

TAMRON
New eyes for industry

for Sony E-mount
New Di III Series 18-200mm

Captured
in a heartbeat.



For Sony mirrorless
interchangeable-lens
camera series

NEW

2 COLORS!
Black/Silver

Light, compact, high-power zoom

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

For Sony mirrorless interchangeable-lens camera series Model B011 Black/Silver

Di III Lens designed for mirrorless interchangeable-lens cameras. Comes with flower-shaped lens hood.

This product is developed, manufactured and sold based on the specifications of E-mount which was disclosed by Sony Corporation under the license agreement with Sony Corporation.

<http://www.tamron.com>



SMART EXPLORER.

Refined design and superior performance.
The smart choice for exploring your expanding world.
An elegant evolution of the all-in-one zoom lens.

This extraordinary all-in-one zoom lens covers practically any shooting situation you'll ever encounter with your mirrorless interchangeable-lens camera*. Light, compact, and exquisitely designed, the B011 covers the full focal-length range from 18mm wide-angle to 200mm long telephoto (27-300mm equivalent in the 35mm format). This is Tamron's first high-power zoom lens designed exclusively for Sony mirrorless interchangeable-lens camera series.

* Mirrorless interchangeable-lens cameras* are also known as "Compact System Cameras."

LIGHT & COMPACT

A brilliant match for today's mirrorless interchangeable-lens cameras, the pleasingly small, lightweight B011 provides all the advanced technologies you need to take your photography to the next level. Its impressive 18-200mm, high-power zoom range can take in everything from casual close-ups to telephoto action images. Tamron's proprietary VC (Vibration Compensation) image stabilization lets you capture sharper photos handheld in practically any light. The more you use this lens, the more you'll want it by your side while you're strolling around town or heading out on longer journeys. Get closer to your world and capture it in vibrant images with the extraordinary B011.



TOP-QUALITY IMAGES

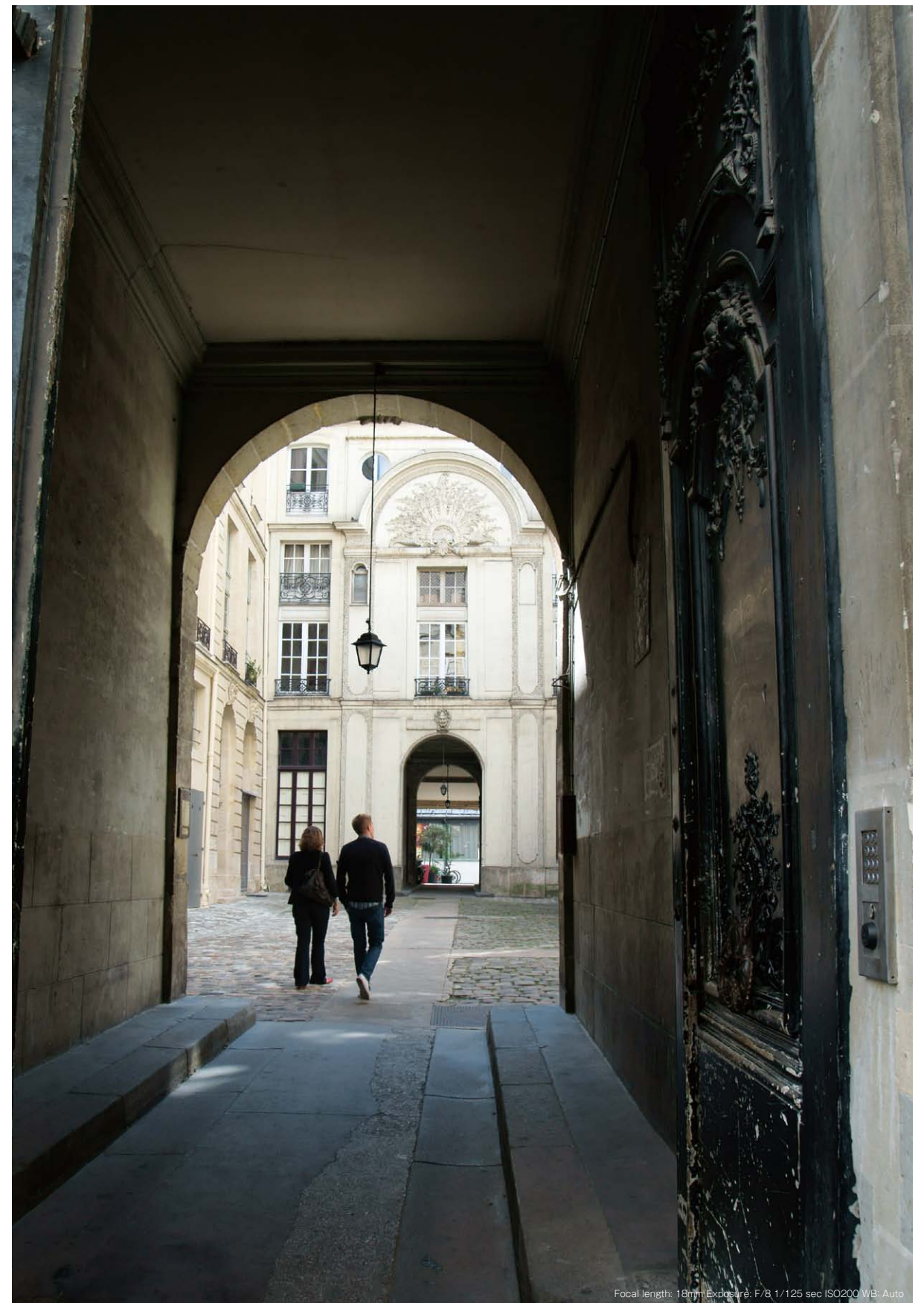
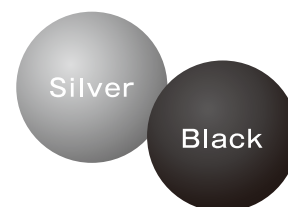
The B011 gives you sharp, clear images no matter what you're shooting. Tamron's 19 years of high-power zoom technology developments are distilled into this innovative long-range compact lens. The optical design includes an array of specialized glass elements that overcome aberrations, resulting in crisp, flawless images.* You can capture all the beauty of every moment you encounter with this superlative lens.

