

Product Introduction

Insta360 X3
Magic in action.



Insta360 X3

Pocket 360 Action Cam

What is it?

The next gen of the world's best-selling 360 action camera.

With 360° capture, action-ready hardware and AI-powered software, Insta360 X3 is the ultimate pocket camera. X3 makes it easy—and most importantly, fun—to capture and share your life.

What is it for?

Fun, creative content.

Creators, adventurers and athletes can now create fun and viral-worthy content with ease. X3 unleashes your creativity and helps you capture content not possible with a smartphone or a traditional camera.

What is X3?

**Impossible
Shooting**



**Action
Ready**



**Easy Operation
& Editing**

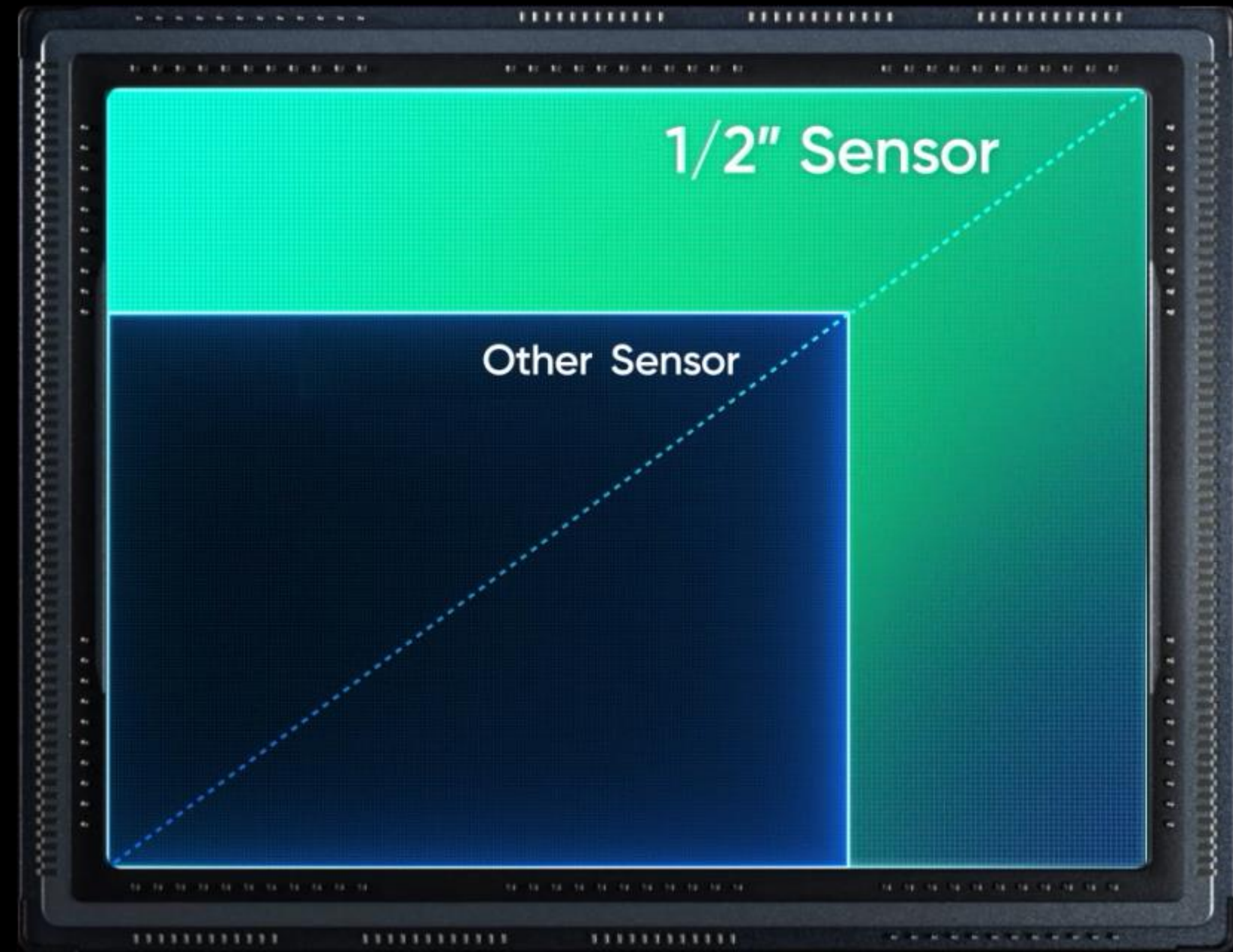


Impossible Shooting | Action Ready | Easy Operation & Editing

NEW

1/2" Sensor

Capture photos and videos with more detail thanks to a brand-new 1/2" sensor.



Impossible Shooting | Action Ready | Easy Operation & Editing

5.7K 360° Capture

Capture everything around you with
5.7K 360-degree capture.



Impossible Shooting | Action Ready | Easy Operation & Editing



The Magic of Reframing

The magic of 360 capture is the ability to choose the best angle after the fact. Easy AI-powered reframing tools in the Insta360 app make it easy to find the perfect, so you'll never miss a shot again.

Impossible Shooting | Action Ready | Easy Operation & Editing



*Visual reference only

NEW

72MP 360° Photo

360 photos just got a huge upgrade. Now capture 72 megapixel stills with more detail than ever before.

