

Insta360 ONE RS 1-Inch 360 Edition Product Introduction



Confidential | Internal Only

One of our most requested and long-awaited products

Tony Shark
8 January 2020 ·

I am a bit upset about the release of the R. Honestly I was hoping for 1 inch sensors with 360 and the ability for 180 VR by flipping one camera backwards . It appears that the 1 inch option is not available on 360 and to do 180 VR you would need two cameras

Johnny Deth
14 June 2020 ·

Hey I have a Go, a ONEX and the EVO.
Is it worth adding the R?
Can 2 1" be used for 360 w one inch sensors?

1

Like Comment

Gareth Walton
5 June 2019 ·

Any idea if we're getting a insta 360 2x this year? kinda wishing it has a 1 inch sensor
You guys have any wish lists for the new camera?

3

Will Ap
13 January 2020 ·

Can you do 360 videos with the 1 inch addition of one r? What bundle are most people getting?

1

5 comments

Mark Qvist
9 January 2020 ·

Is there any plans for a twin 1-inch setup for 360 with the new One R? Really had me drooling until I saw the 1-inch mod was only for regular video

2

4 comments

Share

Insta360 ONE RS 1-Inch 360 Edition

Coming June 2022

For people looking to take their videos and photos to the next level, Insta360 ONE RS 1-Inch 360 Edition is a consumer 360 camera that offers unparalleled image quality and creativity in a portable form factor. It enables them to easily capture creative, impossible shots without sacrificing image quality.

Featuring two 1-inch CMOS sensors, the 1-Inch 360 Edition captures unbeatable 6K 360 videos and 21MP 360 photos, with minimal noise and maximum clarity. Co-engineered with Leica, the 1-Inch 360 Edition is the first 360 camera developed with Leica's optical and imaging expertise.

The camera also expands the versatility of the ONE R/RS interchangeable lens ecosystem, adding a new lens option to the product line. ONE R and ONE RS users can upgrade to the new lens using their existing Core.



Insta360 ONE RS
1-INCH 360 EDITION

CO-ENGINEERED WITH 



The ultimate creative tool.

Unbeatable 360-degree image quality in a portable device that's ready to go anywhere. With an interchangeable lens design, it's ultra-versatile and upgradeable too.



