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# ZHIYUN’s CRANE M3 Gimbal: Ultra-Versatile Vlogging Companion Hits Five Industry Firsts

## *Pint-sized white pro gimbal comes with hot-swapping capabilities, built-in 800 lumen light and microphone*

***SHENZHEN, China, November 8th, 2021 -*** ZHIYUN, the world’s leading gimbal manufacturer for cameras and smartphones introduces the CRANE M3, the latest in the highly-regarded CRANE series. Proving it’s more than just an upgrade, the M3 is a professional, 3-axis gimbal, claiming five industry firsts for looks, unmatched versatility, easy operability and trademark high-performance ZHIYUN design. The CRANE M3 is compatible with smartphones, action cameras, and full-frame mirrorless cameras with certain lenses.

### Industry Firsts

Sporting an all-new, modern white chassis, punctuated with black and red, the CRANE M3 is visually-striking. Small yet mighty, the CRANE M3 is the size of a 550ml water bottle made of robust, composite materials, its compact body design, reverse-loaded motors and optimised axis arm structure, deliver a better gripping and user experience.  
  
Compatible with over 90% of mirrorless cameras, the CRANE M3 is designed with convenience in mind. The gimbal’s quick-release design enables rapid interchange between compact action, DSLR and smartphone cameras as well as battery-changes without the need for rebalancing. Furthermore, easy connection to a professional microphone via the expansion base reduces the need for rebalancing. With its upgraded motors with stronger torque, guaranteeing stable movements and brand new in-built dual color 800-lumen LED temperature lighting and professional audio solution, CRANE-M3 offers professional videographers outstanding filming experience without extra equipment.

### Agile Set-Up Via Quick Release Plates

The hot swapping capability of the CRANE M3, thanks to the upgraded TRANSMOUNT Quick Release plates enables easier balancing, assembly and disassembly - perfect for professional filmmakers who might like to use a variety of equipment within a shoot.  
  
The one-size-fits-all plate also eliminates the inconvenience of rebalancing the stabiliser after changing cameras, and facilitate seamless battery change. Anyone using a variety of media or for vloggers who wish to upgrade from a smartphone to a compact mirrorless camera further down the line, a quick change “universal” plate comes standard with the CRANE M3.  
  
Once the plate is in place, the CRANE M3’s 3-click mechanism reliably secures the camera in position via tilt-, roll and pan axes locks. The locks with their transverse palm-rejection, efficient design protect cameras and offer optimal responsiveness and stabilisation capabilities, meaning that videographers can concentrate on the action at hand, without worrying about their camera or shakiness.  
  
The M3 features innovative locks and latches for storage. Gimbal can be adjusted to half-storage/full-storage mode. No axis arm adjustments are required when switching to half-storage mode with a mounted camera, and no rebalances needed when expanded.

### Compact and Convenient Light and Sound Solution

Impromptu low-light shooting is no longer a problem with the CRANE M3. Thanks to its pioneering in-built 800 lumen LED fill light, powered uniquely from heat generated by the gimbal, the stabiliser offers an intense natural lighting solution with full stepless dimming control and temperature settings via a control wheel. The light adopts high-level cooling technology to quickly dissipate the heat while providing great brightness. Additionally available are magnetic light filter accessories for the LED light, in four different colours. At peak power 6W, the M3s lighting reads are as follows: colour temperature levels: 3000-5400K, brightness: warm light 650-750, white light 850-950, CRI (Colour Rendering Index) 90+.   
  
On-the-hoof, live interviews couldn’t get easier with the CRANE M3’s TransMount Expansion Base to which professional microphones can be directly connected. The base bypasses connecting the microphone via the camera, thus removing the need for: additional cables, extra weight on the camera, and further adjustments to the gimbal. The M3 comes with a TransMount Shotgun Microphone as standard, however, the 6.5mm connecting audio port can also support a range of wired professional microphones for clear audio performance with cardioid/hypercardioid patterns.

### Exceptional Control Through Touchscreen and One-Handed Operational

The CRANE M3 offers the professional filmmaker a range of exceptional control options. The new gimbal has a built-in receiver at the base which can be paired with the transmitter module for wireless control of mainstream cameras via Bluetooth. Furthermore, the M3’s design brings one-handed, ergonomic operation capabilities through its versatile control wheel and joystick buttons that support adjustments to roll axis, aperture, shutter and ISO to optimally position your camera for perfect footage.  
  
New to the CRANE series is the added feature of an interactive 1.22”, full-colour HD interactive touchscreen enabling parameter adjustments to a range of gimbal mode settings (portrait, vortex mode and go-mode) as well as follow speed. The intuitive display panel also indicates camera operational status, connection to the gimbal and battery levels.

### Pricing and Availability

Available at [Amazon](https://www.amazon.com/dp/B09J4GXV63?ref=myi_title_dp) from 8 November 2021, pricing is as follows:  
Standard package: CRANE M3 + standard tripod at USD $369  
Combo package: CRANE M3 + Tripod Plus + Cell Phone Mount + TransMount EasyGo BackPack at USD $449  
Pro package: CRANE M3 + Tripod Plus + Cell Phone Mount + TransMount Shotgun Microphone + TransMount Expansion Base +TransMount EasyGo BackPack at USD $649  
Universal TRANSMOUNT Quick Release plates are available for the following camera models: Sony α7M3; Sony α7C; Sony α6000; Sony α7S; Sony ZV-E10; Canon M50; Nikon Zfc; Fuji X-S10; Fuji XT-4.

### Specs

Dimensions:  
280.3 mm (W) x 74.88 mm (D) x 157.06 mm (H)  
Weight:  
700g (without tripod and quick release plate)   
  
Battery Power:  
Maximum battery 8 hrs run time   
  
Charging:  
Type-C charging port, 2 hrs charging time  
Support 12W PD fast charging  
Supports portable power bank charging while operating   
  
Read more information at the [ZHIYUN site](https://www.zhiyun-tech.com/en) and [YouTube](https://www.youtube.com/channel/UCeeYm4DCcKiN6hmKBspX8Ig/videos).

### 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/) or check us out on Facebook: [@ZHIYUNGlobal](https://www.facebook.com/ZhiyunGlobal/) or follow us on Instagram: [@ZHIYUN\_Tech](https://www.instagram.com/zhiyun_tech/)