* The B011's optics include two LD elements, three Glass Molded Aspherical Lenses, one XR (Extra Refractive Index) glass, and one Hybrid Aspherical Lens.



DESIGN / COLOR

The B011's polished design and professional metal finish come together in a compact package that is fashionable, ergonomic, supremely portable, and easy to use. With this lens on your camera you'll be ready to capture your world in breathtaking images, just as you see it. Choose from black or silver models to match your camera body. With this unique design Tamron has achieved a perfect balance of technological excellence, elegance, and picture-taking fun.



Focal length: 18mm Exposure: F/8, 1/125 sec ISO200 WB: Auto

Exquisite European Cityscapes

A first-time visitor to the city, easily strolling with a traveler's premonitions, softly breathing in the air. The details of the city, gently traced into a photograph. What will I encounter in the depths of this lane?



Focal length: 40mm Exposure: F/5.6 1/400 sec ISO250 WB: Auto



Focal length: 18mm Exposure: F/5.6 1/20 sec ISO1000 WB: Auto



Focal length: 45mm Exposure: F/14 1/160 sec ISO200 WB: Auto



Focal length: 100mm Exposure: F/5.6 1/100 sec ISO1000 WB: Auto



Focal length: 18mm Exposure: F/8 1/200 sec ISO200 WB: Auto



Focal length: 18mm Exposure: F/5.6 1/200 sec ISO200 WB: Auto



Focal length: 40mm Exposure: F/7.1 1/60 sec ISO400 WB: Auto

TAMRON TECHNOLOGY

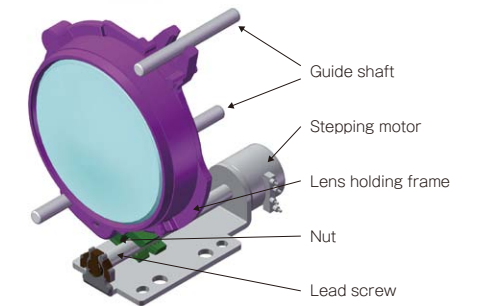
Ease of use plus high performance in a perfect package!

Precise, quiet autofocus that allows for fine adjustments.

The B011's autofocus mechanism uses a stepping motor that's an ideal match for the contrast detection autofocus system used in Sony mirrorless interchangeable-lens camera series. The stepping motor's actuator allows finely tuned control of angular rotation, and since it drives the focusing mechanism directly without an intermediate reduction gear, it also provides superbly quiet performance. You can count on this to enhance autofocus capability when shooting video. Furthermore, after adjusting with the autofocus mechanism, you can use the Direct Manual Focus (DMF) function to allow delicate adjustments to the image. In short, you can capture the scenes you want, focused exactly as you want them, every time.



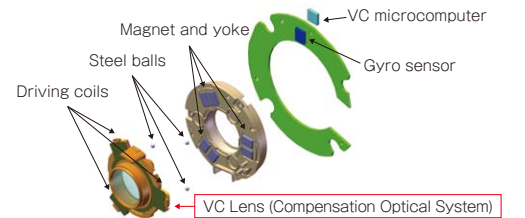
<Stepping Motor Schematic Diagram>



VC image stabilization: It provides up to a four-stop anti-shake advantage when you're shooting handheld, so you can make full use of the lens's capabilities even in low light.