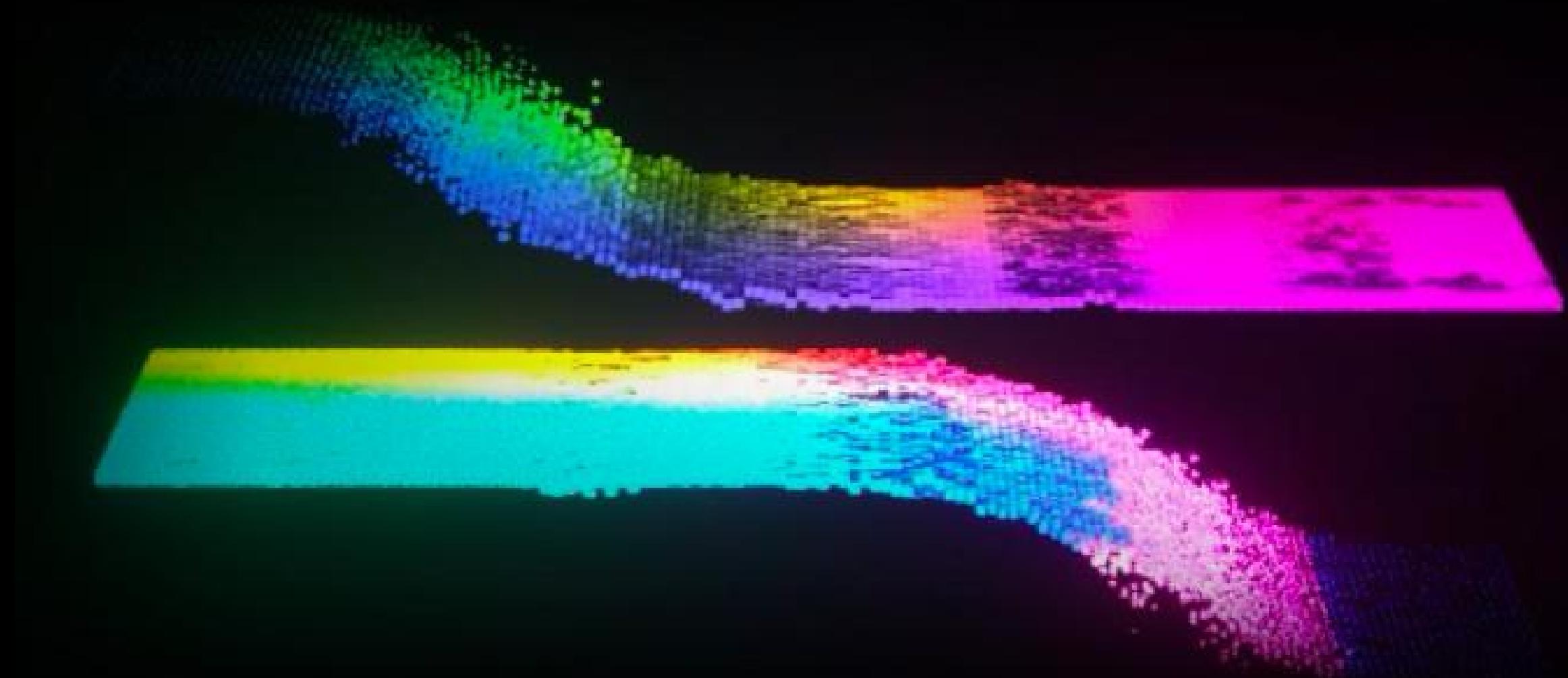
Co-Engineered with Leica

Partnering exclusively with Insta360, Leica brings its legendary expertise in optical design and state-of-the-art imaging to 360 cameras.



Dual 1-Inch Sensors

The first 360 camera from Insta360 with two 1-inch CMOS sensors, delivering unparalleled image quality with outstanding dynamic range.



Crisp 6K30fps 360 Capture

Image quality that blows other compact 360 cameras out of the water. Share in immersive 360 degrees or reframe as a traditional flat video for social media.



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21MP 360 Photo

Capture the world around you in sharp definition with seamlessly-stitched 21MP 360 stills.

^Visual reference only



Low Light Ready

Dual 1-inch sensors reveal details in the shadows
like no 360 camera seen before.

FlowState Stabilization

6-axis stabilization and a proprietary image stabilization algorithm come together to deliver incredibly smooth videos.



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360 Horizon Lock

No gimbal? No problem. No matter what angle your camera's at, the horizon will always be level without cropping thanks to 360 Horizon Lock.



