New DJI mini drone launched

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What's that little buzz in the air?  
Weighing just 430 grams, Mavic Air is the most portable DJI drone ever created.  
DJI, the Shenzhen-based world-leading civilian drone producer, unveiled it's newest product - Mavic Air - in New York on Tuesday. According to DJI, Mavic Air is an ultra-portable, foldable camera drone that delivers high performance.  
In a marketing photo, when folded, Mavic Air is almost the size of an iPhone.  
Michael Perry, DJI's director in North America, introduced the Mavic Air by pulling it out of his pocket.  
"The audience was impressed with new and exciting features such as new automated flight modes that make it easy to shoot dramatic video scenes, enhanced gesture controls for the drone and its photo and video functions, and advanced systems to detect and avoid obstacles," said Adam Lisbeger, corporate communication director of DJI North America.  
Lisbeger said early reviews of the Mavic Air were "positive", and they were looking forward to seeing the amazing photos and videos people would soon be creating with it.  
Calling it "Tiny, light, and practically uncrashable", Wired described it as a drone "that weighs just a shade under a pound, fits in a jacket pocket, and is capable of flying itself."  
USA Today called it "ultracompact" and the BBC called it "ultraportable".  
Mavic Air is equipped with a 4K camera with new QuickShot modes and Smart - Capture for easier photos and videos, and FlightAutonomy 2.0 with advanced pilot assistance systems "for smarter, safer flight," the company says.  
"When DJI introduced the Mavic Pro, it reinvented what a consumer drone could be: powerful, yet portable, accessible, but advanced," said Roger Luo, president of DJI. "Today, with the introduction of Mavic Air, we have pushed these attributes to the next level to create our best consumer drone yet."  
Mavic Pro, released in September 2016, has a stabilized camera with 12 megapixels and a transmission system with a four-mile range.  
Mavic Air photographs 12-megapixel still images and delivers a maximum range of up to two and a half miles. About 150 people attended the Mavic Air launch event in New York.  
DJI will be unveiling Mavic Air in other locations around the world as well. The product will be available for sale next week.

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