

# TAMRON

MAGAZINE  
Edition 1  
Summer 2016

## ENDURANCE TEST ON THE HIGH SEAS: SP 85mm F/1.8

Thomas Kettner on  
an extreme mission  
on the South African Coast

## FASCINATING MACRO:

Discover the world of small things  
with Wil Mijerdie

## GLOBETROTTER:

Travelling through Asia  
the 22 places Bloggers



Cover Photo: Thomas Kettner  
Tamron SP 85 mm F/1.8



Focal length: 35 mm · Exposure: F/1.8 · 1/60 sec. · ISO 800

# SP35<sub>mm</sub> F/1.8 VC

## THE NEW SP SERIES FOR A NEW ERA OF SLR PHOTOGRAPHY

- Perfect balance for the sharpest objects and a beautiful Bokeh, even with the aperture F/1.8 open
- Tamron's VC image stabilisation lasts up to four aperture stops and thus permits perfect pictures, even in poor lighting conditions
- The extremely short shooting distance allows focussing from a very close distance. This opens a whole new world full of creative possibilities

For Canon, Nikon, Sony  
(model for Sony without image stabiliser)

Di: For digital APS-C and full format SLR cameras



**TIPA AWARDS**  
"Best Prime Lens"  
TAMRON  
SP 35 mm F/1.8 VC



**TAMRON** [www.tamron.co.uk](http://www.tamron.co.uk)



# EDITORIAL



Dear Readers,




This is the very first issue of the Tamron magazine – and I hope you like it! Within the pages you will find interesting photography tips and numerous ideas for your Tamron lenses, from exciting views into the work of professional photographers to personal projects from our fans. The focal point will always be the passion for great photography.

This passion is reflected in Tamron lenses. With the new SP series, our engineers have created first class photographic tools and the fixed focal lengths SP 35 mm, SP 45 mm and SP 85 mm have raised the bar when combining excellent photo quality, high luminous intensity, image stabilisation and compact dimensions. See for yourself on the following pages how you can create these beautiful pictures.

Enjoy looking at our magazine and keep taking your own amazing photos.

Sincerely,

  
Leonhard Steinberg  
Marketing Manager, Tamron Europe

## CONTENT

TAMRON MAGAZINE # 1  
SUMMER 2016

- 04 HIGHLIGHTS**  
The most beautiful shots taken by Tamron photographers
  
- 08 NEWS**  
Tamron News
  
- 12 SP 85MM F/1.8: ENDURANCE TEST ON THE HIGH SEAS**  
Thomas Kettner on extreme mission on the South African Coast
  
- 18 TECHNOLOGY: SP SERIES**  
Super Performance: Optical and functional top performance
  
- 20 FASCINATION MACRO**  
Discover the world of small things with Wil Mijerdie
  
- 22 INTERVIEW: PHILIP RUOPP**  
Photo tips by a professional sports and action photographer
  
- 26 TRAVEL ZOOMS**  
A lot of focal length, endless motifs – the perfect holiday lenses
  
- 28 GLOBETROTTER**  
Travelling through Asia with the 22places Bloggers
  
- 32 MY PROJECT**  
Tamron graphic artist Michael Selbst fulfills a dream in New York
  
- 34 PREVIEW, LEGAL NOTICE**

**BECOME A TAMRON  
FAN ON FACEBOOK!**

[facebook.com/TamronUK](https://www.facebook.com/TamronUK)

## TAMRON BLOG

News, Interviews and reports from the world of Tamron can also be found online.



<http://www.tamron.eu/de/magazin/blog/>

## LONG LIVE SLOWNESS

The eye barely notices the small snail in the moist moss. Photographer Wil Mijer watched the amazing climbing efforts of the tiny animal with fascination before choosing the perfect shot.

Using the new telemacro macro SP 90 mm F/2.8, she placed it into the perfect scene in front of a supersoft Bokeh.

Shot details:  
SP 90 mm F/2.8,







# GOLDEN BLOSSOMS

A tiny copper butterfly suns itself in the early morning sunlight on beautiful yellow blossom.

