

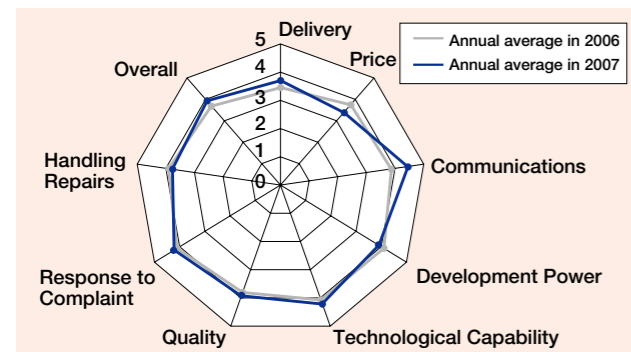
Relationships with Customers

Tamron works promptly on problem solving when problems are found in any stage from development to manufacturing, working hard to supply customers with high-quality safe products that will please them.

Valuing and Understanding Customer Opinions

Tamron has a company-wide and cross-sectional quality management system to develop products pleasing customers, utilizing customer opinion as important information for improvements. Tamron obtains opinions of users of photographic interchangeable lenses through questionnaires included in display boxes, creating opportunities to listen to customer opinion. For OEM products, questionnaires entitled "Questionnaire for Surveying Degree of Customer Satisfaction" are sent to all OEM customers to discover their opinions on the eight aspects of "delivery", "price", "communications", "development power", "technological capability", "quality", "response to complaints", and "handling repairs", providing helpful information for developing products and improving services. Overall, evaluation results for 2007 improved by one point, but evaluation results dipped from 2006 for "price", "development power", and "handling of repairs". Related departments are studying now to see how we can improve. For example, to improve the efficiency of our repair services, we reviewed the flow for receiving products to be repaired at customer support points and delivering them to our repair service facilities. These efforts resulted in shortening repair service lead time by one day, and the average period for repair services has been shortened from five days to four days.

Results of Customer Satisfaction Survey (annual average points in 2006 and 2007)



For Supplying Safe Products

Tamron specifications set strict safety precautions to protect our customers from damage due to product design. Tamron specifications include confirming the following points as essential elements to ensure safety:

- (1) Product design preventing human injuries**
 - confirmation of chamfer counter boring to ensure the products are free of external protruding points
 - Sun light irradiation tests to confirm that product parts are not likely to melt down
- (2) Durability tests**
 - Sufficient product durability – validation through strength tests by using rebound pendulum testers, vibration testers, and more
- (3) Products free of harmful substances**

Opportunities for Interacting with Customers

Tamron provides free maintenance services for Tamron lenses at PIE (Photo Imaging Expo) held every year at Tokyo Big Site. Our free maintenance services are highly regarded, and the number of customers bringing Tamron lenses to our workshop in our booth increases every year. We would like to take advantage of these services as an opportunity to listen to feedback from our customers.



Free Maintenance Services at PIE

For Developing Original High-quality Products

As a pioneer in high power zoom lenses, Tamron constantly works on developing new technologies to satisfy customers.

For example, in November 2007, Tamron launched the AF28-300 mm F/3.5-6.3 XR Di VC (Model A20), a 10.7X high power zoom lens for digital SLR cameras with a new vibration compensation mechanism. The vibration compensation (VC) mechanism uses Tamron's actuator⁽¹⁾ and algorithm⁽²⁾, providing stabilized viewfinder images with excellent tracking performance⁽³⁾ for comfortable handheld photography.



AF28-300mmF/3.5-6.3 XR DiVC (Model A20)

⁽¹⁾ Driving component
⁽²⁾ Computer operation process to compensate for vibrations
⁽³⁾ Performance to precisely track movements of subjects and prevent hand-shake blurring

Tamron's DfE (Designs for Environment)

In order to continue to develop products with designs for the environment, Tamron enacted product assessment regulations. The regulations require each new product be evaluated based on safety and environmental impact in the product life cycle ranging from manufacture, distribution and use to disposal and recycling. As a prerequisite, the design and manufacturing processes will be reviewed as necessary. The main evaluation items include product life, resource saving, energy saving, recycling and chemical substance management. Products satisfying standards set for the respective evaluation items will carry Tamron Eco Labels. Products carrying Eco Labels are expected to become available in 2008.

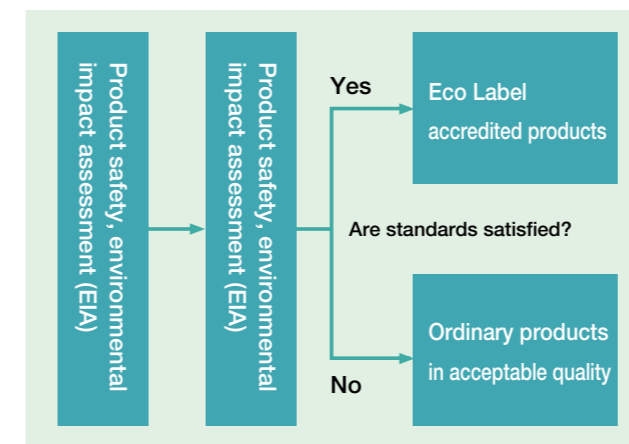


Tamron Eco Label

*Tamron Eco Label design

The label symbolizes an eye gently looking at our economy, society and environment. The eyebrow symbolizes a flowing stream or water, the pupil the earth in green, and the tree in the pupil our activities for the three R's of reduce, reuse and recycle.

Flow of DfE



Example of accomplishments with DfE

13VG2812ASII compared with 13VG2812AS

In Model 13VG2812ASII, a new surveillance camera lens, the material volume has been reduced by 11% by changing metallic parts to plastic parts, although the numbers of parts and cubage have been increased for more stability and higher optical performance.



Comparison Table

	2812AS	2812AS II	Vs 2812VS
Volume of materials	79g	71g	Down 11%
Number of parts	44	50	Up 12%
Cubage	38c m ³	41c m ³	Up 7%

Interview with a designer



Masanori Miyauchi
 Mechanical Design Department
 Design Engineering Division
 Industrial Optics Business Unit

Our Model 13VG2812AS has been highly evaluated by our customers since its introduction in 2001 as a high performance high-power vari focal lens⁽¹⁾ offering focal lengths varying from wide angle to telephoto with its 2.8-12 mm 4.2X focal length range. However, based on the optical design, we reviewed the entire mechanical design of the lens in order to derive the best performance from the optical design. The new lens thus developed is Model 13VG2812ASII. This challenging work enabled us to solve all the quality problems in the previous model while reducing the material volume and decreasing production costs.

⁽¹⁾ Vari focal lens – a lens offering dual focal lengths. Angles of view can be changed after installing the camera/lens outfit. A vari focal lens is a lens as compact as a fixed focal length lens while offering additional focal lengths, similar to a zoom lens. (Focal lengths are not continuously variable like zoom lenses.)