# **Tamron's Value Creation Story**

# Tamron's history of growing with society and continuing to create emotion and reassurance

### Becoming a global company providing products around the world **Company History** 1950 1952 1984 1995 1997 2005 2006 2012 2022 The Tamron brand is The Hirosaki Sales subsidiary is Sales subsidiary in Taisei Optical Taisei Optical Company name is Sales subsidiary is Registered with the Bronica Co., Ltd. Production subsidiary Listed on the 1st Production subsidiary Moved to the Prime changed to Tamron established in the established in West Japan Securities in China is China is established section of the Tokyo in Vietnam is Market of Tokyo Equipment registered as a Factory is is acquired Manufacturing is Manufacturing Inc. constructed Co., Ltd. **United States** Germany (at that Dealers Association established \* Expanding to seven Stock Exchange Stock Exchange founded is established \* Tamron now has time) for over-the-counter Group companies through the subsequent three sites in trading Aomori (Hirosaki Namioka and establishment of overseas sales subsidiaries Net sales 2014 Net sales top over 30 over 50 billion yen **70** Tamron achieve record high ne 2002 2004 over 40over 60billion yen in 2019 Hirosaki Factory Factory in Foshan, China Net sales top 20 Net sales top 10 period of lenses for DSLR cameras Compact digital

# **Product History**

# Developing a wide range of products through technologies to develop high precision in lenses

### 1950 Manufacture of cameras and binocular lenses is started

1950

The T mount interchangeable lens mount for SLR cameras is developed 1960





Production of master The Tamron Adapttest plates, ultra-A-Matic range of precision lenses and lenses is developed prisms is started





## Master test plates

Ultra-precision lenses that serve as the standard for all optical lenses. For more than half a century, skillful techniques have been handed down by successive craftspeople, making Tamron one of the few optical manufacturers able to craft master test plates even today.

6x zoom video camera lens is developed

# Varifocal lenses for

CCTVs are developed \* Industry-first

The AF28-200mm

lenses for SLR

(71D) all-in-one zoom

cameras is released

## 2006 Sale of lenses for mobile phones is started

2008 Sale of automotive lenses is started

### 2016 Sale of compact camera modules is started

2017 Sale of drone lenses is started

### 2018 Sale of lenses for medical application is started



VTR-equipped cameras and video camera lenses developed to coincide with the widespread uptake of compact video cameras enjoy brisk sales. These products accounted for 50% of sales at the time













# The beginning of all-in-one zoom lenses

The original model for the all-in-one zoom lens was a rounded piece of graph paper the size of a cigarette packet (The world's smallest and lightest in the world at the time). Starting with this first product, Tamron has made successful advancements with greater focal distances, more compact and lighter designs and new mounting mechanisms, establishing Tamron's position as the go-to manufacturer of all-in-one zoom lenses.



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