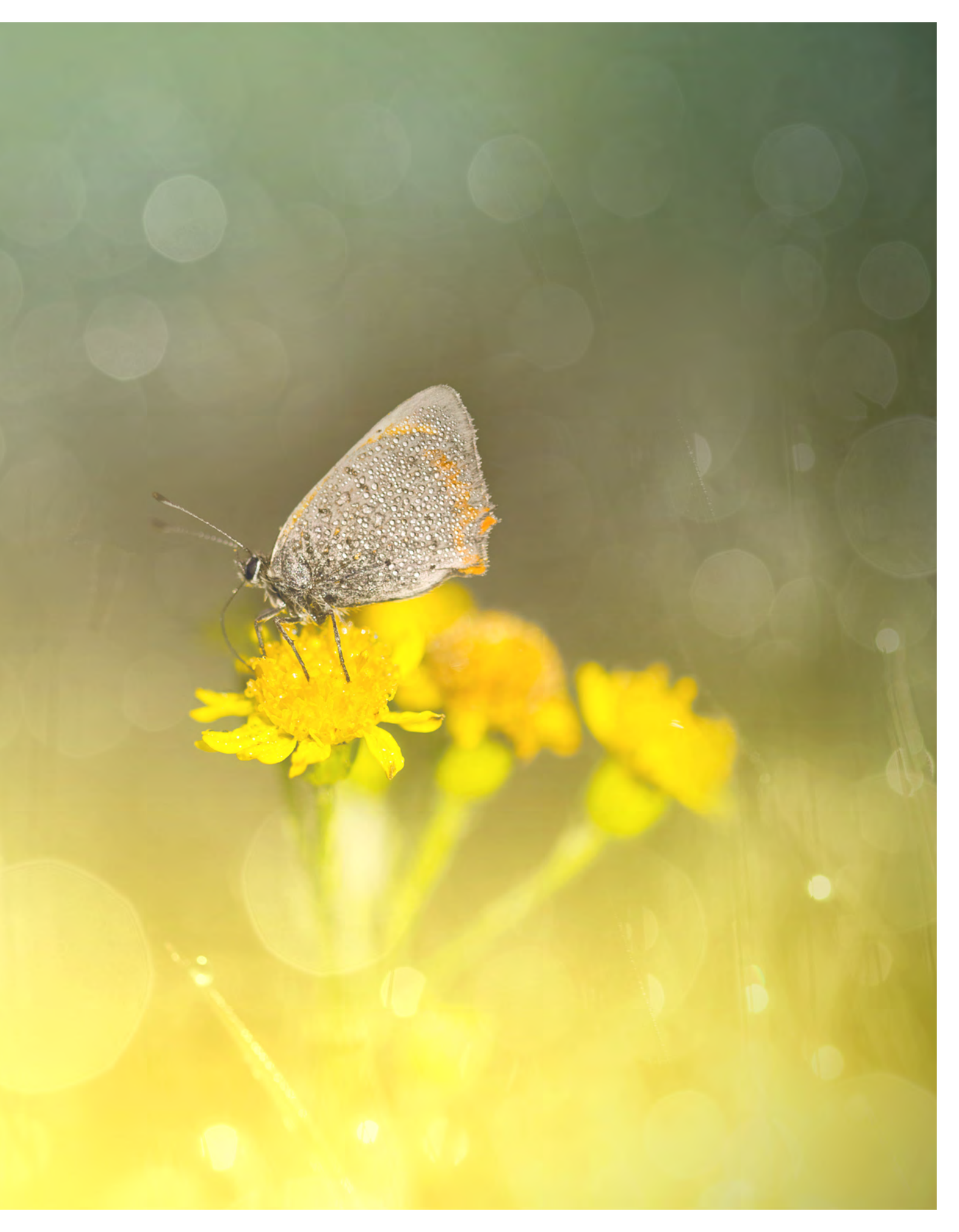
This is the perfect moment to take a picture of this still sluggish insect in the atmospheric backlight.

The combination of a large focal aperture, telephoto lens and short shooting distance lets the sparkling dew drops be-



Shot details:  
SP 90 mm F/2.8,







## SP 85 MM F/1.8 AND SP 90 MM F/2.8 EXPAND THE TAMRON SP SERIES

This is an impressive result! Tamron is expanding last year's newly introduced SP series with two fast new products: With the SP 85 mm F/1.8 Di VC USD you can take portraits unlike ever before and the SP 90 mm F/2.8 Di Macro 1:1 VC USD is the latest model of Tamron's 90 mm macro legend.

Both lenses offer superior optical performance by using high quality glass elements in combination with a new VC image stabiliser and a modern VC ultrasound autofocus (USD). Its elegant design underlines the high

image performance and the intuitive operation of weather-resistant sealed lenses. Thanks to the fluorine coating on the front lens, moisture, as well as oil and grease can easily be wiped off.

The "XY shift" function of the VC image stabiliser supports and increases the stabilisation in every photography situation and brings along a significant improvement of the image quality and sharpness.



### TIPA: TAMRON AWARDED

The association of worldwide leaders in photographic media, the Technical Image Press Association (TIPA), awarded Tamron twice this year: the **SP 35 mm F/1.8 Di VC USD** (left) won the category "Best DSLR fixed focal length" and the **18-200 mm F/3.5-6.3 Di II VC** won first place in the category "Best DSLR lens for beginners".

## NEW: TAMRON TAP-IN CONSOLE

Why would you need a TAP-in console? This may be a question that is posed by many Tamron photographers. The answer is simple: With this accessory, you will be able to update the firmware of the lens via the computer for the very first time as well as make individual adjustments. Up until now, this was only possible on site at the Tamron Service Center.

The parameters that are individually configurable include (depending on the lens):

- Focus adaptations
- Setting the focus limiter
- Optimising the manual focus function
- Adjusting the VC image stabiliser.

These TAP-in consoles will be initially available for compatible Lenses\* with Canon and Nikon adapters. A version for Sony will be available at a later date. In order to use this console, you must install the free Tamron TAP-in utility software on your computer (PC/Mac). The console is connected to the computer via a USB cable. In order to be able to download the latest firmware updates, you must also have an active internet connection.

\* Compatible lenses (Status: June 2016):  
SP 45 mm F/1.8, SP 35 mm F/1.8,  
SP 85 mm F/1.8 and SP 90 mm F/2.8



### TAMRON BLOG

News, Interviews and reports from the world of Tamron can also be found online.



<http://www.tamron.eu/de/magazin/blog/>



85 mm, 1/1600 sec., F/2.8, ISO 200

# ON HIGH SEAS

Fashion photographer Thomas Kettner encountered towering waves and the smell of diesel as he battled the elements in South Africa. He put the new SP 85 mm F/1.8 Di VC USD through it's paces on the high seas . . .









