

TAMRON Lenses Awarded with Two Prestigious 2026-2027 EISA Awards

August 24, 2026 – 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: 16-30mm F/2.8 Di III VXD G2 (Model A064) for "EISA Wide Angle Zoom Lens 2026-2027", 35-100mm F/2.8 Di III VXD (Model A078) for "EISA Standard Zoom Lens 2026-2027". TAMRON has been honored with EISA Awards for 21 consecutive years. Plus, this year TAMRON wins two prestigious awards.

"EISA Wide Angle Zoom Lens 2026-2027"



16-30mm F/2.8 Di III VXD G2 (Model A064)

"EISA Standard Zoom Lens 2026-2027"



35-100mm F/2.8 Di III VXD (Model A078)

Excerpt from the Award Citation of the EISA Jury**EISA Wide Angle Zoom Lens 2026-2027****TAMRON 16-30mm F/2.8 Di III VXD G2 (Model A064)**

The TAMRON 16-30mm F/2.8 Di III VXD G2 (Model A064) is an outstanding ultra wide-angle zoom that combines excellent optical performance with remarkable portability. Expanding the zoom range while maintaining a compact, lightweight design, it delivers consistently sharp, high-contrast images across the frame and throughout the focal range. Its fast, constant F2.8 aperture, rapid and accurate VXD (Voice-coil eXtreme-torque Drive) linear motor focus mechanism, and close-focusing capability make it equally at home with landscapes, architecture, interiors, travel, video and creative close-up photography. Moisture-Resistant Construction, internal zoom mechanism and compatibility with TAMRON Lens Utility™ application further enhance its versatility, make this lens an exceptional choice for demanding photographers and content creators alike.

EISA Standard Zoom Lens 2026-2027**TAMRON 35-100mm F/2.8 Di III VXD (Model A078)**

The TAMRON 35-100mm F/2.8 Di III VXD (Model A078) is a compact standard zoom lens designed for full-frame Sony E-mount and Nikon Z mount mirrorless cameras. It covers the focal lengths that are most commonly used in portrait photography, 35mm, 50mm, 85mm, and 100mm, while maintaining a relatively fast F2.8 aperture throughout. The VXD linear motor focus mechanism operates extremely effectively, supporting Hybrid AF and Eye AF systems. The lens has a very high resolution at both the centre and edges of the frame, while delivering beautifully smooth bokeh. Other practical features include Moisture-Resistant Construction and a USB Type-C Connector Port which allows for customization and firmware updates via the TAMRON Lens Utility application.

About the EISA Award

The Expert Imaging and Sound Association is a collaboration between 54 of the most respected international specialist CE magazines, websites and journalists, all delivering regular and independent technical reviews on new products while embracing the full sphere of consumer electronics.

Contributing members now extend beyond Europe to over 30 countries, including the USA, Canada, Australia, Japan, Hong Kong and India, pooling their experience as part of one or more of EISA's five Expert Groups: Photography, Mobile Devices, Hi-Fi, Home Theatre & Vision and In-Car Electronics.

EISA Award Winning TAMRON Lenses

The receipt of this prestigious award marks the 28th year TAMRON has won an EISA Award, and the 21st 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)

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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) 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)
2026-2027	16-30mm F/2.8 Di III VXD G2 (Model A064) 35-100mm F/2.8 Di III VXD (Model A078)

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.