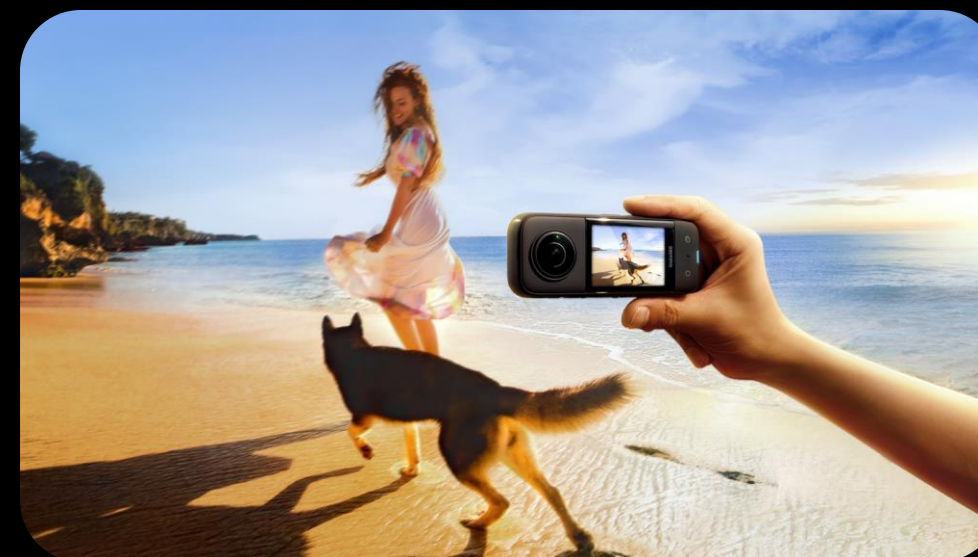
Single Lens Mode in Stunning 4K

NEW

Just want to shoot first-person videos without reframing? Shoot wide-angle videos in Single Lens Mode and share instantly to social media. Now upgraded to **4K30fps**. At 2.7K resolution, you can also shoot an extremely wide 170° video with MaxView.

Potential use case:

- Chest-mounted shots, e.g. mountain biking



*Visual reference only



NEW

Me Mode

Take advantage of the Invisible Selfie Stick effect and shoot wide-angle video without needing to reframe with Me mode.

Benefit:

- Selfie stick will be invisible, unlike in Single Lens Mode
- 1080p30fps and 60fps: high frame rate video suitable for action (**the effect is equivalent to 5.7K60fps reframing**, supports 16:9 and 9:16)
- Skip the process of reframing 360 footage in post



*Visual reference only

Me Mode - How It Works

The user must hold the selfie stick in this mode. This mode uses half of the sensor on both sides of the lens to record 2 files, and then stitches them together to create a 180° video on the side where the user is. Therefore, it is named "Me Mode" as only the "me" side will be in the video.

Potential use cases:

- Record selfie video when skiing



*Visual reference only

Impossible Shooting | Action Ready | Easy Operation & Editing

Impossible Third-Person Views

The Invisible Selfie Stick disappears in your edit, enabling you to capture aerial angles and third-person perspectives that are impossible to achieve with other cameras. No drone, no problem!



*Visual reference only

Impossible Shooting | Action Ready | Easy Operation & Editing

NEW

360° Active HDR

An innovative new HDR video mode for action sports. Active HDR keeps your video stabilized as you move, while keeping details in the highlights and shadows for more vibrant footage.



*Visual reference only

Impossible Shooting | Action Ready | Easy Operation & Editing

NEW

8K 360 Timelapse

Take next-level 360 timelapse videos in stunning 8K quality, thanks to X3's new sensor.