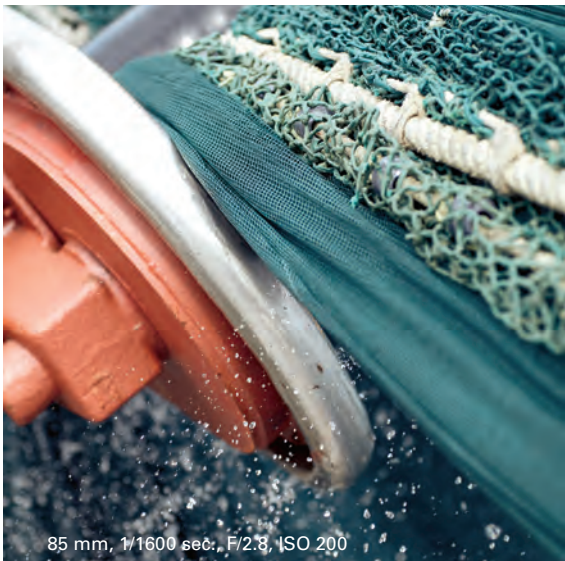
85 mm, 1/2000 sec., F/4, ISO 100



85 mm, 1/125 sec., F/3.5, ISO 200



85 mm, 1/1600 sec., F/2.8, ISO 200



85 mm, 1/1600 sec., F/2.8, ISO 200



85 mm, 1/1600 sec., F/2.8, ISO 200

**Pure Adventure:** Thomas Kettner from Hamburg tested the new SP 85 mm F/1.8 in extreme conditions. Along with three models, he accompanied the crew of a fishing boat fishing in rough seas in the South African Coast for 48 hours. The lens worked flawlessly, even in the most extreme conditions.





*"WE KEPT TRAVELLING FURTHER AND FURTHER OUT TO SEA. THE SHIP FELT AS IF IT HAD BEEN COATED IN SLIPPERY COLD FILM!"*

**C**rystal clear images and a breathtaking Bokeh – this is the promise Tamron gives for the new SP 85 mm F/1.8. What does this mean in "real" life? How far can you really go with the SP 85 mm F/1.8? Thomas Kettner, fashion photographer from Hamburg, wanted to get to the bottom of this and received even more answers than he expected out on the open sea during a fashion report. Along with three models, this smooth, shrewd pro set out to sea for a night of fishing with a trawler.

"This was one of my greatest adventures as a photographer", says Kettner, who looks back on 30 years of experience. "I did not grasp the scope of this until we stored our equipment in the belly of this diesel-reeking ship. It was really tight and confined on board and very, very dark. And extremely dirty."

Kettner and his small team accompanied the crew of the trawler for 48 hours. "The conditions at sea were merciless. Looking back, this may have been the perfect location to extensively test the quality of the lens in every respect."

### Extreme Experiences

The light conditions alone could not have been any more extreme from the day into the night. Also, the climate varied from humid and hot to humid and cold. Then you add the sea, a cold wind, salty air, the stench of diesel. "I was very impressed by how the crew performed this dangerous work as if choreographed by an invisible hand" states Kettner. Whenever the work on deck slowed down, the photographer took the opportunity to position the models appropriately in front of this authentic backdrop. "We went further and further out to sea and it became

uncomfortably cold and everything was damp. The ship was coated in a slippery, cold film. We were all safely secured with a harness and a rope. Slipping could have resulted in a fatality."

### Wetness and Dirt

Kettner was able to capture the concentrated atmosphere on board in mesmerising photographs by means of the SP 85 mm F/1.8. "During this report, structures played an important role. I wanted to show expressive people performing an obviously dangerous and strenuous type of work. The wetness, the dirt, the bad lighting, a lot of movement. All this should be reflected in the photos as well."

The SP 85 mm used this chance to prove that it is more than capable to conquer these challenges: It is elaborately sealed, it provides the necessary luminous intensity and it is fitted with an integrated image stabiliser.

### PROFILE: SP 85MM F/1.8

"This lens is a really big surprise for me! The sharpness is awesome. It is well made, very handy and not too heavy. The autofocus is superfast and the Bokeh is beautiful. I can use this lens like a painter who uses his brush to set sharpness and blurriness."

Thomas Kettner, Photographer

Focal length	85 mm
Luminous intensity	F/1.8
Length	80.8 mm
Weight	480 g
Minimum object distance	31.50 in
Illustration ratio	1:7.2



85 mm, 1/60 sec., F/2, ISO 6400



## INTERVIEW ON YOUTUBE!

Watch the entire interview with Thomas Kettner on Tamron's Youtube channel.

<https://www.youtube.com/watch?v=dzhcrq8KDC0>



# "THE LENS EFFORTLESSLY SURVIVED ALL EXERTIONS, THE SALT WATER, THE RAIN AND THE DIRT."

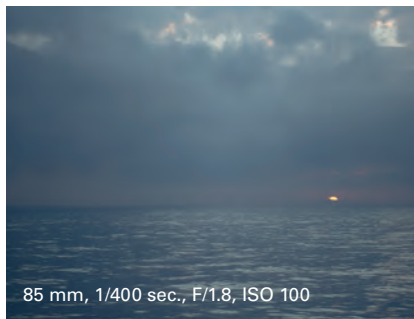
Kettner was able to thoroughly test these technical equipment features in real life. "We wanted to see how this lens would fare in the most extreme conditions." During the choppy ride, he did not have the opportunity to view the photos in detail. Kettner had to rely solely on his experience and intuition during this shooting. Only after he stepped foot on land once more, he took a close look at the images.

His conclusion could not be any more

positive: "The sharpness and precision of this lens never cease to amaze me", he declared. "As I often had to steady myself with my left hand, I was forced to take one-handed photographs. The high luminous intensity of the F/1.8 allowed me to achieve short aperture closing times like 1/500 or 1/1,000 seconds, even in the dark. This is how I was able to ensure that these images would be sharp precisely to the point." Sometimes, when exposure times longer than 1/90 seconds were necessary, the advantages of the image stabiliser became evident; it balanced inadvertent camera movements and thus contributed to sharper images. Kettner: "The autofocus adjusted itself reliably and precisely in every situation. It reacted so quickly and quietly that I was stunned in the beginning."

