

TAMRON lenses awarded with two prestigious 2023-2024 EISA Awards

August 17, 2023, Saitama, Japan - Tamron Co., Ltd. (President & CEO: Shiro Ajisaka), 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: 20-40mm F/2.8 Di III VXD (Model A062) for "EISA WIDEANGLE ZOOM LENS 2023-2024," 50-400mm F/4.5-6.3 Di III VC VXD (Model A067) for "EISA TELEPHOTO ZOOM LENS 2023-2024". TAMRON has been honored with EISA Awards for 18 consecutive years. Plus, this year TAMRON wins two prestigious awards.

"EISA WIDEANGLE ZOOM LENS 2023-2024"



20-40mm F/2.8 Di III VXD (Model A062)

"EISA TELEPHOTO ZOOM LENS 2023-2024"



50-400mm F/4.5-6.3 Di III VC VXD (Model A067)

Excerpt from the Award Citation of the EISA Jury

EISA WIDEANGLE ZOOM LENS 2023-2024

20-40mm F/2.8 Di III VXD (Model A062)

This zoom lens for Sony E-mount mirrorless cameras provides a focal-length range from 20mm wideangle to 40mm standard. It delivers very high image quality, with a fast F/2.8 aperture across the entire zoom range. The optical construction corrects and minimises image aberrations, while the compact and lightweight build makes this lens ideal for use on a gimbal or in a video rig. The autofocus system is powered by a VXD linear motor that delivers fast focusing and accurate tracking of moving subjects. At the 20mm setting, the minimal focus distance is just 17cm, which allows for striking wideangle close-up shots. As with other new TAMRON models equipped with a USB-C port, the TAMRON Lens Utility software allows users to customise lens functions and update firmware.

EISA TELEPHOTO ZOOM LENS 2023-2024

50-400mm F/4.5-6.3 Di III VC VXD (Model A067)

This versatile telephoto lens offers an 8x zoom ratio ideal for travel, wildlife and sports photography. The lens excels at close-ups, with a minimum focusing distance of 25cm at 50mm and exceptional half-macro capability with a magnification ratio of 1:2. It also delivers impressive performance at 400mm, with a minimum focusing distance of 1.5m and a 1:4 magnification ratio. The VXD linear motor ensures fast and accurate autofocus, while TAMRON's VC image stabilisation remains effective even at maximum zoom. Superior engineering and special lens elements deliver outstanding image quality with sharp contrast, all in a highly portable form. Users can customise functions and update firmware using the USB-C port and the TAMRON Lens Utility software.

About the EISA Award

The Expert Imaging and Sound Association is the community of 59 technology magazines, websites and social media commentators from 30 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 25th year TAMRON has won an EISA Award, and the 18th 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) 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)

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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)

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, Surveillance camera lenses, FA and Machine vision lenses, Video conference lenses, Camera modules, Automotive lenses, Digital still camera lenses, Camcorder lenses, Drone lenses, and Lenses for medical applications.