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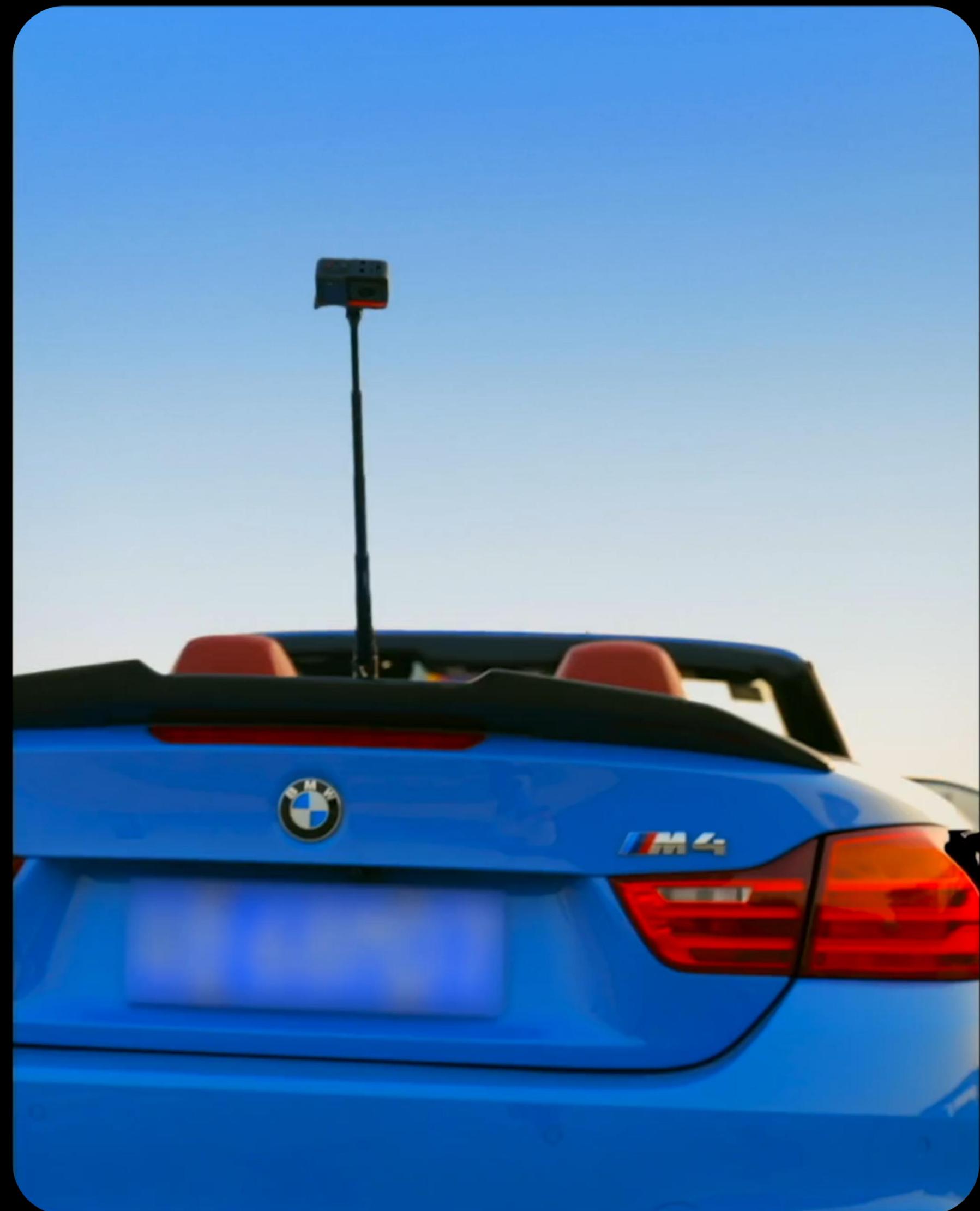
Invisible Selfie Stick

Be your own camera crew with the selfie stick that totally disappears!



Impossible Third-Person Views

Guaranteed to blow minds, use the Invisible Selfie Stick to record amazing shots that look like they were filmed with a drone.



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HDR Photo

For even more dynamic range, the 1-Inch 360 Edition can combine up to 9 PureShot photos together, further controlling the highlights and delivering more details.



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FOV Preview

Tap to quickly preview your shot in tiny planet, wide angle and fisheye field of views.



Quick Menu

Access all your favorite shooting presets in one place with just a tap. Change modes on the go to keep up with the action.



Water Resistant

No need run for cover at the sight of gathering clouds! The 1-Inch 360 Edition is IPX3 water resistant.

*ONE RS 1-Inch 360 Edition is IPX3 water resistant only when assembled, locked and secured in the Mounting Bracket. It is protected against light rain and snow, but should not be submerged in water or used for activities involving high-velocity water such as action sports in rainy weather, surfing or waterskiing.

