

19 de Junho 2014

**Tamron anuncia uma nova e inovadora objetiva zoom all-in-one™ desde grande angular a teleobjetiva para DSLR full frame**

## **28-300mm F/3.5-6.3 Di VC PZD (Modelo A010)**

A inovadora objetiva zoom all-in-one™ integra um design ótico de ponta, PZD (Piezo Drive)\*1 e o sistema exclusivo VC da Tamron (Vibration Compensation)\*2, sistema que permite alcançar imagens de qualidade superior num corpo extremamente compacto e leve.

19 de Junho de 2014, Saitama, Japão – A Tamron Co., Ltd. (Presidente & CEO: Morio Ono Sede: Saitama City, Japão), fábrica líder em óticas anuncia o lançamento da objetiva zoom f/3.5-6.3 Di VC PZD (modelo A010) uma inovadora objetiva zoom all-in-one™ para câmeras com sensor full-frame

Desde o lançamento em 1992 da 28-200mm (Modelo 71D), objetiva zoom de alta potência – caracterizada por um design ótico inovador, compacto e leve– A Tamron tem permanentemente aumentado o seu portfolio de óticas de alta qualidade para o benefício dos consumidores.

Ao revolucionar o design ótico com a anterior 28-200mm (modelo A20), a Tamron lança agora uma nova objetiva poderosa para câmeras DSLR full-frame que aumenta a qualidade de imagem, incorpora o sistema PZD (Piezo Drive)\*1— um sistema de motor ultra-sônico de onda estacionária otimizado para um foco AF rápido e silencioso— e o aclamado sistema VC (Vibration Compensation)\*2 surpreendentemente compacto.

Ao apresentar um novo acabamento sofisticado, esta objetiva complementa o desempenho e estilo das DSLR full-frame e fornece as vantagens práticas de uma objetiva zoom all-in-one™.



Designação do produto	Data de lançamento (Japão)
<b>28-300mm F/3.5-6.3 Di VC PZD (Modelo A010) para Canon/ Nikon/ Sony*3</b>	<b>29 de Maio de 2014</b>  <i>Os modelos Canon &amp; Nikon serão lançados simultaneamente no Mercado Japonês, e posteriormente nos outros países.. O lançamento do modelo Sony será anunciado mais tarde.</i>

**Características principais**

- 1. State-of-the-art optical design technology delivers superior image quality**  
The advanced optical construction of this lens includes four elements of LD (Low Dispersion) glass, three Molded-Glass Aspherical elements, one Hybrid Aspherical element, one XR (Extra Refractive Index) glass element, and one element of UXR (Ultra-Extra Refractive Index) glass, which has greater refractive index than XR. The full use of specialized glass elements in its design contributes to making this outstanding lens as compact and lightweight as possible, while minimizing aberrations, resulting in superior image quality. Particularly impressive is the thorough compensation of chromatic aberrations at the telephoto end, yielding images of enhanced clarity and crispness.
- 2. Focus on portability - The lens is now even smaller and lighter**  
In addition to state-of-the-art optical design that facilitates downsizing of the lens body, the mechanical design, which incorporates a highly sophisticated multi-stack-cam layout that takes up far less space, and PZD (Piezo Drive), an autofocus drive system with a simpler, more compact structure, has made it possible to reduce the overall dimensions of this lens compared to the existing Tamron 28-300mm (Model A20). These technologies are the fruit of Tamron's more than 20 years of research and development in the high-power zoom lens field.
- 3. Advanced anti-reflection coating**  
The application of BBAR (Broad-Band Anti-Reflection) coatings for suppressing reflections on lens element surfaces minimizes unwanted flare and ghosting to deliver sharp, crisp, high-contrast images.
- 4. Upgraded cosmetic design – Elegant tungsten silver brand ring**  
Tamron has upgraded the cosmetic design and finish of this lens to create a more sophisticated, high-end look in keeping with the demands of discerning full-frame DSLR users. Employing a sophisticated linear pattern rubber grip on the zoom and focus rings and an elegant tungsten silver name-brand ring, this newly designed model accentuates its visceral presence with understated elegance and class.
- 5. PZD (Piezo Drive) delivers faster, quieter autofocus action**  
The PZD (Piezo Drive)<sup>\*1</sup>, a standing-wave ultrasonic motor system, delivers faster, quieter, more precise action when the autofocus is engaged. The full-time manual focus system is easy and intuitive, enabling quick and convenient manual focus at any time.
- 6. VC (Vibration Compensation)**  
Tamron's acclaimed VC (Vibration Compensation)<sup>\*2</sup> mechanism reduces image blur caused by camera shake to deliver significantly sharper images even when shooting handheld.
- 7. Circular diaphragm facilitates achieving spectacular blur effects**  
Using a circular diaphragm<sup>\*4</sup>, this lens achieves spectacular background blur effects that enable creative use of depth of field.
- 8. Moisture-resistant construction for outdoor shooting**  
Moisture-resistant construction helps prevent moisture from penetrating the lens.

