

# TAMRON SP-LENSES: SIMPLY EXCELLENT!

TAMRON SP 35MM F/1.8 DI VC USD (MODEL F012)



TAMRON SP 45MM F/1.8 DI VC USD (MODEL F013)



## 5 YEAR WARRANTY

Tamron lenses have always been known for their exceptional quality. It is for this reason that Tamron offers a free extended warranty of 5 years if the product is successfully registered within two months of the date of purchase.



## TAMRON UK

Imported into UK and Ireland by Intro 2020 Ltd. Priors Way, Maidenhead, Berkshire SL6 2HP  
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# THE TAMRON SATISFACTION GUARANTEE



We are convinced of the exceptional high quality of these 2 x new SP-series lenses, and we would like you to see that for yourself. The Tamron satisfaction guarantee gives you the option to use and test your newly acquired SP lens for a period of 60 days. If, after the 60 day period you are not satisfied with the lens, you will receive a full purchase price refund from your supplying dealer.

Lens \_\_\_\_\_ Serial No. \_\_\_\_\_

Purchase Date, Dealer \_\_\_\_\_

Return possible to \_\_\_\_\_

In case of return, please briefly state why:

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Name of owner \_\_\_\_\_

Date, Signature \_\_\_\_\_

**\* Please read our Return Policy:**  
The Tamron satisfaction guarantee applies to new 35mm and 45mm SP lenses only. This campaign starts on 01.04.2016 and is limited. The return must be made within 60 days of purchase. Latest possible date of purchase is the 31.05.2016. Return is only possible with the original invoice of the product and only at the dealer where the lens was originally purchased. Excluded from the return are defective lenses, which have been damaged by one or more of the following events: Deliberate or unintentional wrong use, inappropriate use or alterations to the product, misuse of product for other than its intended purpose, faulty repair or servicing by any third party not authorised by TAMRON, inappropriate storage, use under extreme conditions, external force (such as caused by a fall or jolt), sand, dirt, liquids or inappropriate handling in transport, wear and tear caused by extraordinarily frequent but otherwise proper use. For inquiries, please contact sales@intro2020.co.uk

SP 35mm F/1.8 Di VC USD (Model F012)  
SP 45mm F/1.8 Di VC USD (Model F013)

# BUILT TO IMPRESS



Introducing two new F/1.8 fast-aperture fixed focal length lenses with superior optical performance and unprecedented close-focusing capability integrated with VC (Vibration Compensation).



**TAMRON**  
www.tamron.co.uk



## WHY F/1.8 IS THE BEST CHOICE FOR YOUR PRIME LENS?

It was particularly important for Tamron to perfectly balance between sharpest images and a soft bokeh in the development of the new SP-series. Therefore, our new prime lenses deliver impressive sharpness at full aperture. In addition, the aperture F/1.8 enabled a much lighter and more compact design, without compromising on performance or quality.

Fast, bright lenses provide many advantages in photography, but the actual and effective difference between F/1.4 and F/1.8 aperture is only 2/3 stop. Therefore - F/1.8 even in low light conditions when combined with VC image stabilisation & modern camera sensors delivers significant benefits.

## THE ADVANTAGES OF THE NEW TAMRON PRIME LENSES AT A GLANCE:

- Perfectly balanced design for sharpest images and a beautiful bokeh even at maximum aperture F/1.8
- Compact and lightweight design for great hand-held shooting in any situation

## IMAGE COMPARISONS WITH F/1.4 AND F/1.8 APERTURES:

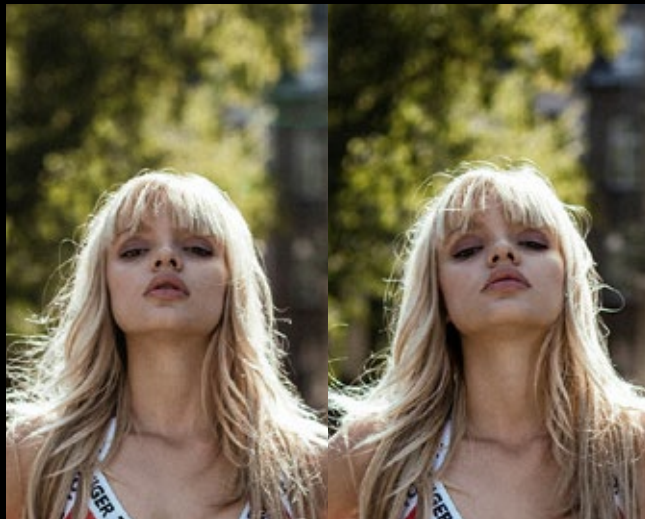


Image shot with 35mm, F/1.4  
(Lens of a competitor)

Image shot with 35mm, F/1.8  
(Tamron SP 35mm Di VC USD)

## FIXED FOCAL LENGTH WITH IMAGE STABILIZATION – WHY IS THIS SO IMPORTANT?

Tamron's VC-system (Vibration Compensation) is an essential part of the new SP-series lenses. Modern cameras with high resolution sensors are more prone to blur caused by camera movement due to the higher density of pixels. This led us to examine the design for these lenses and the importance of including VC image stabilization. The VC-system has proved its ability to maximize the cameras' performance.

In addition, you gain up to four f-stops with the VC image stabilization when shooting hand-held, even in low light conditions and with a stable viewfinder image at any time.

## THE ADVANTAGES OF TAMRONS OWN IMAGE STABILISATION SYSTEM AT A GLANCE:

- Images taken with the latest generation of ultra-high-resolution cameras can show even the slightest shake when shooting hand-held. Our VC system helps eliminate blur, delivering outstanding results.
- With the Tamron VC image stabilizer you gain up to four f-stops, allowing perfect shooting in low light conditions.

## FOCUS WITHOUT COMPROMISE THANKS TO VC – A 50-MEGAPIXEL IMAGE IN DETAIL:



50-Mpx-Image shot with Tamron SP 35mm  
(15% of the original size, 300 dpi)

50-Mpx-Image shot with Tamron SP 35mm  
(100% of the original size, 300 dpi)

## EXTREMELY CLOSE FOCUS – WHAT DOES THIS MEAN?

The minimum shooting distance (MOD) with the Tamron SP 45mm is only 29 cm, the Tamron SP 35mm is even less at only 20 cm. This enables you to focus at a very short distance and opens up a new world of creative possibilities for picture composition, without having to compromise on image quality.



### Unique shooting possibilities:

Even at only 20 cm distance from the subject, the SP 35mm offers the highest image quality and may therefore be characterized as a wide-angle macro lens.

## LENS COATING IS VERY IMPORTANT

Not only does the lens design influence the imaging performance, the lens coating also plays an important role. Tamron uses the most modern coating techniques for the new SP-series to make your photos stand out. The special e-Band coating ensures excellent anti-reflective properties and Tamron's special flourine coating protects the front lens from dust, water and oil.

## SPLASH PROTECTION!

The lens barrel is carefully sealed to protect the technology inside from dust and moisture penetration and resulting damage. Even under adverse conditions, outdoor photographers are able to continue working with the new SP-series.