### More than a Portrait Lens

The large F/1.8 open aperture and the short close-up adjustment limit of 80 centimeters allows a lot of freedom for design – and not only for portrait shots. "The lens is perfect for everyday use and also suitable for hardcore reports. It easily survived all the exertion, the salt water, the rain and the dirt without any problem", states photographer Kettner, who has already designated an assigned spot for the new Tamron SP 85 mm F/1.8 in his camera bag. "The autofocus is absolutely accurate and the image stabiliser is a practical helpful tool. The SP 85 mm let me take sensational photos and I highly recommend this lens to every photographer out there. The price-benefit ratio of this lens is sensational." ■



85 mm, 1/400 sec., F/1.8, ISO 100



85 mm, 1/60 sec., F/1.8, ISO 500



85 mm, 1/800 sec., F/1.8, ISO 100

**Unforgettable: The 48 hour journey on the trawler was an adventure - also for the models. After the work was completed, there was an opportunity to relax.**

### ABOUT THOMAS KETTNER



Thomas Kettner is a photographer, director and creative director in Hamburg. He was born in Stuttgart in 1960 and raised in South Africa and has been travelling to every continent for 30 years for his customers in the advertising, fashion and free art industries. True to his motto "Who brakes, loses", he is always on the lookout for spectacular, unique photos. [www.thomaskettner.com](http://www.thomaskettner.com)



85 mm, 1/400 sec., F/1.8, ISO 400





# PERFECT BALANCE

The new SP series opens a new chapter in the history of Tamron photographic lenses. What makes these fixed focal lengths so unique?



Luminous intensity core feature for the best image quality with open apertures. Ensures a beautiful background blurriness (Bokeh effect).

-----

The quiet ultrasound motor (USD) focuses absolutely quickly and precisely. The photographer always has the choice to manually adjust the focus.

-----

The SP ring is the symbol for the SP series. It represents the "Human Touch" - the soft, intuitive design of these lenses.

-----

The VC image stabiliser prevents the slightest vibrations, which tend to quickly lead to blurry photographs, especially in high-resolution cameras.

**T**he new SP series combines high luminous intensity, image stabilisation and compact design. With this lens, Tamron has set the bar for fixed focal lengths. The optical quality, the high-quality workmanship and the new design of the lenses speak for themselves. Photographer Christian Altengarten from Cologne experienced this for himself when he used these brandnew lenses for a fashion shoot on the island of Mallorca. "I was stunned by the non-compromising quality", he says. "The uniquely soft, especially beautiful Bokeh as well as the excellent sharpness, even with aperture F/1.8 impressed me right from the start."

### High Resolution

Maximum image performance, already with the open aperture, was one of the core development goals (see inset). Instead of designing an even more light intensive lens, the engineers bet on the balance of the best possible sharpness and handy dimensions. Functions, such as the F/1.8, sharpness, compact size and VC would have been nearly impossible to realize in the housing of an F/1.4. In the age of high resolution camera sensors, the image stabiliser does offer a bigger advantage over merely having an extra 2/3 of an aperture. The resolution capacity was also important because this new SP series was developed by Tamron to create lenses that meet every one of the high optical requirements of today's high resolution DSLR cameras. Christian Altengarten used a Nikon D810 camera with 36 megapixel sensor and was very satisfied after the shooting. "The combination of very high image performance of the lenses and the high resolution of this professional camera resulted in numerous perfect picture motifs." ■

## FOCUS: F/1.8 LUMINOUS INTENSITY FOR BUTTER-SOFT BOKEH

**The SP fixed focal lengths with an open aperture of F/1.8 are especially suitable for photographs taken in low light and for a dreamy background blurriness.**

- When designing the new SP lenses, the Tamron engineers strived to achieve the best possible balance of image performance, luminous intensity, image stabilisation and compact size. The open aperture of the F/1.8 was their key to achieving this goal. In order to avoid compromising, they consciously decided against luminous intensity F/1.4.
- A harmonious background blurriness (Bokeh) was also a decisive development criterion. In many application situations, the sharpness sequence will not become optimised until you use an aperture F/1.8 or better.
- The use of aspherical glass elements allows an absolutely level image field and consequently very precise focussing. Both are prerequisites to gain the utmost benefit of the sharpness performance of high resolution DSLR cameras.
- Already with aperture F/1.8, you will achieve an even light image across the entire image area.



**Excellent sharpness-blurriness balance, already with open apertures: SP 45mm (top) and SP 85 mm.**

The light decrease on the image borders which is typical for light intensive lenses, is completely avoided.

- The eBAND and BBAR coatings on the lenses ensure first class anti-reflex properties. Ghost images and dispersed light are effectively prevented.

## SP SERIES: TAMRON LENSES FOR THE HIGHEST STANDARDS



**SP 35mm  
F/1.8 Di VC USD**

Focal length	1.38in
Luminous intensity	F/1.8
Length	80.8 mm
Weight	480 g
Minimum object distance	20 cm
Illustration ratio	1:2.5



**SP 45mm  
F/1.8 Di VC USD**

Focal length	1.77in
Luminous intensity	F/1.8
Length	3.61 in
Weight	19.05 oz
Minimum object distance	11.42 in
Illustration ratio	1:3.4



**SP 85mm  
F/1.8 Di VC USD**

Focal length	85 mm
Luminous intensity	F/1.8
Length	3.59 in
Weight	24.69 oz
Minimum object distance	31.50 in
Illustration ratio	1:7.2



**SP 90mm  
F/2.8 MACRO Di VC USD**

Focal length	3.54in
Luminous intensity	F/2.8
Length	4.61 in
Weight	21.52 oz
Minimum object distance	30 cm
Illustration ratio	1:1



# FASCINATING MACRO PHOTOGRAPHY

Wil Mijer loves the world of tiny things. The macro photographer from the Netherlands is amazed by the new Tamron SP 90 mm F/2.8.



