

TAMRON lenses awarded with two prestigious 2025-2026 EISA Awards

August 15, 2025 – 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: 28-300mm F/4-7.1 Di III VC VXD (Model A074) for "EISA SUPERZOOM LENS 2025–2026", 90mm F/2.8 Di III MACRO VXD (Model F072) for "EISA MACRO LENS 2025–2026". TAMRON has been honored with EISA Awards for 20 consecutive years. Plus, this year TAMRON wins two prestigious awards.

"EISA SUPERZOOM LENS 2025–2026"



28-300mm F/4-7.1 Di III VC VXD (Model A074)

"EISA MACRO LENS 2025–2026"



90mm F/2.8 Di III MACRO VXD (Model F072)

Excerpt from the Award Citation of the EISA Jury

EISA SUPERZOOM LENS 2025–2026

TAMRON 28-300mm F/4-7.1 Di III VC VXD (Model A074)

The TAMRON 28-300mm is an all-in-one zoom lens for everyone. It lets you capture a wide range of subjects from landscapes at 28mm, through standard shots at 35mm and 50mm, portraits at 85mm and 135mm, to wildlife and sports at 300mm. The lens also has an MOD (Minimum Object Distance) of 0.19m, providing a 1:2.8 magnification ratio for close-ups at its wide 28mm end. Images are impressively sharp in the centre of the frame, aided by the highly effective VC (Vibration Compensation) mechanism. Designed for Sony full-frame mirrorless E-mount cameras, this 10.7x zoom lens is lightweight and compact, at 610g and just 126mm long, making it an ideal travel companion. Its Moisture-Resistant Construction and Fluorine Coating help protect your equipment when shooting outdoors. With a built-in USB Type-C port, users can adjust focus behaviour, assign custom functions, and update firmware via the dedicated Tamron Lens Utility™ software.

EISA MACRO LENS 2025–2026

TAMRON 90mm F/2.8 Di III MACRO VXD (Model F072)

The TAMRON 90mm F/2.8 Di III MACRO VXD is a modern macro lens for full-frame mirrorless cameras from Nikon and Sony that combines high image quality with practical handling. Its optical design delivers very good sharpness right into the corners of the image, even at maximum aperture, supported by effective correction of chromatic aberrations and distortion. With a magnification of 1:1, the lens is ideal for detailed close-ups, but its focal length and speed also make it a very good portrait lens. The fast and quiet VXD (Voice-coil eXtreme-torque Drive) linear motor focus mechanism ensures precise autofocus, even with moving subjects. Thanks to its compact design, Moisture-Resistant Construction and high build quality, the lens is also reliable in outdoor use. The built-in USB Type-C port enables video and photo creators to configure functions like A-B focus, and focus ring behaviour via the TAMRON Lens Utility for PC, Android™ OS smartphones or tablets.

About the EISA Award

The Expert Imaging and Sound Association is the community of 54 technology magazines, websites and social media commentators from 27 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 27th year TAMRON has won an EISA Award, and the 20th 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)

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	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) 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	70-180mm F/2.8 Di III VC VXD G2 (Model A065) 17-50mm F/4 Di III VXD (Model A068)
2025-2026	28-300mm F/4-7.1 Di III VC VXD (Model A074) 90mm F/2.8 Di III MACRO VXD (Model F072)

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. For more details, please visit the official website of Tamron Co., Ltd.

(<https://www.tamron.com/global/>)

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.