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Xiaomi Corporation is a Chinese company founded by Lei Jun in 2010, ranked sixth in the world and fourth in China in terms of production (sales) of smartphones. On August 16, 2010, Xiaomi officially launched the MIUI firmware based on the Android system and combines the styles of the Samsung TouchWiz and Apple iOS. The first smartphone - Mi 1 was announced in August 2011. It was delivered in two versions - with MIUI firmware and with "pure" Android. In August 2012, the company introduced the Mi 2 smartphone, by September 2013, more than 10 million devices were sold. During 2017-2018, the active growth of the network of official authorized stores Mi Stores in Russian cities continues. In May 2018, the 60th store of the chain was opened.

The company's products (a small part of it)

Redmi 1 - the first smartphone of the budget line Redmi

Redmi 1S - Redmi 1 version with Snapdragon 400 processor and Adreno 305 video accelerator

Redmi 2 - second generation budget smartphone

Redmi 2A - alternative version of Redmi 2

Redmi 2 Prime - an improved version of Redmi 2

Redmi 3 - the third generation of budget smartphone

Redmi 3 Pro - an improved version of Redmi 3 with a fingerprint scanner

Redmi 3S - an updated version of Redmi 3

Redmi 3X - alternative version of Redmi 3

Redmi 4 - the fourth generation of budget smartphone

Redmi 4A - a simplified version of Redmi 4

Redmi 4 Prime - an improved version of Redmi 4

Redmi 4X is an alternative version of Redmi 4, there are two versions (Asian with green notification LED, European with white LED)

Redmi 5 - the fifth generation of the budget smartphone, updated design, 2: 1 aspect ratio, Snapdragon 450 processor

Redmi 5 Plus - version with a screen of 5.99 ", the aspect ratio of the screen is 2: 1, Snapdragon 625 processor (in Asia is called Redmi Note 5)

Redmi 5A - the fifth generation of the budget smartphone, a simplified version of Redmi 5

Redmi Note 5A - Redmi 5A version with screen 5.5 "

Redmi Y1 - copy of Redmi Note 5A with improved front camera

Redmi Note 5A Lite - a simplified version of Redmi Note 5A

Redmi Y1 Lite - a copy of Redmi Note 5A Lite with improved front camera

Redmi 6 - the sixth generation of budget smartphone

Redmi 6A - a simplified version of Redmi 6

Redmi 6 Pro - an improved version of Redmi 6

Xiaomi Mi A2 Lite - version of Redmi 6 Pro with "clean" Android

Redmi 7 is the seventh generation of a budget smartphone with a new design, a water-repellent P2i coating and a large battery.

Impressive, isn't it? And this is only part of the products in the niche of smartphones. Also, from the inside of the company, to please the users, the company went on to divide the lines of smartphones, this is quite an interesting decision, of course this is not an innovation, but for a Chinese company that opened itself to the foreign market is not a long-awaited turn.

So, the reason for the separation of brands Mi and Redmi lies on the surface, and it lies in positioning: if the Redmi trademark was originally created for low-end models, then Mi in the name is a clear sign of the flagship status of a smartphone. Redmi and Mi differ in distribution models: if Redmi in many countries is offered through online stores, Mi, on the contrary, is widely represented in the retail network. In fact, brands were divided, but without a clear boundary. Now the company will split Redmi and Mi entirely.

The new approach will allow Xiaomi to more clearly position smartphones and give each of the three series (there is also Pocophone!) More attention. As a result, Mi series models will become "more premium", and Redmi will more satisfy the needs of its audience.

In the light of this separation, the example of Huawei, which once separated the Honor brand into, in fact, a separate company with its management and development centers is indicative. Under the trademark Huawei flagship models are now offered, and Honor models take their reasonable price. At the same time, Huawei and Honor have common technologies and platforms, which allows great savings on resources not at the expense of sales. Xiaomi will now do the same.

Impressed by this company, she was able to compete both in the foreign market and in the domestic, and quite successfully. This company offers solutions for a typical Android user, with an average salary of about 35 thousand per month. Smartphones of this company can compete, albeit not all indicators, but at least a combination of parameters for a price with the same Apple. I myself own a smartphone from this company, I can tell you, compared to other competing companies, this brand offers much more interesting combinations of "stuffing" and value.

Although on the other hand, to each his own. My opinion may simply be biased, because Xiaomi already has competition, from the visas to the Chinese company Oppo, which released a powerful answer to the flagship Redmi at an even lower price.

The Chinese company Oppo has introduced a new modification of the smartphone Realme 3 Pro, which is positioned as a competitor to the budget flagship Redmi Note 7 Pro, released in late February 2019. On the official website of Realme, the Realme 3 Pro version with 6 GB of RAM and 64 GB of ROM became available for order. Thus, users can get a device with an expanded amount of RAM, while not paying extra for extra gigabytes of permanent storage (which may never be used, given the presence of a microSD card slot).

Well, perhaps I'll finish it, as there can be an endless amount of talk and writing about Chinese brands of the smartphone industry.