## TIPPS FOR PRACTICAL USE BY WIL MIJER

**1 Get up early!** The best macro photos are taken shortly after the sun rises. Because of the coldness of the night, butterflies and dragon flies are stiff and cannot fly away. It is a beautiful thing to witness them "waking up".

**2 Select a large aperture opening!** I prefer taking my photos with a wide open aperture, such as 2.8 or 3.5. This gives me the ideal sharpness level with wonderful blurriness effects. The images seem like they have taken from a fairy tale.

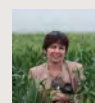
**3 Watch your image setup!** Think of a good composition prior to taking your picture. I like to allow some "room" for my main motif. Dewdrops sparkling in the background create beautiful Bokeh effects in the photo.

**D**o you see all these tiny things? Down there in the grass, on the fields, inside the blossoms? I love this macro world. I want my pictures to allow others to share in my discoveries and I want to open their eyes.

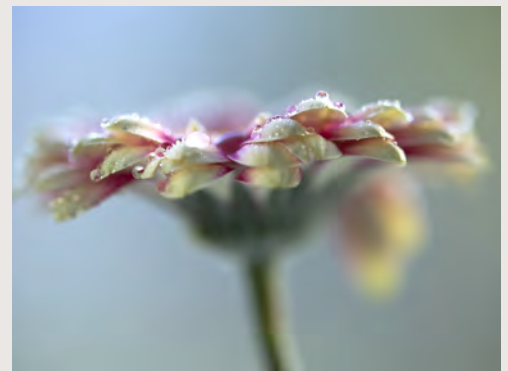
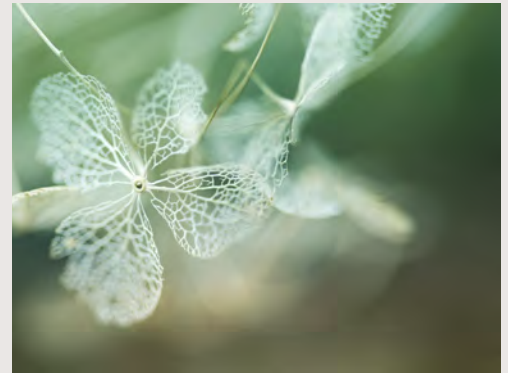
The world of tiny things already fascinated me during my childhood. I studied botanics because I wanted to learn more about cells and organisms. Not a surprise: My first lens was a macro lens to take pictures of butterflies, dragon flies and blossoms.

When I starting editing my photos using Photoshop I suddenly received very positive feedback for my "creations" from people all over the world. But also if I choose to modify my photos on the computer, one thing is for sure: Convincing results require good original material. The most important thing is to avoid blurriness by movement. I usually take photos using a tripod or a cherry pit cushion. Furthermore, I use a remote shutter release and work in Live mode. With the new SP 90 mm, however, I can skip using the tripod once in a while. It has a great image stabiliser which allows me to take very sharp images, just using my hand. ■

### ABOUT: WIL MIJER



WilMijercreateswonderfulimage worldswithhercamera,macrolens and Photoshop.  
[www.wilmijer.nl](http://www.wilmijer.nl)



The new SP 90 mm F/2.8 macro lens offers a beautifully soft Bokeh.



**SP 90mm  
F/2.8 MACRO Di VC USD**

Focal length	90 mm
Luminous intensity	F/2.8
Length	117.1 mm
Weight	21.52 oz
Minimum object distance	30 cm
Image ratio	1:1

**KEYWORD: IMAGE STABILISATION**

- Sharp photographs without a tripod are not a problem with the SP 90 mm F/2.8. The built-in image stabiliser effectively suppresses unwanted image blur, even with very little light.
- Tamron's VC technology (Vibration Compensation) allows up to five levels of longer exposure times.
- You can even continue to take free handed photos, when the exposure sinks to 1/15 or even 1/8 seconds. With other lenses, you would have to select at least 1/125 to be able to achieve this.
- Switch the VC image stabiliser off if you are using a tripod. For macro images taken with a DSLR, we also recommend using the mirror lock-up.



# WIDE ANGLE IN ACTION

Sports Photographer Philip Ruopp likes to be very close to the action with a wide angle zoom





**In mountain bike photography, there is not only fast-paced action, but a lot all around. Using the SP 15-30 mm, Philip Ruopp is able to perfectly capture the mood of a location.**





**S**teep mountain sides in the Andes, dark forests in Bavaria, or in a helicopter over Capetown – Philip Ruopp is at home all over the world. He spends six months per year travelling for his clients from the outdoor and sports markets. Tamron magazine met him when he visited Germany recently.

Philip, which of your many journeys do you like to remember most?

**Philip Ruopp:** This brings up a lot of memories that I would not want to miss. However, a shooting in the Andes mountains in Chile left an especially strong impression on me. The area was so remote that we had to ride on horseback for three and a half hours until we reached our base camp. The backdrop was gigantic. In front of us rose the 2,600 meter high Cerro Castillo, the sixth-largest mountain of North Patagonia. A majestic sight. But we did not have much time to enjoy the view as it was already late

in the day and the sunset was only forty-five minutes away. The lighting was perfect so we left everything behind and started taking shots immediately.

What did you photograph?

**Philip Ruopp:** My job was to position the bike along with the driver Tobias Woggon in front of the breathtaking mountain range. I could not just let the excellent conditions directly after our arrival there pass me by.

Did you get the photos you wanted?

**Philip Ruopp:** Yes, everything worked out very well but then the setup of our camp posed a genuine challenge for us. When we pitched our tent it was windy and pitchdark, and we were exhausted from the long journey, but we somehow made it into our sleeping bags.

The next morning, we hiked for another hour before the sun came up.



*"THE NEXT MORNING WE HIKED UP THE MOUNTAIN BEFORE THE SUN CAME UP."*

This sounds like a lot of exciting adventures. Is this the reason you became a photographer?

