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# ZHIYUN CRANE-M2 S Crowned 2022 GOOD DESIGN® Award Winner

**Shenzhen, China, January 17th, 2023 -** ZHIYUN, the world’s pioneering gimbal innovator for cameras and smartphones, has been awarded the prestigious 2022 GOOD DESIGN® Award for its CRANE-M2 S gimbal.

### ZHIYUN CRANE-M2 S

In the 72nd Edition of the GOOD DESIGN® Awards, the ZHIYUN CRANE-M2 S won in the electronics category from among approximately 4,000 shortlisted entries from 52 countries. The entries were judged by a board of independent, international jurors, with awards given to products determined to have achieved the greatest design quality and innovation.

The CRANE-M2 S gimbal joins ZHIYUN’s range of award-winning products, offering a compact, intuitive design that feels completely natural in the hand during use. With a built-in 0.66-inch display showing real-time status and operating parameters of the camera and gimbal, users benefit from the ease of its at-a-glance detail while they shoot.

Another award-wining feature is ZHIYUN’s latest quick release technology. With its V-shape design it provides better operational efficiency, allowing quick interchange between any cameras needed on the shoot, while dual safety locks ensure the equipment always remains attached.

At just 549g, the CRANE-M2 S is as portable as a smartphone gimbal but can still handle premium DLSR cameras up to the Sony A7SIII with small prime lenses. The super lightweight body impressed judges by combining industry-leading motors with more strength and extended axes, making it a must-have for high velocity, ‘run-and-gun’ filmmakers.

### 2022 GOOD DESIGN® Awards

GOOD DESIGN® is the world’s oldest and longest running design prize. It honors all design achievements in all its disciplines: from product, packaging, communication and service design, interior and external architecture, to user interface (UI), user experience (UX), and professional concepts.

The highly esteemed awards are bestowed annually by the Chicago Athenaeum: Museum of Architecture and Design, and the European Centre for Architecture Art Design and Urban Studies.

The competition evaluates product design, communication design, packaging design and concept designs by the world's leading brands, shedding light on current trends emerging in the international design and manufacturing sectors.

ZHIYUN’s Head of R&D said, “At ZHIYUN, design innovation is key to the success of our products, and we are honored to be awarded this prestigious recognition for our continuous R&D efforts in gimbal technology. It is our intention to continue to deliver even more useful and novel product experiences to video creators from around the world, whether amateur or professional.”

Further information on CRANE-M2 S at its 2022 GOOD DESIGN® Award can be found here:
<https://www.good-designawards.com/award-details.html?award=50162>

### About ZHIYUN

ZHIYUN Tech is a pioneer and a world leader in gimbals and stabilizers for both professional filmmakers and personal video creators. ZHIYUN believes in innovation as the primary productive force, keeps making breakthroughs, and pushes forward technological and industrial development. Its product line ranges from professional to consumer gimbals. ZHIYUN is dedicated to arduous research and innovation for delivering a better experience for global filmmakers and video content creators. Learn more about ZHIYUN Tech at [www.ZHIYUN-tech.com](http://www.zhiyun-tech.com/), Facebook: [@ZHIYUNGlobal](https://www.facebook.com/ZhiyunGlobal/), and Instagram: [@ZHIYUN\_Tech](https://www.instagram.com/zhiyun_tech/)