*Visual reference only

Impossible Shooting | Action Ready | Easy Operation & Editing



NEW

4K 120fps Bullet Time

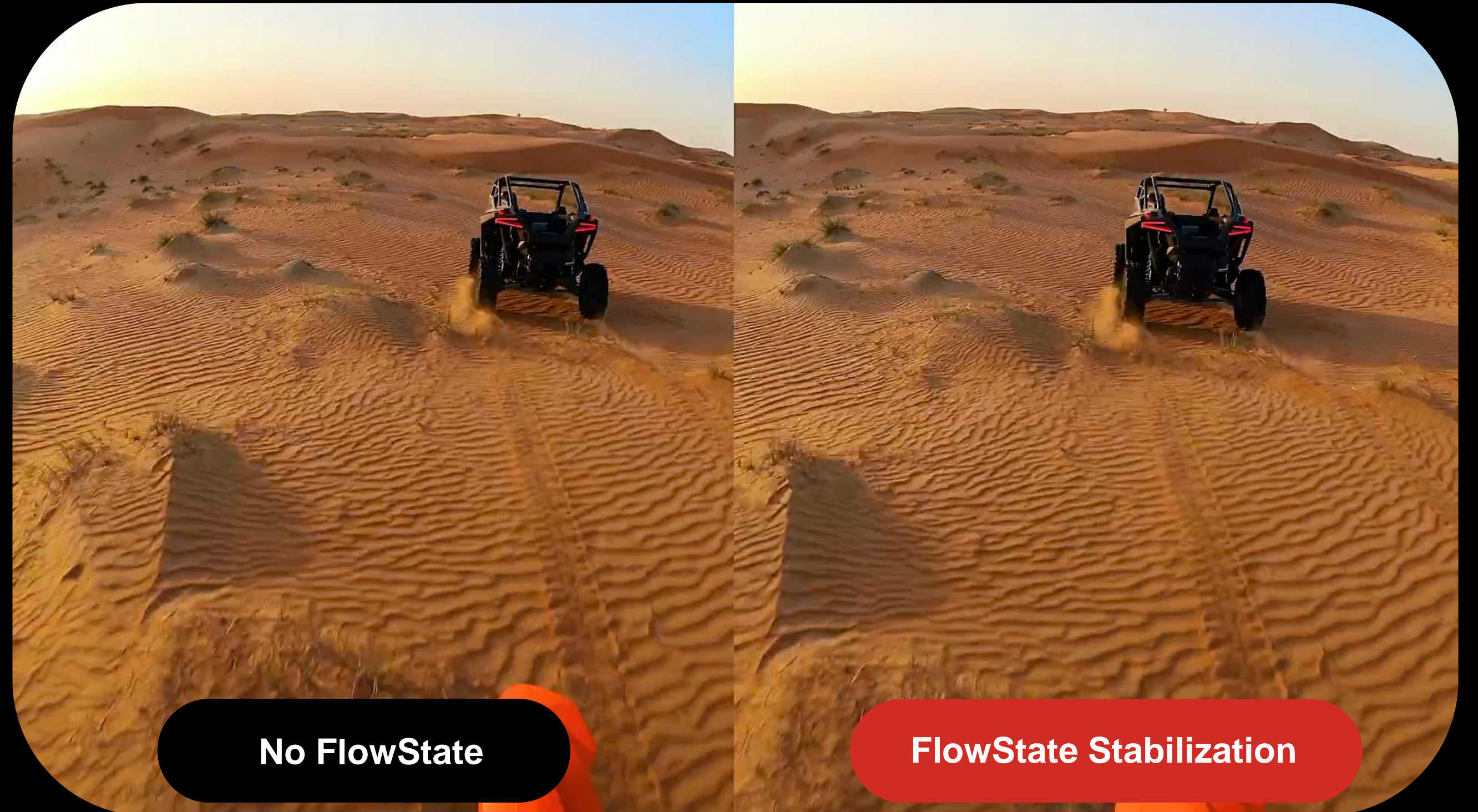
Transport yourself to the Matrix with 4K120fps or 3K180fps slow-mo. Bullet Time looks more cinematic than ever with upgraded 4K resolution and higher frame rates.

*Visual reference only

Impossible Shooting | Action Ready | Easy Operation & Editing

FlowState Stabilization

No matter the action, get smooth video with X3's best-in-class action cam image stabilization.



No FlowState

FlowState Stabilization

*Visual reference only

Impossible Shooting | Action Ready | Easy Operation & Editing

360° Horizon Lock

Unlock an entirely new level of action cam image stabilization. Rotate X3 in any direction and watch the horizon stay level.



*Visual reference only

Impossible Shooting | Action Ready | Easy Operation & Editing

Rugged + Waterproof

Rugged and IPX8 waterproof to 33ft (10m) straight out of the box. Grab the Dive Case for seamless stitching of your underwater 360 footage down to 164ft (50m).



Impossible Shooting | Action Ready | Easy Operation & Editing

Bigger, Better Battery

Power through the action with the new 1800mAh battery, now with 10% more capacity.



1800 mAh

Impossible Shooting | Action Ready | Easy Operation & Editing

Crisp Audio

With 4 mics and a fully upgraded audio algorithm, X3's audio is more natural and balanced.