The B011 provides a crisp, vivid viewfinder image plus the operational advantages of Tamron's acclaimed VC (Vibration Compensation)* image stabilization technology. This high-power zoom lens enables easy handheld shooting even in low light or at telephoto settings. Tamron's VC technology uses our exclusive, proven, ultra-reliable three-coil system in which three drive coils move the shake-compensating VC optical groups in the lens electromagnetically via three steel balls. This allows the photographer to shoot sharp still images handheld at shutter speeds up to four stops slower than would be possible without VC. The upgraded "moving coil" system in the B011 places the drive coils adjacent to the shake-compensating optics, allowing a lighter, more compact design. The new lens also benefits from design enhancements aimed at providing quieter operation.

<Expanded VC Schematic Diagram>



* VC is also available in the 17-50mm (B005), 18-270mm (B008), 28-300mm (A20), and 70-300mm (A005) models.

Di III: For Sony mirrorless interchangeable-lens camera series.

Di III (Digitally integrated design): A designation Tamron gives to lenses engineered specifically for mirrorless interchangeable-lens cameras with no internal mirror box or pentaprism, adopting an optical design that matches the characteristics of the digital camera.

* The B011 can not be used with digital SLR cameras with a built-in mirror box or with conventional 35mm film SLR cameras.



* Camera body is made by Sony Corporation.



Light. Compact. Stylish.
 Tamron's high-power zoom lens for Sony mirrorless interchangeable-lens camera series. In two colors.
 18-200mm F/3.5-6.3 Di III VC

Sony mirrorless interchangeable-lens camera series
 Model: B011
 Color: Black/Silver

Model	B011
Focal Length	18-200mm (27-300mm equiv. in 35mm) ¹
Maximum Aperture	F/3.5 - 6.3
Angle of View ²	Diagonal 76° 10' - 8° 03' Horizontal 66° 16' - 6° 43' Vertical 46° 51' - 4° 27'
Lens Construction	17 elements in 13 groups
Minimum Focus Distance	0.5m (19.7in)
Max. Magnification Ratio	1:3.7 (at f=200mm: MFD 0.5m)
Filter Size	ø62mm (2.4in)
Length ³	96.7mm (3.8in)
Entire Length ⁴	102.0mm (4.0in)
Diameter	ø68mm (2.7in)
Weight	460g (16.2oz)
Diaphragm Blade Number	7
Minimum Aperture	F/22-40
Standard Accessories	Flower-shaped lens hood
Compatible Mount	Sony E-mount

*Specifications, appearance, functionality, etc. may be changed without prior notice.

1. On Sony mirrorless interchangeable-lens camera series (the NEX-3, NEX-C3, NEX-5, and NEX-5N) that use APS-C size image sensors, the B011 provides an angle of view equivalent to a 27-300mm focal-length lens on a 35mm format camera.
2. The angle of view is calculated based on the latest image sensor size of Sony mirrorless interchangeable-lens camera series.
3. Length is the distance between the mount face and the tip of the lens.
4. Entire length is the distance between the tip of the lens and the tip of the protrusion.

*The angle of view of the lens when used for video on the Sony digital HD video camera recorder NEX-VG10 is 32.4 - 360mm when converted to the 35mm format.

*Di III (Digitally integrated design): A designation Tamron gives to lenses engineered specifically for mirrorless interchangeable-lens cameras with no internal mirror box or pentaprism, adopting an optical design that matches the characteristics of the digital camera. (Note: These lenses can not be used with digital SLR cameras with built-in mirror box or conventional 35mm film SLR cameras).

NOTE: When using Continuous AF (AF-C) Mode

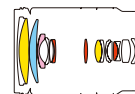
○Due to an inherent characteristic of this TAMRON lens, when using the Sports Action mode on Scene Selection, the continuous operation of the focus search function may cause some fluctuation in the LCD monitor image. However, there will be no associated problems on photos taken in this situation.

○In other Shoot Modes (P, A, S, M), when the focus mode is set to Continuous AF (AF-C), the same condition may also arise. There will also be no associated problems on photos taken in this situation.

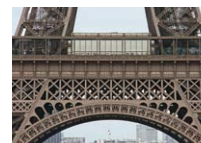
*As an alternative to either of the above settings, you can change the focus mode to Single-shot AF (AF-S) or Direct Manual Focus (DMF) and continue shooting.

[B011 Lens Construction]

- Hybrid Aspherical Lens
- LD Element
- XR (Extra Refractive Index) Glass
- Glass Molded Aspherical Lens



B011 Different Angles of View



Caution: Please read the instruction manual carefully before using the lens.

B11-EG-112-I-1112-0000

TAMRON®

Manufacturer of precise and sophisticated optical products for a broad range of industries.

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Quality Assurance Activities: At Tamron, quality management activities are performed in compliance with ISO9001:2000 not only to assure product quality but to enhance customer satisfaction.

Environmental Protection: We recognize the significance of our social responsibilities. Tamron promotes corporate activities that protect the earth's environment through the establishment of a quality assurance system that is compliant with ISO14001.