for assigning camera function and TAMRON Lens Utility function
- Enhanced overall lens design for user-friendly operation
- Zoom Lock mechanism

8. Protective features (Moisture-Resistant Construction and Fluorine Coating)

9. Compatible with many camera-onboard features and functions, including Fast Hybrid AF and Eye AF

Note:

1 Among full-frame mirrorless compatible 300mm telephoto zoom lenses equipped with a vibration compensation (As of May 2024: TAMRON)

2 Zoom range when shooting with an APS-C camera: a full-frame equivalent of 75-450mm

SPECIFICATIONS

Model	: A069
Focal Length	: 50-300mm
Maximum Aperture	: F4.5-6.3
Angle of View (diagonal)	: 46°48'-8°15' (for full-frame mirrorless format)
Optical Construction	: 19 elements in 14 groups
Minimum Object Distance	: 0.22m / 8.7in (WIDE), 0.9m / 35.4in (TELE)
Maximum Magnification Ratio	: 1:2 (WIDE) / 1:3.1 (TELE)
VC (Vibration Compensation)	: o
Filter Size	: ϕ 67mm
Maximum Diameter	: ϕ 78mm
Length*	: 150mm (5.9in)
Weight	: 665g (23.5oz)
Aperture Blades**	: 9 (circular diaphragm)
Minimum Aperture	: F22-32
Standard Accessories	: Flower-shaped hood, Front cap, Rear cap
Mount	: Sony E-mount

* Length is the distance from the front end of the lens to the lens mount face.

** The circular diaphragm stays almost perfectly circular up to two stops down from maximum aperture.

Specifications, appearance, functionality, etc. are subject to change without prior notice.

This product is developed, manufactured, and sold based on the specifications of E-mount which was disclosed by Sony Corporation under the license agreement with Sony Corporation.

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.