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Confidential until February 28, 2018

February 21, 2018

ANNOUNCEMENT

PROTOTYPE DISPLAY of Tokina opera 50mm F1.4 FF at CP+2018

Dear Tokina family,

Kenko Tokina Co., Ltd. is proud to announce the prototype display of Tokina opera 50mm F1.4 FF at CP+2018 Camera & Photo Imaging show. Tokina opera 50mm F1.4 FF is a premium Full Frame lens for high-end DSLR cameras.



Overview

●About opera series●

With the debut of opera 50mm F1.4 FF we are launching a new series of next generation premium full frame lenses for high-end DSLR cameras called “opera” series. Opera series is designed to perfectly match recent high-spec full frame DSLR cameras, that keep requiring high quality optics to be used with. In addition to originally high-valued Tokina AT-X series, this new opera series is positioned as top premium series of full frame size lenses and will be further expanded with other lenses of related specifications and performance.

In modern society the word “opera” is commonly used to indicate stage art works that combine drama, music and dance. In Italian it means work or work of art. As an omitted art genre definition opera comes from “opera musicale” that means a piece of music work. In Latin opera comes from “opus” that is still used in contemporary language meaning “great literary, artistic or intellectual work” (e.g. “magnum opus”, “opera magna”). We chose the name opera for a new premium full frame DSLR lens series thinking of a lens that will help photographer in creating real “work of art”.



Tokina opera 50mm F1.4 FF

●About the product●

The debuting premium full frame lens for high-end DSLR cameras in opera series is 50mm F1.4 FF (FF - Full Frame). Designed for full frame format DSLR cameras 50mm F1.4 FF adopts ring-shaped ultrasonic motor for autofocus drive module. Weather sealing prevents from dust and moisture coming inside the lens body. For the first time in Tokina line up Nikon mount model incorporates an electric diaphragm mechanism. The direction of the focus ring rotation fits the genuine Nikon and Canon lens.

About the price and sales release:

Price: to be determined later

Sales release: summer 2018

Mounts: Nikon F, Canon EF

Sensor size: full frame format

Additional notes:

1) Please keep this information confidential within your trusted dealers and make sure it will not be disclosed to end-users until **February 28, 2018, 09:00 AM (JST)**

About the CP+2018

CP+ is the biggest photo and imaging show in Asia, a comprehensive exhibition that pursues to push for evolution in all aspects (technology, culture and industry) of camera and photo imaging.

Kenko Tokina booth location: Exhibition Hall(1F), booth # G-57

English page: <http://www.cpplus.jp/en/>

How to access: <http://www.cpplus.jp/en/overview/access.html>



Should you have any requirements or questions, do not hesitate to ask your Tokina sales supervisor.

Sincerely,

Kohtaro TAKAHASHI
General Manager of Tokina Sales Division
Kenko Tokina Co., Ltd.