

FOR IMMEDIATE RELEASE
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3 successive years of winning! Tamron AF28-300mm F/3.5-6.3 XR Di VC LD Aspherical (IF) MACRO Wins EISA Award – European Consumer Lens of the Year

The AF28-300mm F/3.5-6.3 XR Di VC LD Aspherical (IF) MACRO (Model A20), an ultra-high power zoom lens featuring Tamron’s Vibration Compensation mechanism, with the unique three-coil system has been selected as the winner of the **EISA Photo Award – EUROPEAN CONSUMER LENS 2008-2009.**

Tamron’s “VC” lenses delivers as extremely stable viewfinder image with excellent tracking. It covers the long distance 300mm which is equivalent to 465mm when taken with APS-C format

(Award Citation of the EISA Jury)

The Tamron AF28-200mm f/3.5-6.3 XR DI VC LD acts like a much faster lens than it appears to be at first sight. The Vibration Compensation system enables use of slower-than-usual shutter speeds- it’s a joy being able to shoot pictures handheld that are perfectly sharp with 1/60 sec at 300mm. Besides, there is less need to use a flash, which leads to more natural images in many situations.

Because of its enormous zoom range with Vibration Compensation, this is the ideal lens for sports and nature, for photographers using either full frame or APS-C sensor cameras.

About the EISA Awards

EISA Awards are presented each year to the best products in photographic, audiovisual, video, and mobile product categories as voted by the EISA (European Imaging and Sound Association) panel consisting of editors-in-chief and technical editors of about 50 leading and influential magazines in 18 European countries that specialize in photography, audio, video and mobile electronic products. The EISA award is recognized as one of the most prestigious awards a product can receive in its specific category.

EISA Awarded Tamron Lenses

Award Year	Products
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 AF90mm 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 Aspherical (IF) Super-II (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 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)

Tamron products are distributed in Canada by Amplis Foto Inc.

Amplis Foto is celebrating its 25th anniversary as a leading photographic marketing and distribution company.

About Amplis

Amplis Foto Inc., established in 1983, is a marketing and distribution company dedicated to serving the advanced amateur and professional imaging markets. Located in Markham, Ontario, Amplis Foto has sales representation across Canada to support over 600 stocking dealers with exclusive distribution rights for over 20 product lines including: Broncolor, Gitzo, Hahnemühle, Kata, Manfrotto, Photoflex, Tamrac and Tamron.

For additional information, please contact us at: info@amplis.com