**Philip Ruopp:** To tell you the truth - I never would have expected this 15 years ago when I finished my vocational training. At that time I was taking pictures of medication for a pharmacy, - a job that drove me insane but paid my bills.

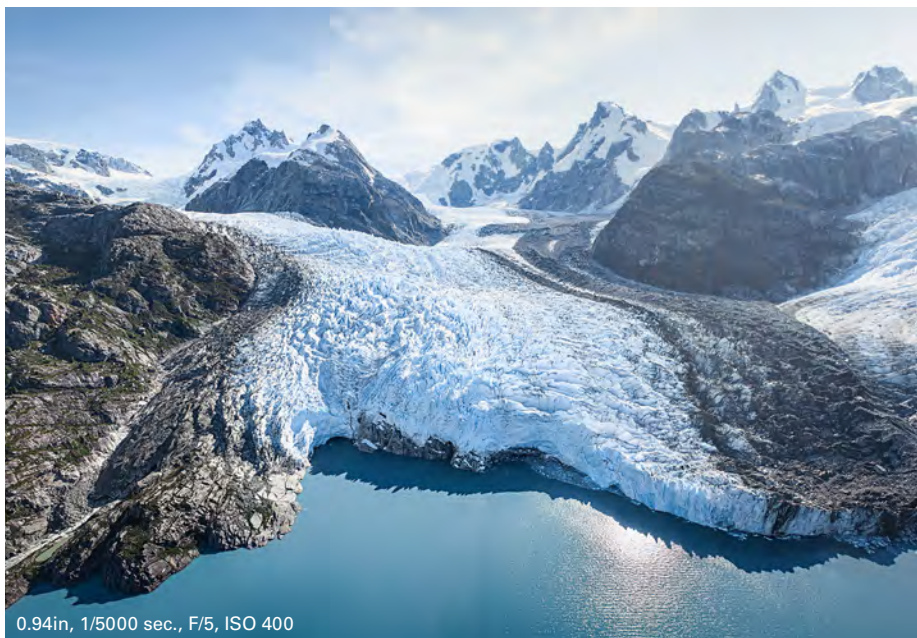
On the side, I took a lot of time to complete my personal projects and to learn new techniques, so, step by step, I acquired a new customer base of more demanding clients. Today I am being booked by leading athletic brands such as BMC, Magura, Nike and EVOC.

How many countries do you visit per year?

**Philip Ruopp:** Last year I visited 14 countries. Sometimes I only came home for a short while to wash my hands, turn around and go back to the airport.

What makes you so successful?

**Philip Ruopp:** Hard work. I don't believe that one requires extraordinary talent to be successful, but you must be willing to work hard. I am also fairly industrious and always strive for perfection. I want the optimal photo, the perfect look, everyone has this chance so all you have to do is take it. ■



0.94in, 1/5000 sec., F/5, ISO 400



1.38in, 1/4000 sec., F/4.5, ISO 400

**Large Cinema:** With the 15-30 wide angle zoom lens, you can realise breathtaking viewing angles.

**PERSON: PHILIP RUOPP**



Philip Ruopp, born in 1982, has been working as a sports and advertising photographer for more than 15 years. He is based in Laichlingen, Alb-Donau-Kreis. From there, he leaves for exciting shootings around the globe for a variety of clients.

[www.philip-ruopp.de](http://www.philip-ruopp.de)

**TAMRON SP 15-30mm F/2.8 DI VC USD**

Focal length	15-30 mm
Luminous intensity	F/2.8
Length	5.71 in
Weight	38.80 oz
Minimum object distance	11.02 in
Image angle	110°32' to 72°35'





# READY FOR ANY ADVENTURE

More focal length, less weight - a Tamron  
The mega zoom lens is the best travel companion.

## 14-150 mm F/3.5-5.8 Di III

The travel zoom for the system cameras by Olympus and Panasonic. The focal length is 28-300 mm (equivalent to the small image format).

## 18-200mm F/3.5-6.3 Di II VC

This compact zoom lens is ideal for beginners or as a first interchangeable lens.

## 28-300 mm F/3.5-6.3 Di VC PZD

The All-In-One™ Zoom for full format DSLR: Compact design and low weight meet image stabiliser and brilliant image performance.



### 18-200 mm F/3.5-6.3 Di III VC

The ideal travel zoom lens for Sony E-Mount and Canon EOS-M. The image stabiliser and special glass elements ensure brilliant photos.

### 18-270 mm F/3.5-6.3 Di II VC PZD

Compact and light zoom lens for APS-C-DSLR cameras. With stabiliser and Piezo ultrasound motor.

### 16-300mm F/3.5-6.3 Di II VC PZD MACRO

Tamron's Mega Zoom Flagship. The state-of-the-art photographic technology including image stabilising, rapid focussing and macro function.



## FOCUS: ADVANTAGES OF THE TAMRON TRAVEL ZOOMS

Travel zoom lenses are characterised by a large focal length. Without having to change the lens, you can take pictures with some of these in 24 mm\* wide angle as well as in 450 mm\* telephoto mode.

**Super Telephoto** | The telephoto focal length is perfect for capturing and enlarging far away details, for example boats out on the ocean or church tower clocks.

This means you will never miss a detail again.

**Lower weight** | Based on the use of special lenses, the travel zooms weigh less than 550 grams. Furthermore, you will save on luggage, as you will be able to catch all motifs with just one lens.

