

# TAKE A TRIP WITH TAMRON

## Photographer Michael Ayers finds that lightweight lenses make for amazing mobility and great pictures



BOTH IMAGES © MICHAEL AYERS

Tamron is a world leader in lens manufacturing, lauded for optical innovation and excellence, producing high performance, high quality specification lenses. Internationally respected for macro lenses, wide-angle lenses and telephoto lenses, Tamron's new line of "Di" lenses for superior performance with digital SLR cameras is earning honors and praises from around the globe, particularly for their lightweight quality. No one is happier about the new Di line than top wedding photographer Michael Ayers, based in Lima, Ohio, working in partnership with his wife Pam.

"Lens weight and size are paramount to lens choice, definitely in the top ten with quality, warranty, service, value, price, ease of use, sharpness, speed, and zoom length," Ayers says. "I set down my giant medium format cameras years ago for digital cameras and Tamron lenses categorically because the size and weight was a big plus.

"I bought my first Tamron lens 20 years ago when I needed a good wide-angle lens for my 35mm camera," Ayers recalls. "Today, I use many Tamron lenses: SP AF11-18mm F/4.5-5.6 Di II LD Aspherical (IF)—a great lens for large groups and wide angle views of church ceremonies, SP AF28-75mm F/2.8 XR Di LD Aspherical (IF)—my favorite overall lens that I use for almost everything, AF28-300mm F/3.5-6.3 XR Di LD Aspherical (IF)—a lens I take with me when I can only carry one lens— it's pin sharp throughout, and SP AF200-500mm F/5-6.3 Di LD (IF)—my favorite lens for sports and close-ups during a wedding ceremony, or even for astro-photography, SP AF90mm F/2.8 Di 1:1 Macro—my

favorite lens for tight studio portraits, SP AF14mm F/2.8 Aspherical (IF) Rectilinear— my favorite lens for architecture. I have others, but these lenses I use almost every day."

The Tamron SP AF28-75/2.8 XR Di LD Aspherical (IF) Macro, known as a Tamron "Di" is a very fast, all-purpose lens, and although it was manufactured with digital cameras in mind, it is ideal for traditional film cameras as well. It is extremely versatile and very lightweight. When used with an APS-C digital camera, it has the same field of view as a 45-120mm lens would have on a full frame 35mm camera.

"I love the 28-75/2.8 Di so much that I bought two of them so my wife can use this lens at weddings at the same time," says Ayers. "Now we can both shoot candid at the same time."

Ayers has won many awards, including WPPI's 2001-02 International Photographer of the Year and the 2001-02 International Leadership Award at the United Nations (on behalf of the International Photographic Council). He and Pam are pioneers of exotic wedding album layouts such as Pop-Up, Fold-Out and Stand-Up Pages. Together they developed an engineering discipline called Album Architecture, which is now a popular book and video respected by photographers all over the world. These are two very energetic people who have come to depend on the tremendous benefits of their Tamron lenses.

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"Of course quality and value are tops on the list," Ayers says. "But the number one reason that Tamron glass has taken over my camera bag is innovation. Name another lens manufacturer that has a 28-75mm f/2.8 zoom that is just a few inches long, focuses lightning fast, weighs practically nothing, and costs several hundred dollars (not thousands!). Countless other photographers have tried my lenses during demonstrations and workshops and have run out the next day to order their own.

"The best part of what I do has to do with something I don't have to take with me as much," says Ayers. "A tripod. My lenses are so fast and sharp that use of a tripod often slows me down for no reason, so why use it? To me, Tamron optics are the best in the world for reasons stated above, but as a busy studio owner on a budget, I also have to consider cost. I need to be able to count on the reliability of my equipment and any working pro will tell you that back-up lenses are a requirement, not a luxury. There are several of the Tamron lenses that I have purchased two copies of, and the reasonable prices make this possible. I would be foolish to buy more expensive lenses that weigh twice as much and are giant in size," he says.

"I started photographing while I was in the U.S. Navy and later while studying engineering in college," says Ayers. Early on he realized that he really didn't want a career as an engineer stuck sitting in front of a computer screen. "I looked seriously at being a professional photographer. Today, with the advent of digital imaging," he laughs, "I jokingly tell my clients that I have come full circle and now spend most of my life behind a computer screen."

When not behind the computer, Michael and Pam Ayers are always on the go, and while lecturing all across North America, their custom books are continually on display in exhibitions all over the world. Even so, Michael Ayers always seems to find the time needed for every shoot that comes his way.

"Back in May of this year," he says, "I got asked to photograph a semi-professional baseball team in my hometown. The new 200-500mm Tamron zoom lens was the perfect lens for the job. This lens is compact, fast, and the best choice for both infield and outfield action without changing lenses. The newspaper reporter standing next to me was constantly switching his optics around and missing great shots as a result!

"And there are no surgeries in my future," he adds, "thanks to the compact size of Tamron lenses!"

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