



Press Release

Insta360 and Leica Camera AG Unveil the Insta360 Luna Ultra

The new mobile gimbal camera featuring Leica Summicron optics for professional photography and video recording on the go

Wetzlar, 18 June 2026 – Insta360 and Leica Camera AG are adding a new product category to their longstanding imaging partnership with the new Insta360 Luna Ultra. This compact gimbal camera combines Leica Summicron optics, a high-resolution 1-inch 8K sensor, 3-axis stabilisation and a detachable OLED touchscreen in a mobile camera system designed for dynamic photography and video recording. The co-engineered imaging system is built around a Leica Summicron lens finetuned for the sensor. The result is natural, richly detailed rendering defined by the distinctive Leica aesthetic. This camera is designed for creative professionals who want to capture high-quality images intuitively, wherever they are.

Leica Summicron Optics for Mobile Storytelling

The Luna Ultra has been developed for a new generation of visual creators, who expect professional image quality in a compact, mobile format. It captures 8K video recording at 30 fps with Dolby Vision and 10-Bit I-Log recording for maximum freedom during post-production. The dynamic range of up to 14 aperture stops ensures detail-rich rendering of light and shadow.

For photography, the Luna Ultra offers high-resolution UltraPhotos with up to 37 megapixels and panorama modes with up to 200 megapixels. The PureVideo mode improves shots in low-lighting conditions, while also reducing image interference, increasing brightness and providing crisp details.

“With the Insta360 Luna Ultra, we are bringing the Leica image philosophy to a new form of mobile image composition. Together with Insta360, we have co-engineered a camera system that combines optical precision, intuitive operation and characteristic Leica image aesthetics in a compact format”, explains Marius Eschweiler, Vice President, Mobile Business Unit at Leica Camera AG.

“With the Luna Ultra, we are breaking into the gimbal camera market – drawing on the full strength of our imaging expertise. We believe this category is ready for a new standard: characterised by smart technology, greater performance and an even more intuitive user experience. Luna embodies our vision for the future of gimbal imaging and has been developed to empower users to capture what matters – more easily, confidently and authentically”, says Max Richter, Vice President of Marketing and Co-Founder of Insta360.



Two Lenses Providing Flexible Perspectives

The Insta360 Luna Ultra boasts a dual-sensor camera system: alongside the 1-inch main sensor with Leica Summicron optics for 8K recording, it also features a telephoto lens with a 1/1.3-inch sensor and f/2.0 lens speed. This opens up new creative possibilities for portraits, close-ups and cinematic perspectives with natural depth effects. The system offers flexible image composition across five focal lengths – up to and including 12× zoom and 6× lossless zoom.

Smooth Shots, Clear-Cut Control and the Unmistakable Leica Look

A three-axis stabilisation system together with electronic image stabilisation ensure smooth, fluid recordings – even in motion. The removable 2-inch OLED touch display provides flexible control and previews from various perspectives. Features like Deep Track 5.0, Auto Tracking, Active Zoom Tracking, Group Tracking and Smart Framing support precise subject tracking and simplify creators' workflows.

Leica image profiles – such as Leica Natural, Leica Vivid and Leica Chrome – are included to enable consistent image composition. The Academy Color Encoding System (ACES) is also available, supporting professional colour workflows and preserving creative control over the image from capture and editing through to output. The integrated timecode allows multiple cameras to be synchronised, supporting editing in programs like Final Cut Pro and Adobe Premiere Pro.

Six Years of Co-Engineering Imaging

Insta360 and Leica have been working together to develop mobile imaging solutions for over six years. The partnership couples Leica's optical and colour imaging expertise with Insta360's AI and stabilisation technology. With the Insta360 Luna Ultra, the two companies are levelling up their collaboration with a new category: professional optics, compact gimbal technology and smart image stabilisation are united in a mobile camera system.

About Leica Camera

Leica Camera AG is an international, premium manufacturer of cameras, lenses and sports optics. As part of its growth strategy, the company has expanded its portfolio to include mobile imaging (smartphones) and the manufacture of high-quality spectacle lenses and watches, and is also represented in the home cinema segment with its own projectors.

Leica Camera AG, having its headquarters in Wetzlar, Germany, and a second production site in Vila Nova de Famalicão, Portugal, operates a global network of its own distribution companies with around 120 Leica Stores worldwide.



The Leica brand stands for excellence in quality, German craftsmanship and industrial design, combined with innovative technologies. An integral aspect of the brand culture is the promotion of the culture of photography, with around 30 Leica Galleries worldwide, the Leica Akademie and international awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).

Please find further information at:

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