FOR IMMEDIATE RELEASE

# ZHIYUN Offers Big Savings on Photo and Video Gear in Chinese New Year Sale

## *Price reductions of up to 20% on a wide range of popular gimbals and lights*

**Shenzhen, China, January 28th, 2025 -** In a special promotion to celebrate Chinese New Year, ZHIYUN is offering big savings of up to 20% on professional photography and video-making gear. There are limited-time offers on ZHIYUN’s popular camera and smartphone stabilization systems, and portable lighting, including best-selling models from the Crane, WEEBILL and FIVERAY series. The promotion runs from January 27 to February 9, 2025, and products are available from ZHIYUN’s official store and ZHIYUN’s Amazon store.

### Gimbals for professional-quality video and photos

During the sale, buyers can save 17% on the Crane M3S compact, portable gimbal, with prices starting from $249. This 705g (1.5 lbs) stabilizer has an impressive load-bearing capacity to handle a wide range of mainstream full-frame cameras and lens combos. It can also be used with mobile phones, mirrorless cameras, and action cameras. The Crane M3S Combo, with extra accessories, is available for only $299. For details: [geni.us/pr-CRANEM3S](https://geni.us/pr-CRANEM3S).  
  
ZHIYUN’s WEEBILL 3E lightweight gimbal with enhanced stabilization is available for just $211, a 15% reduction. The WEEBILL 3E breaks new ground with its innovative design and powerful performance, offering a compelling solution for filmmakers, videographers, and content creators who need a lightweight, versatile, and user-friendly gimbal. Find out more at: [geni.us/pr-WB3E](https://geni.us/pr-WB3E).

### Compact pocket-sized lights

The FIVERAY M20 and M20C pocket-sized 20W lights combine professional-level features with consumer-level ease-of-use in an easily portable format – promotion prices start from $65 for the M20 and $109 for the M20C. Weighing just 200g (7 oz), these devices offer videographers and photographers a powerful light in a compact, portable form factor. The M20 has a wide, adjustable color range, and the full-RGB M20C offers completely controllable lighting and color rendering. Price reductions of up to 19% are available on the M20, M20C and Combo packages with additional accessories. Purchase the M20 at geni.us/pr-M20 and find the M20C at [geni.us/pr-M20C](https://geni.us/pr-M20C).  
  
ZHIYUN’s FIVERAY M40 light provides 40W of high power lighting in a lightweight palm-sized device that fits in a pocket. It provides stable illuminance of up to 14,000 lux with adjustable color temperature from 2,700K-6,200K. It is reduced by 15%, to $84, during the new year promotion. Discover the M40 at: [geni.us/pr-M40](https://geni.us/pr-M40).   
  
The CINEPEER CM25 pocket-sized 25W fill light offer simple but high-performance lighting. During the sale, it is even more affordable at just $49. Weighing only 232g, the CM25 can achieve a professional luminous efficacy of 3360 Lux, with accurate color rendering. Find out more at: [geni.us/pr-CM25](https://geni.us/pr-CM25)

### Versatile 100 watt lights

Unlike traditional 100W lights, ZHIYUN’s CINEPEER CX100 is ultra-lightweight at just 710g (about 1.5 lbs), and small enough to fit in the hand. The large dial controls make color and brightness adjustments intuitive. The CX100 is reduced by 20% to $143. Purchase at: [geni.us/pr-CX100](https://geni.us/pr-CX100)  
  
ZHIYUN’s CINEPEER CF100 100W stick light supports both HSI and RGB modes. It provides almost twice the full-color output performance of competing products, enabling effective background illumination and vibrant color scene capture. This lightweight device is available for $152 during the new year promotion. Find out more at: [geni.us/pr-CF100](https://geni.us/pr-CF100).   
  
Promotion period: January 27 – February 9, 2025  
Amazon Store Link: [geni.us/AMZ-Store-PR-Sales](https://geni.us/AMZ-Store-PR-Sales)  
ZHIYUN Official Store Link: [geni.us/ZHIYUN-Store-PR](https://geni.us/ZHIYUN-Store-PR)

### About ZHIYUN

ZHIYUN Tech is a pioneer and a world-leader in gimbals and stabilizers and provides exceptional film lighting solutions for everyone from professional filmmakers to amateur video creators. ZHIYUN believes in “MAKE IT REAL”: a commitment to arduous research and development to create breakthroughs in technological and industrial innovations. ZHIYUN’s standout products and features deliver everyday convenience, better experiences, and unlock new opportunities to make the imagination a reality. Learn more about ZHIYUN Tech at [www.ZHIYUN-tech.com](http://www.zhiyun-tech.com/) or check them out on Facebook: [@Zhiyun-Tech](https://www.facebook.com/ZhiyunGlobal/) or follow them on Instagram: [@ZHIYUN\_Tech](https://www.instagram.com/zhiyun_tech/)