



PRESS RELEASE

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ONE RS 1-Inch 360 Edition

6K 360 Camera Packs 1-Inch Sensors for Unparalleled Imaging “co-engineered with Leica”.

Wetzlar, 28th June 2022. Insta360 today launched ONE RS 1-Inch 360 Edition, a camera that raises the bar for 360-degree capture, with dual 1-inch sensors and 6K video resolution. “Co-engineered with Leica”, the 1-Inch 360 Edition allows creators to shoot in industry-leading image quality with a tool that’s small enough to carry anywhere they go. Its dual-lens 360 design enables creators to easily capture creative shots.

“The 1-Inch 360 Edition represents Insta360’s continued mission to make ONE RS the most comprehensive and versatile camera on the market. This latest edition turns ONE RS into a powerful 6K camera capable of impressive performance even in low light,” said JK Liu, founder of Insta360.

Insta360 ONE RS 1-Inch 360 Edition is available to order today via [Insta360.com](https://www.insta360.com).

Inspired Imaging without Limits

Representing a major breakthrough in the way creators can realize their creative visions, ONE RS 1-Inch 360 Edition boasts two 1-inch CMOS sensors. As a result, the camera is capable of shooting stunning 6K 360 footage and 21MP 360 photos.

The 1-inch sensors are the secret to the camera's superb low light capabilities, delivering impressive dynamic range from dusk through dawn. Where other consumer 360 cameras struggle with shadows and highlights, the 1-Inch 360 Edition shows the world in sharp, true-to-life color and detail.

The 1-Inch 360 Edition also marks the first 360 camera to be "co-engineered with Leica", thanks to Insta360 and Leica's strategic partnership dating back to 2020. "We're excited to bring Leica's optical and digital imaging expertise into a new product segment with the ONE RS 1-Inch 360 Edition. Creators can take advantage of both the camera's 360 capture capabilities and its dual 1-inch sensors, no longer having to choose between creativity and premium image quality," said Matthias Harsch, CEO of Leica Camera AG.

The Freedom of 360

ONE RS 1-Inch 360 Edition is designed to eliminate the restrictions of bulky shooting rigs. Whether it's used for professional filmmaking, VR content production, outdoor exploration or enterprise applications, the camera's compact form factor allows creators to shoot in ways that simply weren't possible before.

With two lenses recording in full panoramic 360, creators no longer need to consider where the camera is pointed. Instead, they can capture all the action in one take, reframing it after the fact in an infinite number of ways according to their creative vision. Sharing in immersive 360 or as traditional flat footage is simple with the Insta360 software.

Panoramic 360 capture technology also makes dolly shots and breathtaking third-person views possible. Ugly selfie sticks are totally erased from footage by the dual lenses, resulting in clean and unobstructed shots without a selfie stick in sight.

At the same time, Insta360's FlowState Stabilization and horizon leveling algorithms eliminate the need for extra stabilizing equipment like a gimbal, producing incredibly smooth and level footage every time.

Powered by AI

Harnessing the power of AI allows creators to effortlessly create impressive edits with the 1-Inch 360 Edition. The new PureShot HDR photo mode uses AI and auto exposure bracketing to increase the dynamic range of your shots, eliminating the need for further post editing.

Short videos for social media can be created in seconds in the Insta360 app, where Shot Lab uses AI to automate editing techniques like cloning, dolly zooms and star trails. For dialing in on the details, creators can turn to the Insta360 Studio desktop software or Adobe Premiere Pro plugin for full manual controls.

Unmatched Versatility

Whether creating a timelapse of the Northern Lights or a virtual tour of a real estate property, ONE RS 1-Inch 360 Edition has the versatility to bring bold ideas to life.

The camera's IPX3 water resistance keeps it protected against rain or snow when shooting outdoors, while the 1-inch sensors deliver great dynamic range and sharpness indoors.

Thanks to the camera's portable form factor, it can easily be mounted on a car or backpack for Google Street View photography, on a tripod for virtual tours or even on a hardhat for construction site monitoring. The camera will be compatible with major platforms like Matterport and OpenSpace with a future software development kit (SDK) release.

Available Now

Insta360 ONE RS 1-Inch 360 Edition “co-engineered with Leica” is available to purchase worldwide via store.insta360.com and select retailers worldwide. It retails for US\$799.99.

With its interchangeable lens design, the 1-Inch 360 Lens is compatible with both the ONE R and ONE RS Cores, giving creators the ability to transform their action camera into a premium 360 camera, or vice versa. An upgrade bundle for ONE R and ONE RS users is available for US\$649.99, which includes the 1-Inch 360 Lens, Battery and Mounting Bracket (Core excluded).