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- \*1 PZD (Piezo Drive) is a standing-wave type ultrasonic motor system developed by Tamron. It delivers outstanding speed and quiet operation in the AF mode. It also provides greater flexibility in design compared with ring-type ultrasonic motors, thus contributing to reduced lens size.
- \*2 VC (Vibration Compensation) is Tamron's proprietary tri-axial image stabilization mechanism.
- \*3 The Sony mount model does not include VC, since the bodies of Sony DSLR cameras include built-in image stabilization functionality. The name of the Sony mount model is "28-300mm F/3.5-6.3 Di PZD" without the VC designation.
- \*4 This circular diaphragm retains a nearly circular shape even at two stops down from its maximum aperture.



### Especificações

Modelo	: A010
Focal	: 28-300mm
Abertura Máxima	: F/3.5-6.3
Ângulo de visión (diagonal)	: 75°23' – 8°15' (formato full-frame) : 52°58' – 5°20' (formato APS-C)
Construção da objetiva	: 19 elementos em 15 grupos
Distância Focus	: 0.49m (19.3 in)
Max. Magnification Ratio	: 1:3.5 (at f=300mm: MFD 0.49m)
Filter Size	: Φ67mm
Maximum Diameter	: Φ74.4mm
Length* <sup>1</sup>	: 96mm (3.8 in)*
Weight	: 540g (19 oz)*
Diaphragm Blade Number	: 7 (circular diaphragm)
Minimum Aperture	: F/22-40
Standard Accessory	: Flower-shaped lens hood
Compatible Mount	: Canon/ Nikon/ Sony

Specifications, appearance, functionality, etc. may change without prior notice.

\*Length and weight are based on figures for the Nikon mount model.

\*1 Length is the distance between the front tip of the lens and the mount face.

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### Detailed Feature Explanation

#### **PZD (Piezo Drive)**

Ultrasonic motors are classified into two types depending on how the energy used to move the drive is generated: traveling-wave motors and standing-wave motors. Traveling-wave motors include the ring-type ultrasonic motor that has been adopted for the SP 70-300mm F/4-5.6 VC USD (Model A005) and other lenses.

On the other hand, the PZD (Piezo Drive) adopted for the 18-270mm F/3.5-6.3 VC PZD (Model B008), the 16-300mm F/3.5-6.3 VC PZD MACRO (Model B016) and the new Model A010 is classified as a standing-wave ultrasonic motor system. The standing-wave ultrasonic motor system utilizes ultrasonic-frequency voltage to extend and turn the piezoelectric (piezoceramic) element, which causes the entire element to vibrate in an "S" pattern known as a standing-wave motion. The vibration of the element generates an elliptic motion at the metal tip, which is attached to the tip of the element and in contact with the rotor. Friction of the metal tip with the rotor caused by this elliptic motion turns the rotor to focus the lens. Innovations to reduce parts and simplify operation also contributed to the lens's reduced size and weight.

#### **VC (Vibration Compensation)**

Tamron's proprietary VC (Vibration Compensation) system uses a three-coil system. This system employs three coils that move the VC lens elements electromagnetically via three ceramic ball bearings. The VC lens elements are held in place only by contact with the ceramic ball bearings, thus achieving smooth movement with little friction. This provides a stable viewfinder image with enhanced image stabilization and excellent tracking performance.

### Acerca da TAMRON Co., Ltd

"New eyes for Industry" (Novos Olhos para a Indústria) é o lema da Tamron como fabricante de uma ampla gama de produtos ópticos originais, desde objetivas intermutáveis para câmaras SLR a vários dispositivos ópticos, tanto para o consumo em geral como para OEM. Tamron fabrica produtos ópticos que contribuem para uma gama de indústrias distintas e continuará a dedicar a sua rica criatividade e perícia técnica de ponta para avançar a tecnologia em várias áreas da indústria. A Tamron está plenamente consciente de sua responsabilidade para com o meio ambiente e aspira a ajudar a preservar o meio ambiente em todas as suas atividades de negócios.

#### Gama de produtos ópticos:

Objetivas intermutáveis para câmaras SLR, câmaras fotográficas digitais, Câmaras de vídeo, Objetivas para CCTV e indústria automotiva, objetivas para câmaras de telemóveis, componentes ópticos de ultra precisão., etc...