*Visual reference only

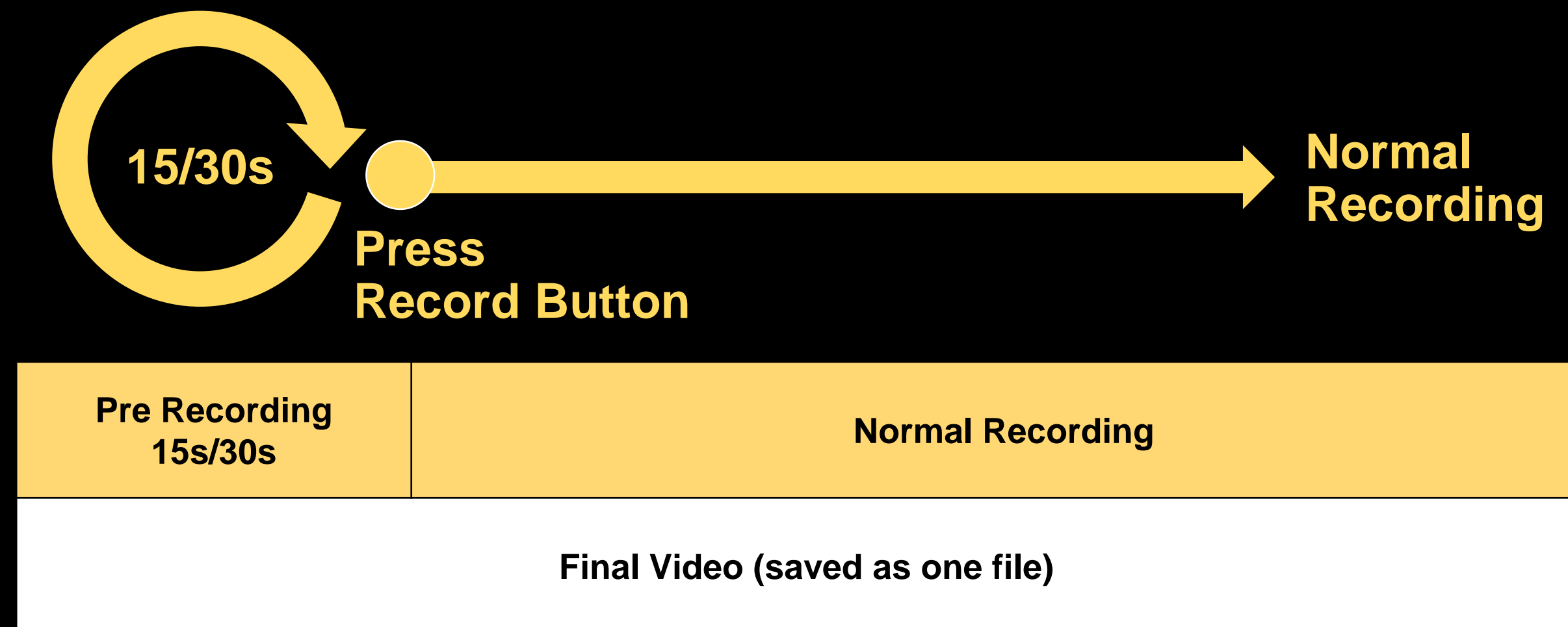
Pre-recording **NEW**

Pre-recording mode is designed for when you know you want to record something but you're not sure when it will happen. Pre-recording saves 15/30s of footage before you even press the shutter button to start recording, so that you'll never miss a key moment. Example use cases may include fishing (to capture the moment you catch a fish) or surfing (to capture the moment a big wave comes).



Pre-recording - How It Works

You have the option to select 15 or 30 seconds of pre-recording. When enabled, the camera continuously records audio and video, but only saves the last 15 or 30 seconds to the SD card once you hit the shutter button. This feature ensures you won't miss a moment of action that you want to capture, while also saving valuable SD card space. Only one video file will be saved in the end.



Impossible Shooting | Action Ready | Easy Operation & Editing

Loop Recording **NEW**

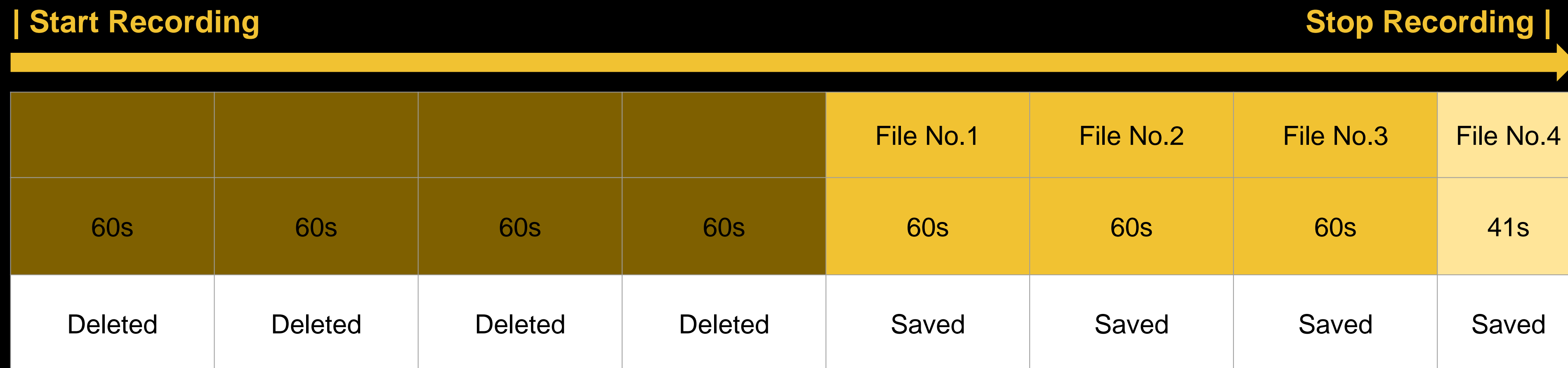
Loop recording mode enables continuous video recording, overwriting the beginning of your video to allow for new footage to be captured. It saves memory card space and is very useful for using the camera as a dashcam.



Loop Recording - How It Works

Loop recording saves a video for every minute of recording. If the new clip is < 60s, it will be saved as an additional file without deleting file #1.

For example, if you set loop recording to 3 min, and recorded for 7'41":



In this case, you'll get 3x 1min videos and a 4th video of 41s.