Please find further information at:

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Internet: <https://leica-store.my/>

Key Specs

	Insta360 ONE RS 1-Inch 360 Edition
Aperture	F2.2
35mm Equivalent Focal Length	6.52mm

Photo Resolution	6528x3264 (2:1)
Video Resolution	5888x2944@30fps 6144x3072@25/24fps 3840x1920@30/25/24fps 3040x1520@50fps
Photo Format	· insp · RAW (dng) (RAW files require software on PC/Mac to export.)
Video Format	· insv (can be exported via App or Studio)
Photo Modes	Standard, HDR, Interval, Starlapse, Burst, PureShot
Video Modes	Standard Video, Timelapse, TimeShift, Loop Recording
Color Profiles	Standard, Vivid, LOG
Weight	239g
Dimensions (W x H x D)	53.2x49.5x129.3mm
Run Time	62 minutes *Tested in lab environment under 6K@30fps mode
Max Video Bitrate	120Mbps
Gyroscope	6-axis Gyroscope

Compatible Devices	<p>iOS Devices:</p> <p>Compatible with iOS mobile devices with chips A11 or above and iOS version 11.0 or above, including iPhone SE 2, iPhone 8, iPhone 8 Plus, iPhone XR, iPhone XS, iPhone XS Max, iPhone X, iPhone 11, iPhone 11 Pro, iPhone 11 Pro Max, iPhone 12, iPhone 12 Pro, iPhone 12 Pro Max, iPhone 12 mini, iPhone 13, iPhone 13 Pro, iPhone 13 Pro Max, iPhone 13 mini, iPad Air (2020), iPad Pro and newer iPad models.</p> <p>Android Devices:</p> <p>Compatible with Android mobile devices that meet the following capabilities, including:</p> <ul style="list-style-type: none"> • Android devices with Kirin 980 and above chips, including Huawei Mate 20, P30 or newer models. • Android devices with Snapdragon 845 and above chips, including Samsung Galaxy S9, Xiaomi Mi 8 or newer models. • Android devices with Exynos 9810 and above chips, including Samsung Galaxy S9, S9+, Note9 and newer models. • Android devices with Tensor chips, including Google Pixel 6. <p>*Devices that do not meet the above requirements may still be able to use the app to control the camera, however, performance of some processor-intensive and AI-powered features may be sub-optimal.</p>
Live Streaming	360 Live, Reframe Live (streamer sets a fixed perspective)
Exposure Value	±4EV

ISO Range	Photo: 100-3200 Video: 100-3200
Shutter Speed	Photo: 1/8000 - 120s Video: 1/8000 - to the limit of frames per second
White Balance	2000K-10000K
Audio Modes	<ul style="list-style-type: none"> · Wind Reduction · Stereo
Audio Format	48 kHz, AAC
Bluetooth	BLE5.0
Wi-Fi	5 GHz, 802.11ac (Standard range of approximately 20 meters, max transmission speed of 20MB/s)
USB	Type-C
MicroSD Card	exFAT formatted microSD cards with the UHS-I bus interface and Video Speed Class V30 rating (exactly this class, neither higher or lower) with a max storage of 1TB are recommended.
Battery Capacity	1350mAh
Charging Method	Type-C USB
Charging Time	90 minutes (powered off)

Operating Temperature	-4°F to 104°F (-20°C to 40°C)
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About Insta360

Founded in 2015, Insta360 makes boldly innovative cameras that help people capture and share their lives. The brand's ONE Series and GO Series cameras are redefining what's possible with an action camera. The ONE Series brings together groundbreaking stabilization, the ability to easily capture drone-like aerial angles, and the freedom to reframe a shot in any direction after the fact — all in a palm-sized device. Insta360 GO 2 revolutionized first-person capture by packing flagship power and groundbreaking stabilization into a thumb-sized action camera. Insta360 also makes a premium range of ultra-high-resolution professional VR cameras, including Insta360 Pro 2 and Titan. Their best-in-class imaging and streamlined workflows make it easy for filmmakers to jump into immersive content production.

Leica Camera – A Partner for Photography

Leica Camera AG is an international, premium manufacturer of cameras and sports optics. The legendary reputation of the Leica brand is based on a long tradition of excellent quality, German craftsmanship and German industrial design, combined with innovative technologies. An integral part of the brand's culture is the diversity of activities the company undertakes for the advancement of photography. In addition to the Leica Galleries and Leica Akademies spread around the world, there are the Leica Hall of Fame Award and, in particular, the Leica Oskar Barnack Award (LOBA), which is considered one of the most innovative sponsorship awards existing today. Furthermore, Leica Camera AG, with its headquarters in Wetzlar, Hesse, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organisations and Leica Retail Stores.