



Tamron 18–400mm Di II VC HLD Ultra-Tele, All-In-One Zoom

“It encompasses everything that I do.”

Ask David Akoubian why he is in love with Tamron’s 18–400mm ultra-telephoto, all-in-one zoom lens and he firmly replies, “Because it encompasses everything that I do.”

That’s saying quite a lot, considering David’s diverse career as a photographer, photo instructor and speaker.

David’s love affair with Tamron lenses began back in the early 1970s, shortly after his father presented him with his first camera. David wanted to buy another lens for his secondhand Pentax, but as a young man just starting out in photography, he couldn’t afford the high price of camera manufacturers’ lenses.

Came for the Price, Stayed for the Performance

“I’d heard great things about Tamron lenses,” he says. “So I bought a Tamron 90mm Macro lens—one of the original types. To this day, I still regard it as one of the sharpest lenses I’ve ever shot.”

David made serious use of the Tamron 90mm Macro. Then, after changing camera systems and it came time to add more lenses, he bought more Tamron. “You might say I came for the price and stayed for the quality.”

In 1992, David turned to photography as a profession. Today he operates Bear Woods Photography, which is located in the eastern part of the North Georgia Mountains. During his storied career, he worked with such notables as John Shaw, Art Wolfe, Galen Rowell, Bryan Peterson, Pat O’Hara, and Rod Planck. His photographs and articles have appeared in such publications as *Nature Photographer*, *Audubon Magazine*, *Blue Ridge Country*, *Birder’s World*, *Outdoor Photographer*, and *Backpacker Magazine*.

It’s really no surprise that the Tamron 18–400mm f/3.5–6.3 Di II VC HLD zoom lens (model B028) became David’s all-in-one tool of choice. He had been a huge fan of the Tamron 16–300mm all-in-one zoom, but when photographing birds of prey (one of his specialties) at the zoo, and sometimes even during normal travel photography sessions, his creative instinct longed for “an extra 50mm or 100mm of telephoto.” The new 18–400mm fit the bill.

Thanks to Tamron’s all-in-one zoom technology, photographers can travel with a single lens that’s just 4.8 inches long and weighs less than 25 ounces. The expansive 22.2x zoom ratio makes it easy to capture everything from genuine wide-angle to ultra-telephoto images to macro with only one lens.

The Perfect “Zoo Lens”

“It’s the perfect lens for me,” says David.

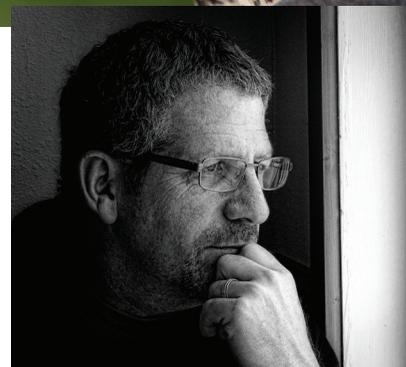
“I can capture everything from landscapes to wildlife. When photographing birds I can stand at one side five feet away and capture everything from the bird’s face to full image. I can compose with the zoom instead of changing my position back and forth. It’s not only the perfect *zoom* lens in my mind, it’s also the perfect *zoo* lens!”

“And I’m very happy with the sharpness and overall performance—even without sharpening or post-processing.”

David’s popular photography workshops operate under a very specific—but simple—three-part motto. The most important goal is that students “walk away with an image they are totally pleased with.” Following closely behind, in tandem with that precept, is goal number two: that students are “able to repeat that experience without having us at their side.” Finally, and the overall motto, is that everyone has fun and enjoys everything that they do.

Confidence Leads to Creativity

Asked what advice he can offer to aspiring photographers, David replies, “Learn what a camera and lens can do together. Learn limitations and push those limitations as much as you can. Be confident in your equipment but not so overly dependent on one lens at the expense of other lenses. Step outside of your comfort zone and explore whether or not you can change the image by changing the lens. And use Tamron lenses for the confidence to be creative.”



David Akoubian