Impossible Shooting | Action Ready | Easy Operation & Editing



NEW

Bigger Screen

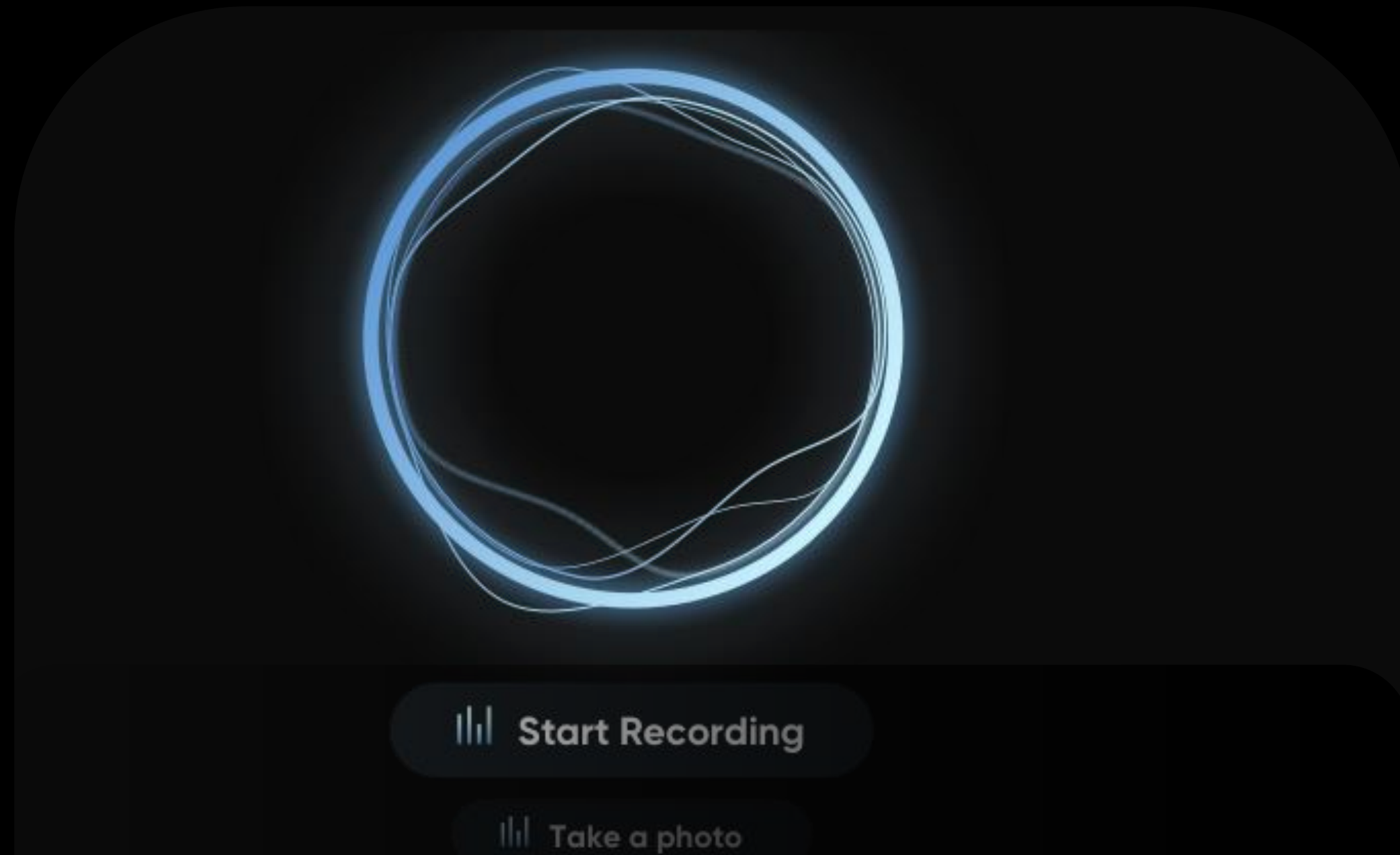
2.29" touchscreen with tempered glass. A clearer and brighter screen gives you a better preview of your photos and videos, with an easier-to-use interface.



NEW

Vibration Feedback & Easy Buttons

Quick control. Vibration feedback & more buttons enable you to change settings with ease.



Voice Control 2.0

NEW

Call the shots. A new voice control algorithm makes it easier to control X3 when your camera is mounted out of reach.



Faster Wi-Fi

NEW

50% faster Wi-Fi transfers compared to X2. Transfer and edit your files faster in the Insta360 app.

Impossible Shooting | Action Ready | Easy Operation & Editing

AI Editing

Editing viral clips for social media is easy, fast and fun with the AI-powered Insta360 app. Creators can keep discovering new effects in Shot Lab, which is regularly updated with new AI editing templates.



NEW

Impossible Shooting | Action Ready | Easy Operation & Editing

Photo Animator

NEW

Turn static 360 photos into animated videos in a tap with the Photo Animator.

With AI facial recognition and preset effects, the app will make animations for you.





