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# ZHIYUN SMOOTH 5 and CRANE M3 Crowned Red Dot Award Product Design 2022 Winners

**Shenzhen, China, March 23rd, 2022 *-*** ZHIYUN, the world’s pioneering gimbal innovator for cameras and smartphones, has been awarded the prestigious Red Dot Award: Product Design 2022 for two of its products; the ZHIYUN SMOOTH 5 and the ZHIYUN CRANE M3. The CRANE M3 won in the Camera and Camera Equipment category while the SMOOTH 5 was selected for the Accessories section, a subcategory of the Mobile Phones, Tablets, and Wearables category.

The products were selected in a hybrid judging process where ZHIYUN presented the SMOOTH 5 and the CRANE M3 to the jurors via video calls and answered questions on the products. The Red Dot Jury is made up of some 50 international design experts. The judges test, discuss and evaluate each entry individually.

ZHIYUN’s Head of R&D, said:
“At ZHIYUN, we are honored to be awarded with the Red Dot Award Product Design 2022 for ourarduous R&D efforts in gimbal technology innovation and breakthrough. It is our continued intention to bring premium product experiences to global video creators with our boundary-breaking inventions.”

The winners of the Red Dot Awards will be officially celebrated at a ceremony that takes place during the Red Dot Gala in Essen on June 20th, 2022.

One of the world’s largest design competitions, the Red Dot label mark is synonymous with excellence in design. Only winners of the Red Dot Award can use the coveted Red Dot label, which is both high profile and has an international reputation.

The ZHIYUN CRANE M3 is a 3-axis camera gimbal. It is an ultra-versatile vlogging companion which at its launch, sported five industry firsts, including its diminutive size, hot-swapping capabilities, built-in 800 lumen light and microphone. Information on the ZHIYUN CRANE M3 can be found here: <https://www.zhiyun-tech.com/en/product/detail/479?type=website&page=second_nav&source=detail>

The ZHIYUN SMOOTH 5, a smartphone gimbal allows users to take Hollywood-style shots with its easy-to-use control panel, strong, powerful magnetic fill light and upgraded motor performance and algorithm to create the perfect shots.

More information on the ZHIYUN SMOOTH 5 can be found here: <https://www.zhiyun-tech.com/en/product/detail/490>
Further information on the Red Dot Awards can be found here: <https://www.red-dot.org/award>

### 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/)