

The new Micro Four Thirds camera from China

Ambitious newcomer



Clean exterior, good features: The YI M1 needs fear no comparison in its class.

Within a short period of time, the company has secured respectable market shares in China with action cams, dash cams and security cameras. The product range also includes a multicopter: The YI Erida is made of carbon fiber, can stay in the air for 40 minutes with one battery charge, attains speeds of up to 120 km/h and can be fitted with the 4K action cam from YI or the YI M1. YI Technology is also active in another key growth segment: Google is working with the company on the development of a 3D 360° camera for its VR Jump system.

The company's dynamic start is no accident. From the very beginning, co-founder and CEO Sean Da succeeded in convincing investors of his concepts. He also gathered a competent international development team around him with decades of experience in imaging technology, algorithms, data analysis, cloud computing and mobile applications. And he set the company a clear goal: YI Technology wants to use these talents to develop a new generation of intelligent imaging products and services.

Simply good pictures

With its compact housing, minimalist no frills design and high-quality feel, the YI M1 makes a good impression. The producer's statement that anyone can "take photos and 4K videos in professional quality with this camera" might be a little bold, but in its class, the technical features of the YI M1 do not have to fear any



The presentation of the YI M1 aroused considerable interest at photokina. The new Micro Four Thirds system camera comes from China and certainly could not be classed as a cheap product. With its good features, easy operation and versatile networking functions, it's designed to convince the photo trade and consumers alike. The camera is manufactured by the start-up company YI Technology, which was founded in 2014 and certainly has the look of a supplier that should be taken seriously.

comparison on the market. It has a Sony IMX269 image sensor of the latest generation, allows ISO settings up to 25,600, offers HDR for photo and video, and captures 4K videos at 30 fps.

The autofocus system works with 81 metering zones and allows various options, touch AF/touch release, face recognition and focus peaking. The pictures can also be saved in RAW format. Easy-to-use special scene modes, program AE and full manual control offer numerous possibilities for taking top photos.

When it comes to camera operation, the YI M1 scores some real plus points. It starts with the networking possibilities that allow uncomplicated interaction of mobile devices and PCs through WiFi and Bluetooth (BLE). Equally uncomplicated is the camera handling via the touch-sensitive 3" (7.6 cm) display with 1.084 million pixels. Rather than browsing complex menus, the user can choose the settings on the smartphone-like user interface of the touch-sensitive display. Furthermore, there is an app available for the camera that inspires the user with helpful sketches and templates. The user manual is easy to understand and well formulated. That applies

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Operation via the touch-sensitive display is similar to that of a smartphone.

at least to the German translation, in which the typical funny bloopers from translation programs are fortunately not included.

The YI M1 is to go on sale very shortly, with different dates in different countries and regions. The first step onto the European market will be the launch in Germany. Here, a renowned service partner and distributor have already been found. Members of the buying groups Ringfoto and europafoto will be able to acquire the YI M1 from the respective central warehouse.

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The selling price announced for Germany is in line with YI Technology's ambitious targets: The YI M1 will be available in the colors Storm Black and Ice Silver, either as a kit with the zoom lens for 599 euros (RRP) or with both lenses for 799 euros (RRP).