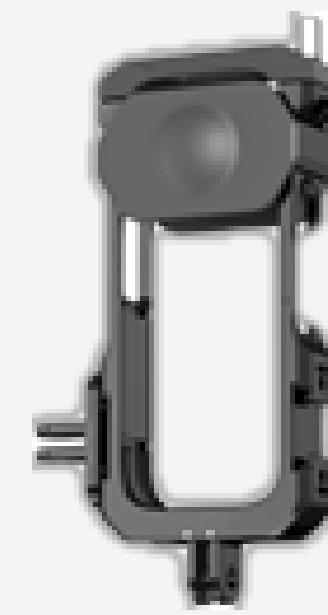
Battery



**Fast Charge
Hub**



Dive Case



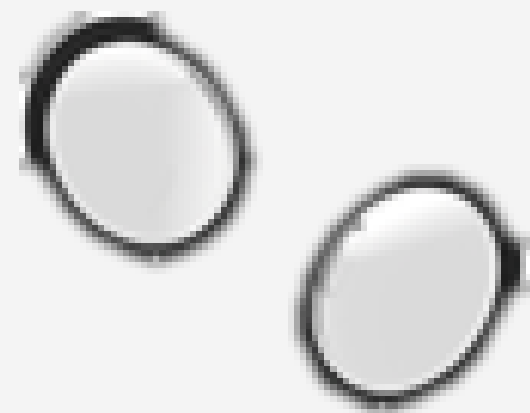
Utility Frame



Lens Cap



Mic Adapter



Sticky Lens Guards



Quick Reader

More Accessories

*Visual reference only

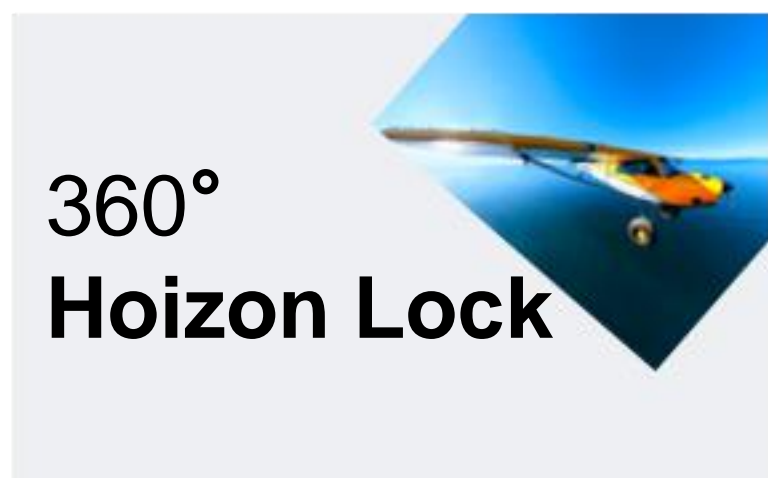


**5.7K 360°
Active HDR Video**



**72MP 360°
Photo**

**Bigger
1/2" Sensor**



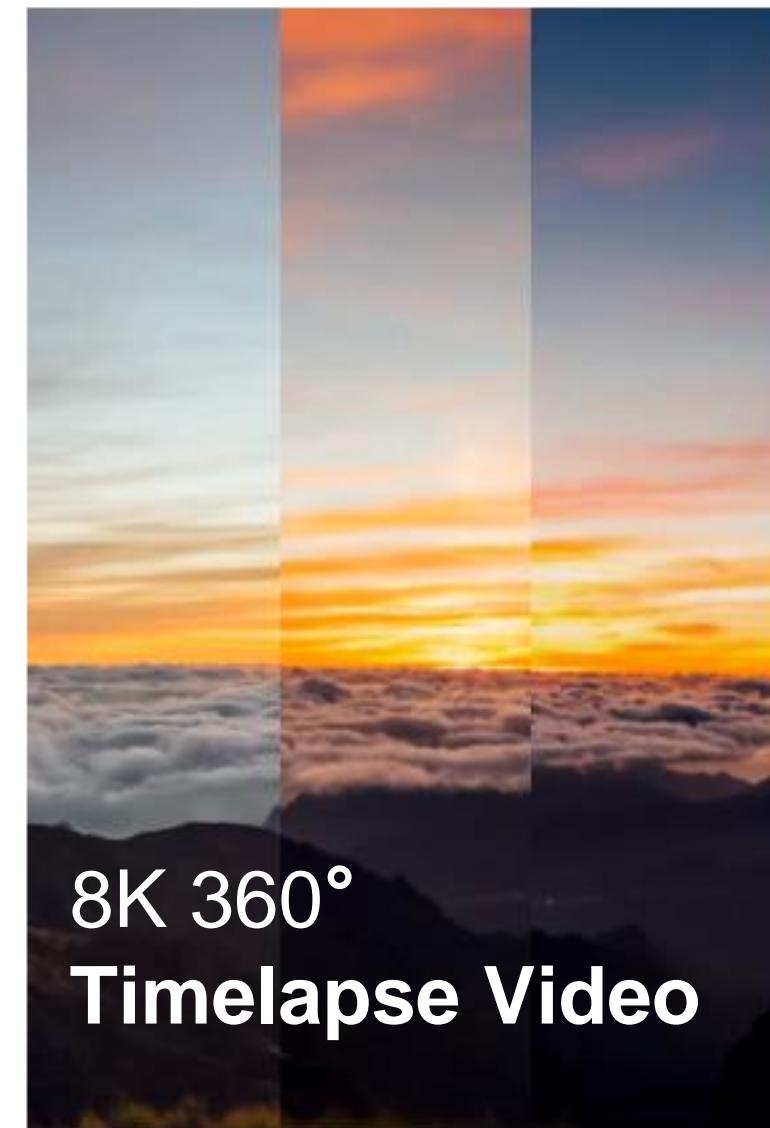
**360°
Horizon Lock**



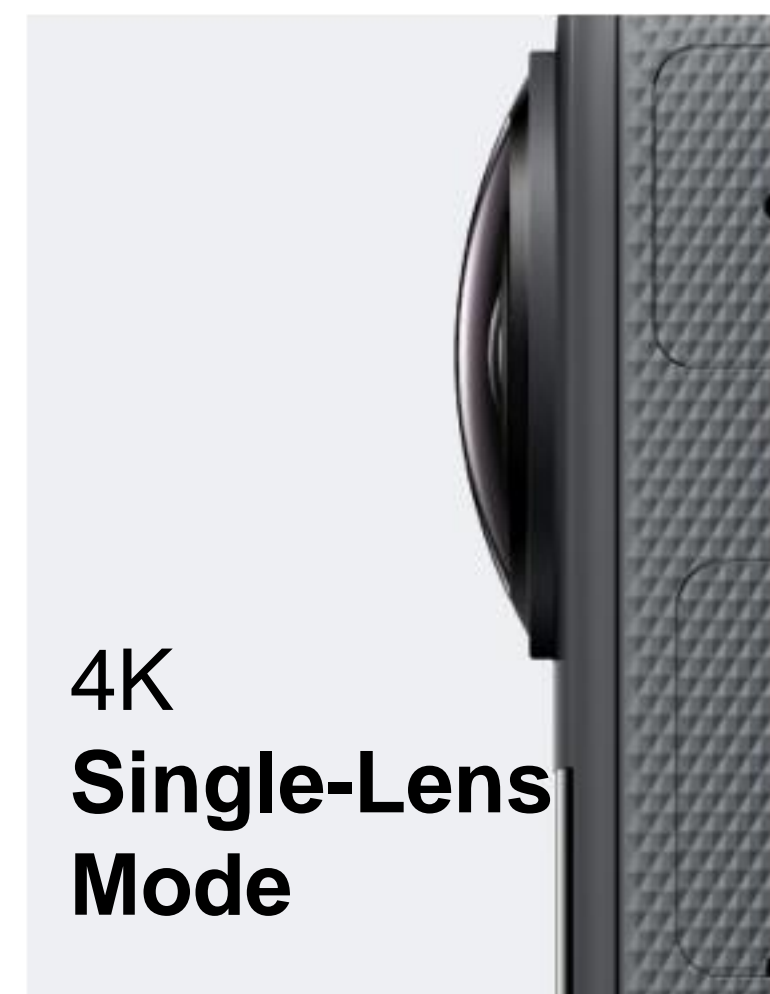
**Me
Mode**



**4K 120fps
Bullet Time Video**



**8K 360°
Timelapse Video**



