

July 31, 2024

TAMRON announces the launch of the 10.7x all-in-one zoom lens

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

July 31, 2024 – Tamron Co., Ltd. (President & CEO: Shogo Sakuraba; Headquarters: Saitama City, Japan; “TAMRON”), a leading manufacturer of optics for diverse applications, announces the launch of the 28-300mm F/4-7.1 Di III VC VXD (Model A074), a 10.7x all-in-one zoom lens for Sony E-mount full-frame mirrorless cameras on August 29, 2024.



PRODUCT NAME	DATE OF LAUNCH
28-300mm F/4-7.1 Di III VC VXD (Model A074) For Sony E-mount	August 29, 2024

The TAMRON 28-300mm F4-7.1 VC is an all-in-one zoom lens for Sony E-mount full-frame mirrorless interchangeable lens cameras. This lens covers a broad focal length range from 28mm wide-angle to 300mm telephoto with superior imaging performance. It achieves a zoom ratio of 10.7x with a length of just 126mm (5in) and weighs only 610g (21.5oz). The lens is equipped with the VXD (Voice-coil eXtreme-torque Drive) linear motor focus mechanism, enabling it to focus quickly and accurately throughout the entire zoom range. The lens also features TAMRON’s VC (Vibration Compensation) mechanism to ensure sharp hand-held images when shooting at the 300mm telephoto end and in low-light conditions. With an MOD (Minimum Object Distance) of 0.19m (7.5in) and a maximum magnification ratio of 1:2.8 at the wide end, the lens allows users to enjoy the world of wide macro photography. And it includes the Focus Set Button and a connector port for the dedicated TAMRON Lens Utility™ software independently developed by TAMRON to expand the scope of expression for

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still images and video. The lens features Moisture-Resistant Construction, and the front element has a protective Fluorine Coating. The new 28-300mm F4-7.1 VC lets users take photos in an extremely wide range situations with just one lens.

PRODUCT HIGHLIGHTS**1. 10.7x zoom lens for full-frame mirrorless cameras that covers the focal length range from 28mm wide-angle to 300mm telephoto**

The greatest feature of the 28-300mm F4-7.1 VC is its 10.7x zoom focal length range. In response to users stating that 200mm is not quite long enough at the telephoto end for an all-in-one zoom lens, TAMRON has extended the focal length to 300mm. Exceptionally portable, the lens features a highly compact design. This single lens enables shooting in all situations in everyday life and during travel, including landscapes, snapshots, portraits and sports photography. It's an extremely versatile lens that lets users take photos in any situation of any subject without changing lenses.

2. Outstanding imaging performance

This new TAMRON zoom has an optical construction of 20 elements in 13 groups. It includes one XLD (eXtra Low Dispersion) lens element and an LD (Low Dispersion) lens element to efficiently control aberrations such as chromatic aberration. The BBAR-G2 (Broad-Band Anti-Reflection Generation 2) Coating suppresses ghosting and flare, producing clear images even in backlit conditions. It boasts best-in-class image quality as an all-in-one zoom lens for full-frame mirrorless interchangeable lens cameras.

3. Lightweight and compact lens body

Despite covering a 10.7x focal length range from 28mm wide-angle to 300mm telephoto, the lens is very compact, with a length of only 126mm (5in) and a weight of 610g (21.5oz). Small and versatile, it can be casually carried anywhere, and users are unlikely to tire even after long hours of shooting. It's ideal for people who want to carry a smaller camera bag. Additionally, the lens makes it easy to frame accurately when shooting still and moving images while zooming in and out, such as sports and wildlife, and is designed to be comfortable to use.

4. Equipped with VXD, TAMRON's top-class linear motor focus mechanism

The 28-300mm F4-7.1 VC is equipped with the VXD autofocus drive that includes TAMRON's

premium linear motor focus mechanism to ensure that the focus is attained quickly and accurately throughout the 10.7x zoom range. Upending the stereotype of all-in-one zoom lenses having slow autofocus, its nimble operation allows users to capture more fleeting photo opportunities. The quietness supports photography and videography in conditions that require silence.

5. TAMRON's proprietary VC mechanism

Although it's compact, the 28-300mm F4-7.1 is equipped with TAMRON's proprietary VC mechanism that lets users take steady photos, especially at the 300mm telephoto end of its broad 10.7x range. VC effectively suppresses camera shake that often occurs when shooting in the telephoto range or under low-light conditions, thereby helping users take sharp photos without a tripod.

6. Proprietary software tool TAMRON Lens Utility for lens function customization and firmware updates

7. High convenience and operability

- 67mm filter size, same as most other TAMRON lenses for mirrorless cameras
- Focus Set Button for assigning camera function and TAMRON Lens Utility function
- Enhanced overall lens design for user-friendly operation
- Zoom Lock mechanism

8. Protective features (Moisture-Resistant Construction and Fluorine Coating)

9. Compatible with many camera-onboard features and functions, including Fast Hybrid AF and Eye AF

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SPECIFICATIONS

Model	: A074
Focal Length	: 28-300mm
Maximum Aperture	: F4-7.1
Angle of View (diagonal)	: 75°23'-8°15' (for full-frame mirrorless format)
Optical Construction	: 20 elements in 13 groups
Minimum Object Distance	: 0.19m / 7.5in (WIDE), 0.99m / 39in (TELE)
Maximum Magnification Ratio	: 1:2.8 (WIDE) / 1:3.8 (TELE)
VC (Vibration Compensation)	: o
Filter Size	: φ67mm
Maximum Diameter	: φ77mm
Length*	: 126mm (5in)
Weight	: 610g (21.5oz)
Aperture Blades**	: 9 (circular diaphragm)
Minimum Aperture	: F22-40
Standard Accessories	: Flower-shaped hood, Front cap, Rear cap
Mount	: Sony E-mount

* Length is the distance from the front end of the lens to the lens mount face.

** The circular diaphragm stays almost perfectly circular up to two stops down from maximum aperture.

Specifications, appearance, functionality, etc. are subject to change without prior notice.

This product is developed, manufactured, and sold based on the specifications of E-mount which was disclosed by Sony Corporation under the license agreement with Sony Corporation.

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.

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.