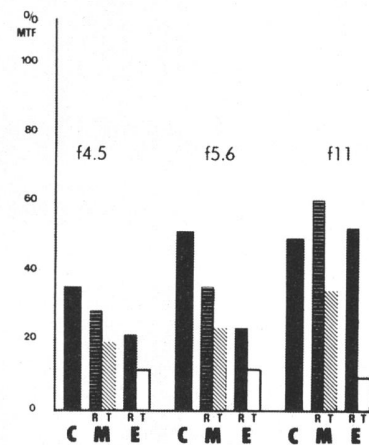
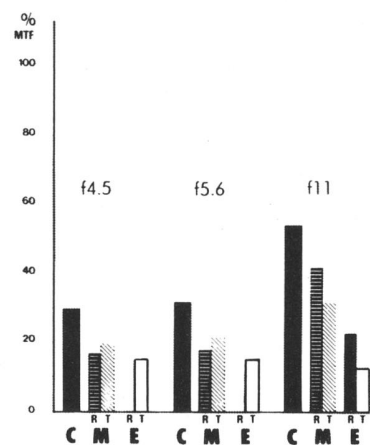


Notice who's zooming

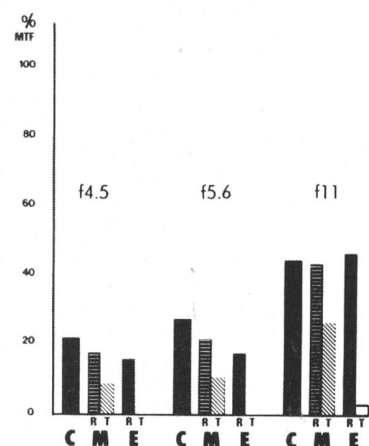
ELICAR 70-210mm f4.5



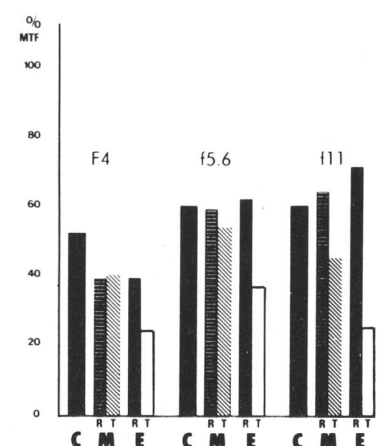
SIGMA 70-210mm f4.5



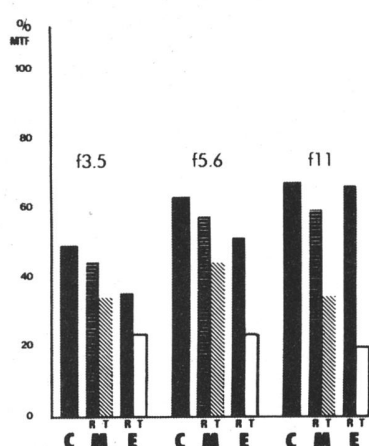
SUN 70-210mm f4.5



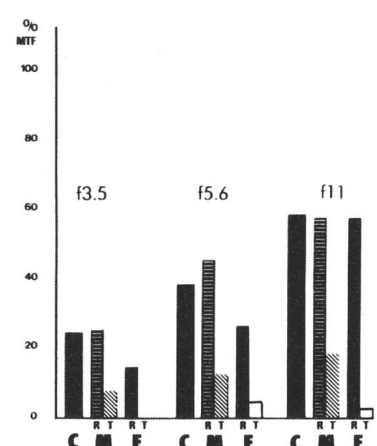
KIRON 70-210mm f4



TAMRON 70-210mm f3.5



VIVITAR 70-210mm f3.5



up the charts these days?

On the left, the charts reproduced in the August '84 issue of SLR Magazine by a technical team trying out six 70-210mm zooms from 'the confusing jungle of zoom lenses'.

They measured each lens' "Modulation Transfer Function" (MTF) which is the real tough test for a quality lens. And, testing for fine detail (30 line pairs per mm), readings were taken in the centre (C in the graphs), midframe (M—8mm out) and edge (E—15mm out). "In general, the higher the bar, the sharper a lens," said the testers.

Which left the Kiron 70-210mm zoom with a more than impressive set of chart statistics.

The testers went further. "The top two in our test were the Kiron and Tamron models, with not a lot to choose between them." (That is when you only look at the charts but do not take into account the tremendous price advantage and specification of the Kiron — which includes the price of the lens mount in its price.)

And, in the end, this final assessment: "If I had to choose one, it would be the Kiron."

Yet, as we've said, there's more to Kiron than mere quality performance. It's the only one with Zoomlock® — an exclusive aid to freedom of focusing without the risk of zoom slip, which is a slight drawback on one-touch zooms.

It's also got Focustop, which enables fast action racking between two fixed focus positions of your choice — a feature of great value to sports photographers.

Then there's its non-rotating front mount — a benefit that can only be appreciated when using Polarizing or Cokin type creative square filters. And, let's be frank, any good photographer almost always ends up using filters of that type, otherwise, the real value of the lens is wasted.

All of which proves that extra performance and extra features don't necessarily mean extra cost. At least with Kiron.



KIRON

THE UNIQUE & EXCLUSIVE 70-210MM ZOOM

Another quality product from
PHOTOPIA INTERNATIONAL, NEWCASTLE, STAFFS ST5 0SW