Long-Life Battery

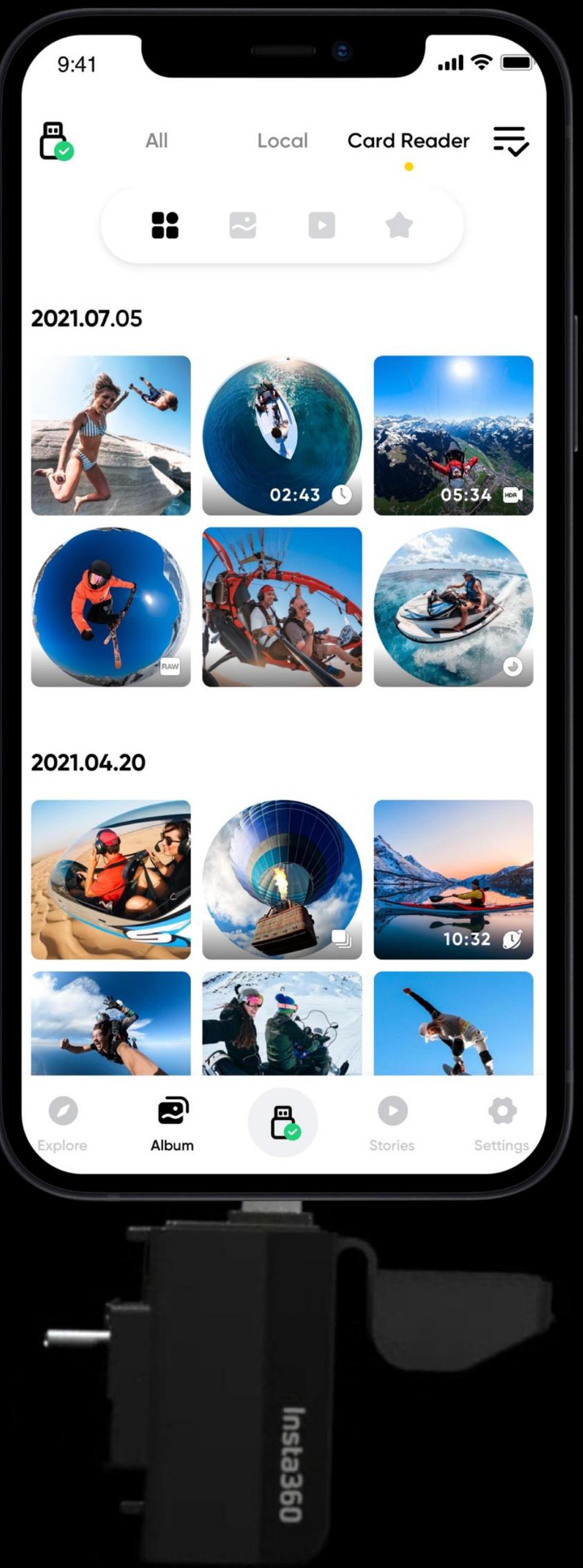
The new 1350mAh Vertical Battery Base provides you with the all the power you need for high-level productions.

*Note: The NEW vertical battery base has an increased capacity to power the lens and is designed to fit the new vertical mounting bracket. The original ONE R vertical battery base isn't compatible.



Quick Reader

Speed up your mobile editing workflow with the Quick Reader. Plug it into your camera to save files directly onto its SD card, then transfer them to your phone in lightning quick time.



Snap Wizard

Reframe your videos with the turn of your phone or the swipe of a finger. All your edits are saved instantly. Export and share with just a tap.



Shot Lab

Let AI work its magic for fun footage without the hassle. Shot Lab is home to loads of one-tap editing templates to mix up your creative shots.



Starlapse



Cinelapse



Sky Swap



Shadow Clone



Ghost Town

Live Streaming

Broadcast to every corner of the planet in stunning detail.

Reframe to control the perspective or immerse your audience in 360 live streaming.