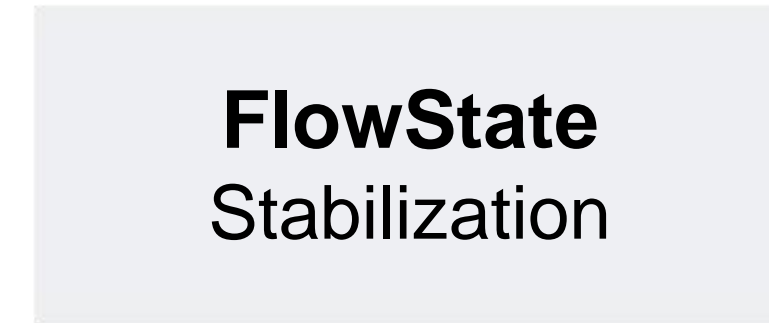
**4K
Single-Lens
Mode**



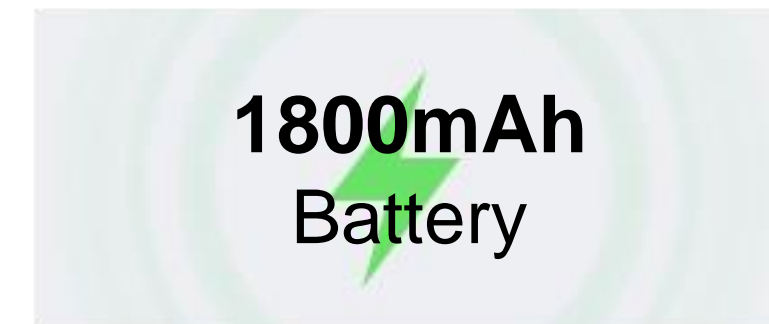
**Impossible
Third Person View**



**Vibration
Feedback**



**FlowState
Stabilization**



**1800mAh
Battery**



Shot Lab



**Waterproof to
10m**

Insta360 X3 vs RS

Insta360 X3



Pocket 360 Action Cam

- Compact 360 action camera with large touchscreen
- For creators who want the most convenience
- 5.7K 360 video for impossible shots and reframing. 4K Single Lens Mode for traditional wide angle capture.
- Waterproof to 10m