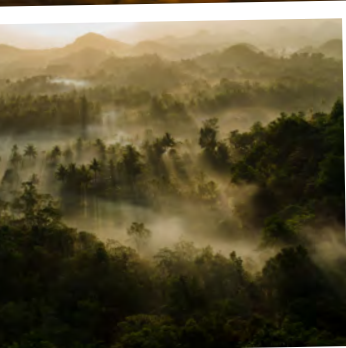
**Image stabilisation** | The VC symbol indicates the built-in VC image stabiliser. This ensures

sharp images without the use of a tripod in poor lighting conditions.

**High image quality** | In order to achieve a high picture quality, Tamron installs newly developed aspheric elements and multiple coated lenses for even sharper images in spite of its extremely compact design.

\* Focal length equivalent in small image format









# ADVENTURE ASIA

Jenny and Sebastian share two great passions: they love to travel and record their experiences with their cameras. Here they report on their six month tour of Asia.



**O**ne great motif followed by another – this is the promise of a journey through Southeast Asia lasting several months. Jenny Mitscher and Sebastian Ritter from Berlin spent six months in Thailand, Kuala Lumpur, Sri Lanka, Hongkong and the Philippines. "We just kind of floated along and always decided spontaneously at the last moment where we would travel next", reports Sebastian in the Tamron Blog.

Both did not bring a lot of luggage on their trip. "We really travelled with carry-on luggage only", says Jenny. „We both had a 40 litre backpack, where we stored everything besides our cameras: Clothes, a lot of technology and our travel pharmacy. This only worked, of course, because we did not need warm clothing." Logically, they had to limit themselves regarding their photo equipment. Sebastian did not want to leave his SLR camera behind and brought along a Nikon DSLR along with the Tamron 16-300 mm travel zoom lens. "This lens is ideal if you don't have a lot of room to bring several interchangeable lenses."



PHOTOS: 22PLACES.DE

Impressions of an extraordinary journey with the Tamron travel zoom lens.





**Jenny and Sebastian found this devout Buddha statue while on a city tour of Chiang Mai in Northern Thailand.**

Besides that, he brought a small travel tripod as well as polarisation and grey filters for the travel zoom lens. And of course, a sleuth of memory cards and two external hard drives.

Jenny and Sebastian sent their first report for the Tamron Blog from Thailand's capital Bangkok. "This mega metropolis is the gate to Southeast Asia for most Europeans. Unfortunately, the weather did not play along, as it rained two out of the four days we were there." Both found the many markets especially suitable for photos. "The Rod-Fai night market is especially worth visiting. Here, you will find mostly young Thais shopping for clothes and to spend their night in one of the numerous bars. Taking pictures is usually not an issue if you ask for permission first."

### **Street food and light festival**

On the way to Sri Lanka, Jenny and Sebastian stopped in Kuala Lumpur. "We were surprised to see that this city is a very rewarding destination", they blogged from there. "A very big plus is the culinary variety. Every corner offers excellent street food that is just as multicultural as the population of the city itself – from Chinese to Malaysian. What is even more rewarding is a visit to the TV tower – Menara KL. From its observation deck, at an elevation of 276 m, you can enjoy a magnificent 360 degree view without glass."

Sri Lanka then became a bottomless source of photo subjects. "This little country has a whole lot to offer: breathtaking countrysides, fantastic beaches, unique plants and animals as



# "THE BIGGEST PHOTO FAUXPAS IN SRI LANKA IS A SELFIE WITH A BUDDHA STATUE."

well as an endless number of religious monuments." They travelled across the island for five weeks and were able to fully utilize the focal length range of the 16-300. "Here, the biggest fauxpas for photography is lurking in Buddhist temples. Taking a photo of oneself or another person in front of a Buddha statue is a gross lack of respect and is sometimes even punished by law."

Just in time for the twelfth full moon of the year, Jenny and Sebastian return to Thailand to experience the light festival Loi Krathong in Chiang Mai. "It is so beautiful there that we would recommend working with small equipment, such as a luminous intense 35 mm lens or to position oneself on a rooftop terrace with a tripod."

After that, the pair travelled on to Hongkong and to the Philippines with lasting memories. You can read the Tamron Blog to see which photographic highlights awaited them there. Under 22places on Jenny's and Sebastian's blog, you will also find an online photography course that was created in cooperation with Tamron. ■



PHOTOS: 22PLACES.DE

## PERSON: 22PLACES



Jenny Mitscher and Sebastian Ritter journaled their asia trip in the Tamron Blog. During this six month tour, they brought along their 16-300 mm travel zoom lens which created the photos for this report.

[www.22places.de](http://www.22places.de)

### 16-300MM F/3.5-6.3 DI II VC PZD MACRO

Focal length	16-300 mm
Luminous intensity	F/3.5-6.3
Length	3.92 in
Weight	19.05 oz
Minimum object distance	15.35 in
Illustration ratio	1:2.9



A journey through Asia is a contrast programme: From the lively Hongkong (top), across the beach on Thailand's island Koh Lanta (centre) and the Philippines' Chocolate Hills (bottom left) to the Bentota Beach on Sri Lanka.





# MY PROJECT NEW YORK

Tamron graphic design artist Michael Selbst (34) proposed to his girlfriend in Manhattan. Here, he describes his unforgettable journey.





I wanted to ask for my girlfriend's hand in marriage on the rooftops of New York City and I decided that the Empire State Building seemed to be just the right place for my proposal. We spent a total of two weeks in the metropolis on the Hudson River and we stayed in an appartement in Williamsburg, Brooklyn. From here we had a fabulous panoramic view of the East River down to the Lower East Side of Manhattan.

The contrast between the individual districts represents New York's charm for me. It seems as if the whole world is compressed into a few square kilometres. In Chinatown you feel like you are in Shanghai, in Little Italy you feel like you are in Rome, 5th Avenue is sophisticated and refined, Williamsburg seems a little rocked out, and Central Park has an almost rural appeal.

