

TAMRON

SP 24-70MM F/2.8 Di VC USD

FAST AND SHARP, THE TAMRON 24-70MM ZOOM IS AN ESSENTIAL LENS FOR FULL-FRAME DSLRS AND IS THE ONLY LENS OF ITS TYPE WITH BUILT-IN STABILIZATION

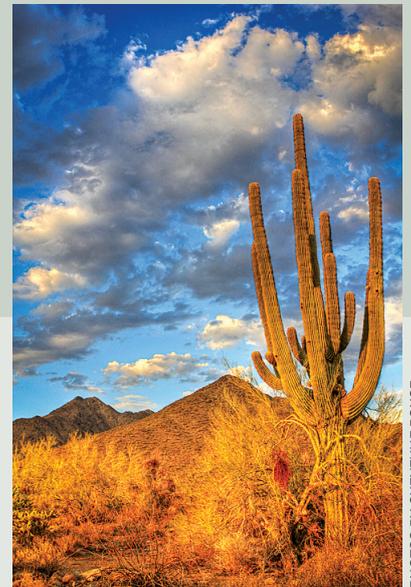
The Tamron SP 24-70MM F/2.8 Di VC USD is one of the essentials. This fast f/2.8 zoom covers the all-important mid-range on full-frame DSLRs and the equivalent focal range of about 35-105mm on APS-C-format DSLRs. It's ideal for landscapes, and it's perfect for street photography when you travel to exotic locales.

Using Tamron's unique state-of-the-art

in-lens image-stabilization system known as Vibration Compensation (VC), the 24-70 gives you handholding options at several shutter speeds slower than without the system. The lens also has the high-tech Tamron Ultrasonic Silent Drive system (USD) for fast and quiet autofocus. This is especially useful for shooting video where the sounds of a louder drive system can be a major annoyance.

Photographer **Cheyenne Rouse** describes why she uses the **Tamron SP 24-70MM F/2.8 Di VC USD**. "I have always lived my life by the simple rule 'less is more,' and that goes for my camera bag, as well. I like to travel light and have the best equipment to get the job done and nothing more, so adding any new piece of equipment to my arsenal is always a big deal for me. I have worked exclusively with just two lenses for many years, and when I added the new Tamron SP 24-70MM F/2.8 Di VC USD zoom lens to my camera bag, I knew immediately this lens was the perfect choice for me.

"I spend much of my time shooting in remote and rugged areas of the American Southwest and demand a lot from my equipment, and this lens has certainly shown that it passes the tough test. Not only is it a rugged lens, but the fast 2.8 speed makes it a perfect all-around lens to keep on my camera throughout the day and into the night. The 'whisper-quiet' autofocus, smooth zooming and its solid feel in my hand are just what I look for in my lenses, not to mention the ultra-crisp images that I come away with. Shooting with my Tamron 24-70mm is nothing less than delightful, and it will be a part of my 'equipment family' for many years to come."



PHOTOS BY CHEYENNE ROUSE

SPECS

Angle Of View: 84-34° (on full-frame DSLRs) Minimum Aperture: F/22
 Minimum Focus Distance: 15 inches Macro Magnification Ratio: 1:5 (at 70mm)
 Filter Diameter: 82mm Weight: 29.1 oz. Length: 4.6 inches Mounts: Canon, Nikon, Sony

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