Insta360 ONE RS



Interchangeable Lens Action Cam

- Interchangeable lens action cam: Add or upgrade individual components
- For creators who want the most flexibility or want to try out 360 without buying a dedicated 360 camera.
- Multiple cameras in one: 5.7K 360 Lens, 4K Boost Lens and 1-Inch Wide Angle Lens
- Waterproof to 5m

RS 1-Inch 360 Edition



Interchangeable Lens 360 Cam

- Dual 1-inch sensor 6K 360 camera
- For creators who want the best 360 image quality
- Interchangeable lens design: Add or upgrade individual components
- Water resistant only, not designed for action sports

Insta360 X3

Insta360 ONE X2

Aperture

F1.9

F2.0

35mm Equivalent Focal Length

6.7mm

7.2mm

Sensor

1/2"

1/2.3"

Photo Resolution

72MP (12000×6000)
18MP (6000×3000)

18MP (6080×3040)

Video Resolution

360:
5.7K@30/25/24fps
4K@60/30fps

360:
5.7K@30/25/24fps
4K@50/30fps

Single Lens Mode:
4K@30/25/24fps
3.6K@60/50/30/25/24
2.7K@60/50/30/25/24
1080P@60/50/30/25/24

Single Lens Mode:
1440p@50/30fps
1080p@50/30fps

Bullet Time

4K@120fps & 3K@180fps

3K@100fps

Battery

1800mAh

1630mAh

Bluetooth

BLE 5.0

BLE 4.2

Screen & Buttons

2.29" large screen
4 operation buttons

Small round screen
2 operation buttons

Vibration Feedback

Yes

No

Insta360 X3 Specs

Aperture	F1.9	Photo Format	insp (can be exported via mobile app or desktop Studio), PureShot (DNG Raw, must be edited on desktop)
35mm Equivalent Focal Length	6.7mm	Video Format	Single Lens: MP4 360: insv
Sensor	1/2"	Photo Modes	Standard, HDR, Burst, Interval, Starlapse
Photo Resolution	72MP (12000×6000) 18MP (6000x3000)	Video Modes	Standard, Active HDR, Timelapse, TimeShift, Bullet Time, Loop Recording
Video Resolution	360: 5.7K@30/25/24fps 4K@60/30fps Single Lens Mode: 4K@30/25/24fps 3.6K@60/50/30/25/24 2.7K@60/50/30/25/24 1080P@60/50/30/25/24	Audio Modes	<ul style="list-style-type: none">· Wind Reduction· Stereo· 360 Directional Enhancement
Bullet Time	4K@120fps & 3K@180fps	Color Profiles	Vivid, Standard, LOG
Battery	1800mAh	Live Streaming	360 Live, Reframe Live (streamer sets a fixed perspective)
Bluetooth	BLE 5.0	Gyroscope	6-axis gyroscope
Screen & Buttons	2.29" large touchscreen 4 operation buttons	Dimensions (W x H x D)	114.0×46.0×22.5mm
Vibration Feedback	Yes	Weight	180g



 Insta360

Who are we?

Mission

To help people better capture and share their lives.

Vision

To become one of the world's top camera brands through bold innovation.

Fast Company

World's Most Innovative Companies

2020 Honoree

Sold in more than

200

Countries and regions

Global 360 camera market share

No.1



*Greenlight Insights

Where are we?

900+

Employees

47%

Workforce in R&D, Engineering

With offices in Shenzhen, L.A., Tokyo, Berlin and Hong Kong, we have access to an incomparable hardware ecosystem, and a global talent pool. The majority of our team is devoted to R&D so that we can continue to innovate and inspire.



We're creating the future of the camera.



Professional VR Cameras

Titan and Pro 2 represent the frontier of VR production. Titan brings cinema-grade quality to VR with stunning 11K resolution.

Pro 2 is fast, portable and designed to radically simplify the entire production workflow, allowing creators to focus on what matters.

Action Cameras

The ONE series has reinvented the action camera. Groundbreaking stabilization. And freedom to reframe a shot in any direction. All in a palm-sized device.

Insta360 GO 2's unrivaled combination of size, stabilization and performance allow it to do what no other action camera can: Capture the action without ever getting in the way of it.

360 & 3D Cameras

EVO switches between 3D and 360 shooting modes, letting anyone create immersive VR content.

“Co-engineered with Leica”, the RS 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.

Product Awards



Our Distributors



Media Network

CNN



Stuff

TIME



THE VERGE

WIRED

Forbes

TC TechCrunch



BBC

digitaltrends®

FORTUNE

engadget

Influencer Network



What we offer

- A comprehensive teaser kit: teaser graphic, teaser video
- A comprehensive product launch kit: product KV, product images, lifestyle images, sample footage, press release, intro video, showcase video
- Channel Marketing Support
- Ongoing consultation on selling points, product positioning and target markets

Tips for better promotion

- Sync your promotion with our schedule to reach the most customers
- Use our official materials to provide your customers with accurate information
- Distribute through:
 - Your social media channels (Facebook, Instagram, Twitter, YouTube, etc.)
 - Your stores/websites (e.g. Display Banners on Homepage)
 - Newsletter distribution with select resellers (e.g. camera shops)
 - Local media/press

*Important: The contents and information in this document are strictly confidential. You must keep all the assets confidential until the launch date and launch time!



THANKS