Webcam

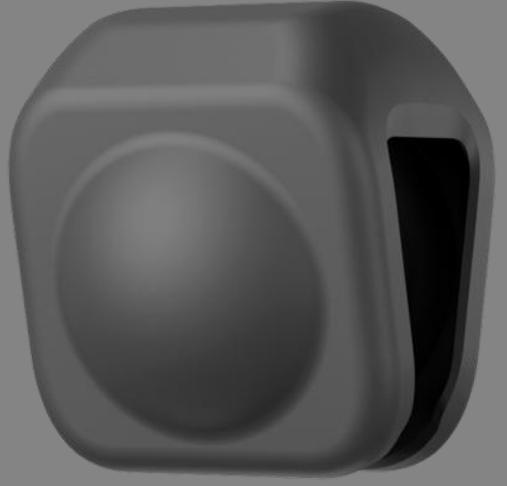
Crisp, clear calls whether you're in the office or at home. Forget about awkward huddles over your computer screen—ONE RS captures everything in 360 split-screen.



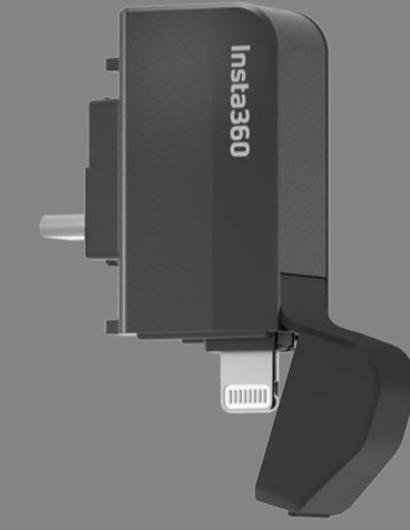
Accessories



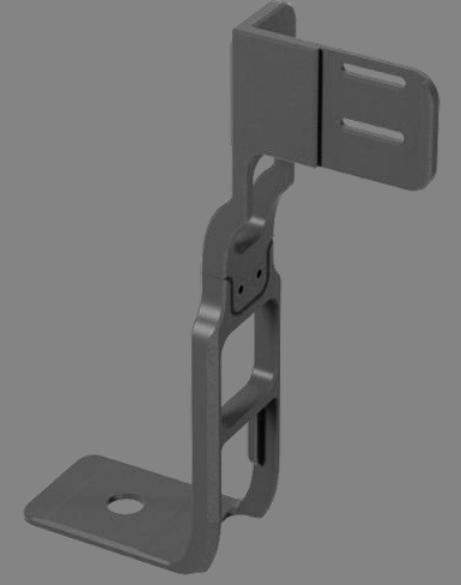
Mic Adapter (Vertical)



Lens Cap
*New



Quick Reader (Vertical)