#### People in front of the camera

I brought along three Tamron zoom lenses: the SP 15-30 mm, the SP 24-70 mm and the SP 70-200 mm, which was almost a little too much for our sightseeing tour in the first week. My passion is street photography and my favorite subjects are people. There was an excellent opportunity to photograph the busy West Indian Carnival and the Carribbean carnival in Brooklyn. There, I blended into the crowd with my telephoto lens and captured some great scenes, I particularly like the picture of the man with the blue head dress.

The dimensions of New York never cease to impress me. My top personal highlight was the visit to the observation deck on the Empire State building. I will never, ever forget the moment when my girlfriend said "Yes" 373 metres up in the air. ■

#### PROFILE: MICHAEL SELBST

**Born:** 1981

**City of residence:** Cologne

**Profession:** Media Designer

**Employer:** Tamron Europe GmbH

**Photography:** Travel, street and people

**Passion:** Snapshots. "The more real and unadorned, the better."

**Favourite lenses:** SP 15-30 mm F/2.8, SP 24-70 mm F/2.8, SP 70-200 mm F/2.8

**Web:** [www.flickr.com/photos/132373298@N03](http://www.flickr.com/photos/132373298@N03)



New York offers a series of motifs – whether it be at the West Indian Carnival (left side) or in the diversified streets (top). The Grand Central Station (centre, right) and the night view of Manhattan (bottom) are photographic highlights.



# PREVIEW



## PHOTOKINA 2016: LIVE SHOOTINGS AND PRESENTATIONS AT THE TAMRON BOOTH

The photokina exhibition in Cologne opens its doors from September 20th – 25th, 2016. It is the largest photographic show in the world and Tamron will present a versatile frame programme in addition to their lenses. There will be "Touch & Try"

stations, where you will be able to try our products at your leisure. If you want to, you will be able to rent your favourite lens. The next issue of our Tamron Magazine will explain exactly what you will be able to expect at the Tamron Booth in Hall 4.2.

### ADDITIONAL TOPICS



#### PORTRAIT

Flattering portraits are no longer a problem. We will show you how they are done.



#### FOOD

Successful food bloggers will share their secrets for irresistible pictures.



#### WILDLIFE

Tamron accompanies professionals on photo safaris with the 150-600 mm Ultra telephoto lens.

## CONTACT

### CUSTOMER SERVICE

If you have any questions about our products or services, you will always be able to find a competent contact person:

#### United Kingdom

Tamron UK  
service department  
Telephone: 01628 799902  
service@intro2020.co.uk  
service fax: -1628 674955

HOURS: Mon to Fri 08:30 - 12:30  
and 13:30 - 17:00

### REPAIRS

Tamron products are manufactured with the greatest care and precision. However, should you still experience problems with your lens, Tamron's Customer Service will gladly help you.

Repairs in UK: Intro 2020 Ltd  
Units 1 & 2, Priors Way,  
Maidenhead, Berkshire SL6 2HP

Please send items which require servicing to Returns Department at the above address.

Alternatively you may arrange an appointment to drop off your equipment at Unit 1 by calling: 01628 594124

## LEGAL NOTICE

**Editor:**  
TAMRON Europe GmbH  
Robert-Bosch-Straße 9  
D-50769 Köln

**Responsible for the editorial content:**  
Leonhard Steinberg

**Editorial Staff:** Michael Selbst,  
Sven Diegel, Sarah Hannen

**Photographers:** Thomas Kettner,  
Wil Mijer, Jenny Mitscher,  
Philip Ruopp, Sebastian Ritter,  
Michael Selbst

**Production and Layout:**  
Michael Selbst

**Editorial & Creative Direction:**  
EDITOS, Köln

**Printed by:**  
DFS Druck Brecher GmbH  
Rheinische Allee 5  
50858 Cologne

Reprinting, inclusion and online services and internet, duplication onto data carriers, such as CD-ROM, DVD-ROM etc. are only permitted with the advance written permission of the editorial staff. All information, prices, dimensions and colours are subject to correction.

Copyright © 2016, Tamron Europe GmbH

Tamron magazine #2 will be published in September of 2016.





Impressive images

# 18-200mm

## F/3.5-6.3 Di II VC

**The lightest mega zoom lens in its class.**

Ideally suited as a beginner or interchangeable lens:

- Weighs only 400 g and is always there for you – Ideal for travelling and excursions
- Improved, rapid autofocus drive
- VC image stabiliser (Vibration Compensation) for sharp pictures, even in poor lighting conditions.

For Canon, Nikon, Sony\*

\* Model for Sony without image stabiliser (18-200 mm F/3.5-6.3 Di II)

The **lightest** mega zoom lens in its class  
**400 g**



Register at:  
[www.5years.tamron.eu](http://www.5years.tamron.eu)

[www.tamron.co.uk](http://www.tamron.co.uk)

# TAMRON





# 16-300mm

## F/3.5-6.3 Di II VC PZD MACRO

The first lens in the world with an  
**18.8x**  
zoom

**The first megazoom worldwide with 16 mm wide angle and 18.8x zoom.**  
Experience unexpected photographic opportunities based on state-of-the-art optical technology:

- Huge focal length range from 16 mm to 300 mm
- Also allows macro images by a short minimum shooting distance of only 39 cm
- Rapid and quick autofocus thanks to PZD technology (Piezo Drive)
- Full manual focus control for a simple readjusting the sharpness level
- VC image stabiliser (Vibration Compensation) for sharp pictures, even in poor lighting conditions.

For Canon, Nikon, Sony\*

\* Model for Sony without image stabiliser (16-300 mm F/3.5-6.3 Di II PZD MACRO)



Awarded by  
17 expert journalists



Register at:  
[www.5years.tamron.eu](http://www.5years.tamron.eu)

[www.tamron.co.uk](http://www.tamron.co.uk)

# TAMRON