



Press Information

Insta360 ONE R 1-Inch Edition 'co-engineered with Leica' is available from today in Leica Stores around the world

The groundbreaking Insta360 ONE R 1-Inch Edition adaptive action camera 'co-engineered with Leica', with a high-quality 1-inch sensor and state-of-the-art image stabilisation, is available in Leica Stores around the globe and from Leica Online Stores.

Wetzlar, 18th August 2020. Leica Camera AG and Insta360 announced their strategic partnership in January 2020. The start of the partnership coincided with the launch of 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.

From the beginning of August 2020, interested customers have the chance to purchase Insta360 ONE R 1-Inch Edition camera in Leica Stores around the world and from the Leica Online Stores. Thanks to the 5.3 K 1-inch sensor, it enables content creators to achieve previously unrivalled image quality and dynamic range for an action camera. The action camera also features Insta360's already familiar FlowState Stabilization.

The 5.3 K wide-angle lens can be quickly and easily exchanged for a dual-lens setup that simultaneously captures the action in all directions and unleashes a whole range of creative techniques possible only with a 360-degree field of view. The 1-inch wide-angle module for Insta360 ONE R is the first result of Leica and Insta360's shared vision and innovative powers

in an age in which cameras play a more central role in culture and communication than ever before.

An overview of the Leica Stores around the globe can be found on the Leica Camera website www.leica-camera.com in the section 'Stores & Dealers'.

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.