Invisible Mic Cold Shoe (for
RØDE Wireless GO & GO II)
*New

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21MP

360 Photo

FlowState
Stabilization

Splashproof



1-Inch
Sensors



360° Horizon Lock



Auto Editing

**Invisible
Selfie Stick**



3rd Person View



Premium Low Light



HDR
Photo



1350mAh
Battery

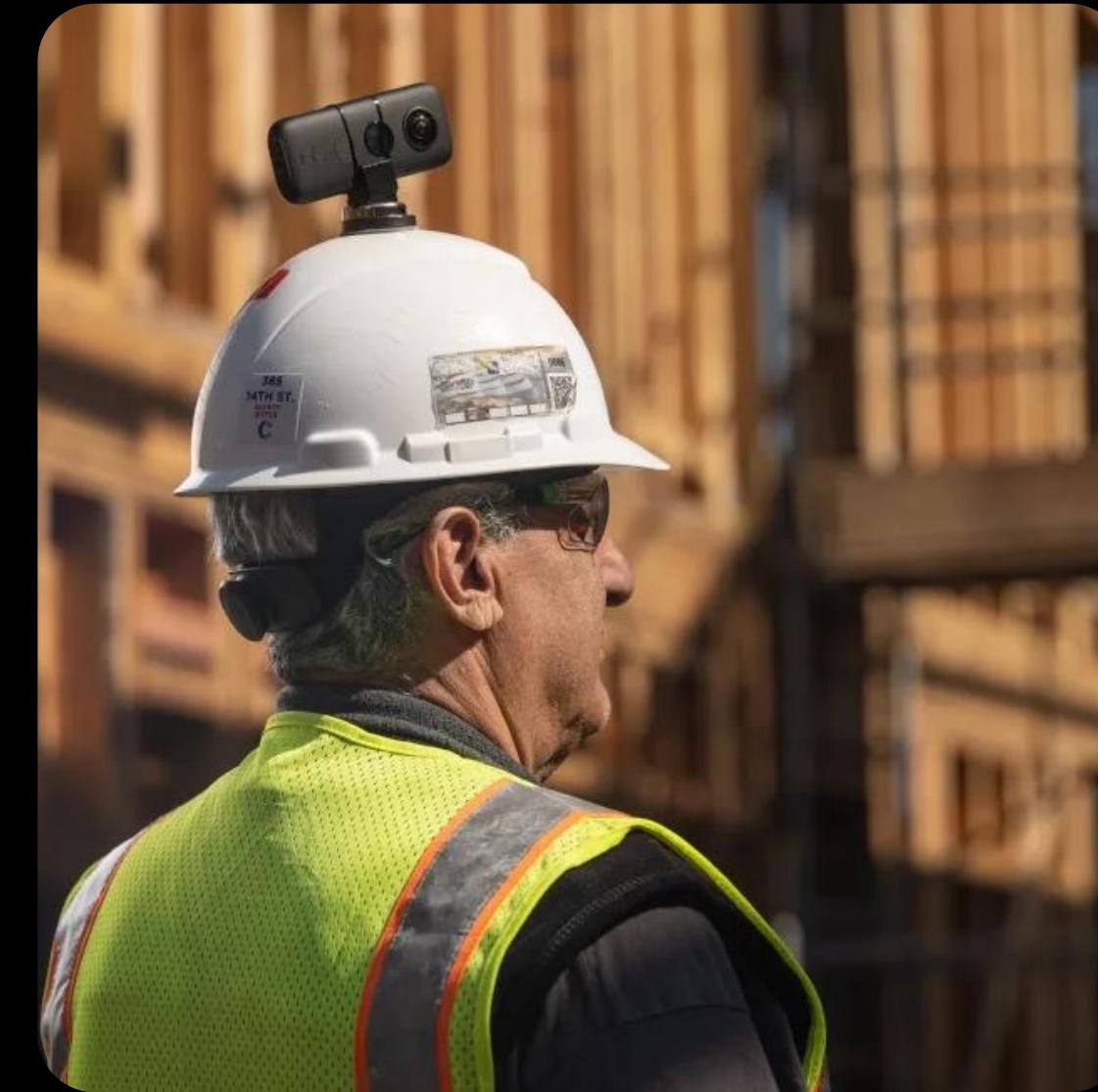
Target Audience



360 camera enthusiasts and
Insta360 users

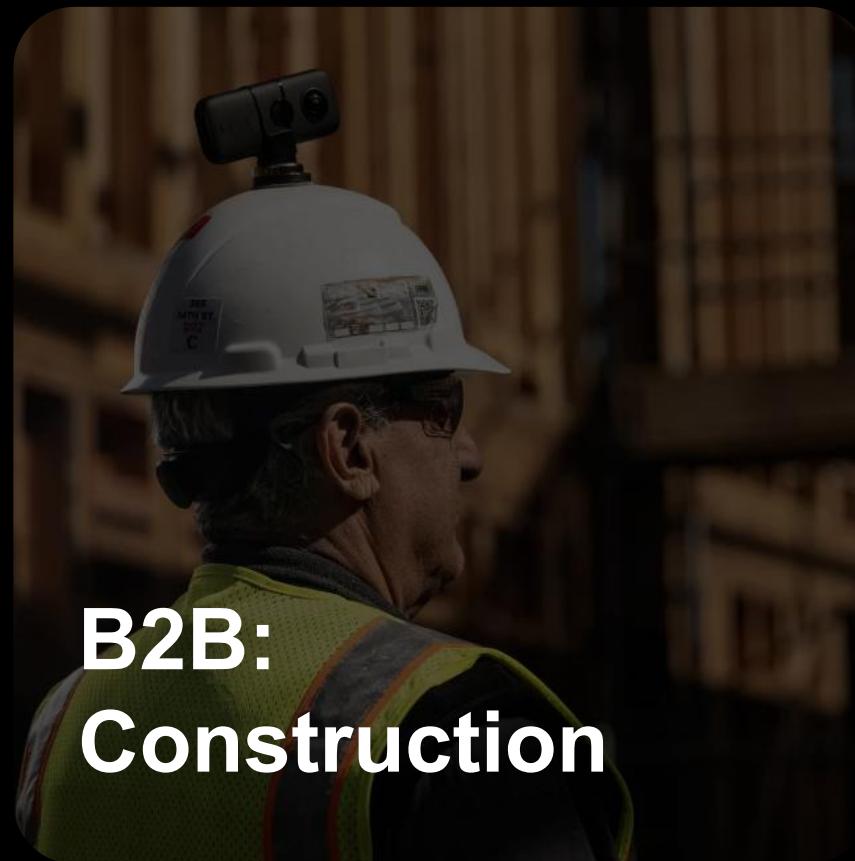


Photography/videography
hobbyists, content creators
and professionals



Prosumers, small media
agencies and enterprise
customers

Target Verticals



*X2 remains the go-to choice for mainstream consumers in these verticals, however the 1-Inch 360 Edition may attract premium user segments who are willing to pay more for better image quality.

Pricing and SKUs



Insta360 ONE RS

1-INCH 360 EDITION

CO-ENGINEERED WITH 

RSP: \$799.99

Upgrade Bundle:

- 1-Inch 360 Lens
- Vertical Battery Base
- Mounting Bracket

RSP: \$649.99

FAQ

Q1: What's new with ONE RS 1-Inch 360 Edition?

