



Press information

Leica Camera AG and Insta360 Announce Strategic Partnership to Reinvent the Action Cam

The companies co-engineered the new Insta360 ONE R, a groundbreaking adaptive action camera that offers a premium 1-inch sensor and advanced stabilization.

Wetzlar, 7 January 2020. Today Leica Camera AG and Insta360 announced a partnership aimed at bringing true innovation and state-of-the-art imaging quality to the action camera and 360-degree camera spaces.

The announcement coincides with the launch of the Insta360 ONE R, an adaptive action camera that uses a unique interchangeable camera module to combine the creative freedom of 360-degree capture with the precision and resolution of traditional single-lens shooting.

Leica and Insta360 co-engineered the premium Insta360 ONE R 1-Inch Edition, which offers creators a 5.3K 1-inch sensor to achieve image quality and dynamic range never before seen in an action cam, together with Insta360's signature FlowState stabilization. This 5.3K wide-angle lens can be instantly swapped for a dual-lens setup that captures action in all directions at once and unlocks a range of creative techniques only possible with a 360-degree field of view.

The Insta360 ONE R 1-Inch Edition is the first result of Leica and Insta360's shared vision of craftsmanship and innovation in an era when cameras have a more central role in culture and communication than ever before.

'With Insta360, we have found the right partner to bring the decades of Leica optical and digital imaging expertise into a new product segment. We think that Insta360 has an extremely high level of know-how in the software sector - especially in the field of 360-degree acquisition technologies. The aim of our cooperation is to develop innovative technologies under the highest image and quality standards, trying to push the limits of what is technically possible', says Matthias Harsch, CEO of Leica Camera AG.

JK Liu, Insta360 Founder, said: 'For more than a century, Leica has never stopped pushing the boundaries of what's possible with a camera, and it's never lost sight of a guiding ethos of craftsmanship and quality that inspires photographers to push their own work further. They are the ideal partners to join us in perfecting a new generation of cameras that serve users at every step of the creative process – from capture to editing to sharing. Combining the expertise in optics and imaging design of Leica with Insta360's unique portfolio of innovations, including gimbal-free stabilization and smart editing software, will allow both brands to redefine categories and realize the potential of new camera formats and modes of capture.'

About Leica Camera

Leica Camera AG is an internationally operating, premium-segment manufacturer of cameras and sport optics products. The legendary reputation of the Leica brand is founded on a long tradition of excellent quality, German craftsmanship and German industrial design, together with a long standing tradition of innovative technologies. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal and operates its own worldwide network of regional organisations, Leica Retail Stores, Leica Galleries and Leica Akademies.

About Insta360

Founded in 2015, Insta360 is the global leader in 360-degree cameras. Loved by athletes and creators alike, the brand's ONE series cameras pioneered the use of a compact dual-lens design to redefine 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. In addition to innovative action cameras, Insta360 also offers a premium range of ultra-high-resolution professional VR cameras. Their best-in-class imaging and streamlined workflows make it easy for filmmakers to jump into immersive content production.