A: The 1-Inch 360 Edition is the first 360 camera from Insta360 with dual 1-inch sensors and the first 360 camera co-engineered with Leica. The 1-Inch 360 Lens drastically improves low light performance and takes 360 image quality to new heights. Along with the new lens, the 1-Inch 360 Edition comes with a new Vertical Battery Base and a Mounting Bracket to secure the camera.

The 1-Inch 360 Edition comes with the same ONE RS Core as the 4K Boost Lens, 1-Inch Wide Angle Lens and 360 Lens. If you're a ONE RS user and would like to upgrade to the 1-Inch 360 Lens, you can purchase an upgrade bundle which includes the lens, battery and bracket only.

Q2: Can I use the ONE R Core with the 1-Inch 360 Lens?

A: Yes, you can use your ONE R Core with the 1-Inch 360 Lens. However, you will also need to assemble the camera with the ONE RS Vertical Battery Base for 1-Inch 360 Lens and the ONE RS Mounting Bracket for 1-Inch 360 Lens.

Q3: Can I use the ONE R Vertical Battery Base with the 1-Inch 360 Lens?

A: Sorry, the 1-Inch 360 Lens is only compatible the ONE RS Vertical Battery Base for 1-Inch 360 Lens. This battery has a larger capacity (1350mAh) and is designed to fit the ONE RS Mounting Bracket for 1-Inch 360 Lens.

Q4: Can I use the ONE R/ONE RS Horizontal Battery Base with the ONE RS 1-Inch 360 Lens?

A: Sorry, the 1-Inch 360 Lens must be assembled vertically with the ONE RS Vertical Battery Base.



THANKS