



PRODUCT INTRO

UNIQUE ADVANTAGES
GO-TO-MARKET STRATEGY
INSTA360 SUPPORT



Insta360 GO brings together a small form factor, great stabilization and the versatility to mount anywhere.

What sets it apart from anything else on the market is ***its unique combination of performance and ease of use, from capture to share.***

83%

of GO buyers were first-time Insta360 users

40%

of them had never owned an action camera before

New experiences. New perspectives.



*Reference video. GO 2 supports this function.

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Our challenge

With the first generation of GO, we knew we'd hit on a winning combo. But we also learned what would still be needed to take the concept to a new level of mainstream accessibility.

The second generation needed to be completely seamless.

Insta360 GO 2

The tiny mighty action cam.



What is GO 2?

Positioning Statement:

Insta360 GO 2 is a thumb-sized action camera that offers power and performance without bulk or hassle. It captures the moments other cameras miss and never gets in the way of the action.

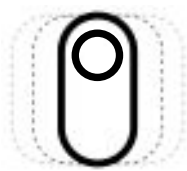
Product Category:

The world's ***smallest action camera***



Three unique benefits.

Like its predecessor, Insta360 GO 2 brings together a trifecta of unique benefits that no other camera offers.



Size



Stabilization



Mountability

Tiny and mighty.

At less than an ounce, GO 2 really can go anywhere. Zero hesitation about whether to bring it as you walk out the door.

Despite its size, GO 2 doesn't skimp on power. GO 2 has been upgraded with a 1/2.3" sensor — the same size used in current GoPro flagships. GO 2 natively captures at 3K and then scales down to an incredibly crisp, smooth 1440p.



Impossible stabilization.

FlowState stabilization is a cutting-edge technology that presents a simple proposition: Gimbal-quality stabilization without the gimbal.



*Reference video. GO 2 supports this function.

Extreme mount-ability.



GO 2 is magnetic. It can be worn, stuck, tagged or mounted on just about anything.



What sets GO 2 apart isn't just that it mounts anywhere. It's that — no matter where you put it — its unique combination of stabilization and sophisticated imaging make your footage look GOOD.



Together, three simple ingredients — size, stabilization and mount-ability — radically redefine the action camera.



A special case.

GO 2's Charge Case has been upgraded from the ground up. Now it's a:

Charger

Carry case

Remote control

Tripod

A new OLED screen makes it easy to adjust settings on the fly.

Next-level POV capture.

GO 2 and its mounts let you share your perspective anytime, anywhere.



*Reference video. GO 2 supports this function.



**SEAMLESS
EXPERIENCE**



Seamless control.

GO 2 can be controlled wirelessly via phone or the Charge Case, or manually with a tap.



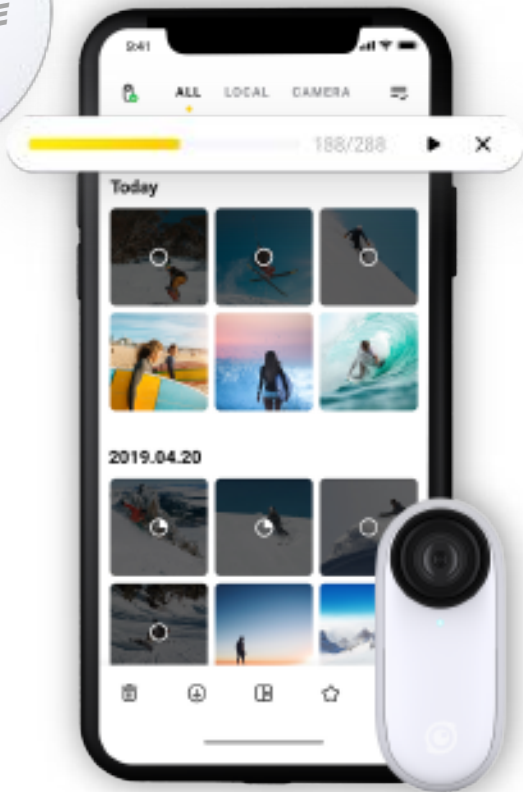
**SEAMLESS
EXPERIENCE**



Seamless preview.

Plan and preview your shot in real-time using the Insta360 app on your iOS or Android phone.

**SEAMLESS
EXPERIENCE**



Seamless transfer.

No physical connection needed to access footage. Your phone connects to GO 2 inside or out of the case. Review, transfer or edit your footage with no wires and no hassle.

**SHOOTING
MODES**

Slow it down.

Shoot at 120fps to slow down a key moment to 4x slow-mo.



*Reference video. GO 2 supports this function.

**SHOOTING
MODES**

See it in hyperlapse...

GO 2's stabilization revolutionizes hyperlapses. Shots that used to take time and equipment are now as easy as walking. A unique TimeShift feature lets creators easily add dynamic speed ramp effects.



*Reference video. GO 2 supports this function.

**SHOOTING
MODES**

... or Timelapse.

GO 2's extreme mount-ability lets creators capture time's rhythm from perspectives that were never before possible.



*Reference video. GO 2 supports this function.

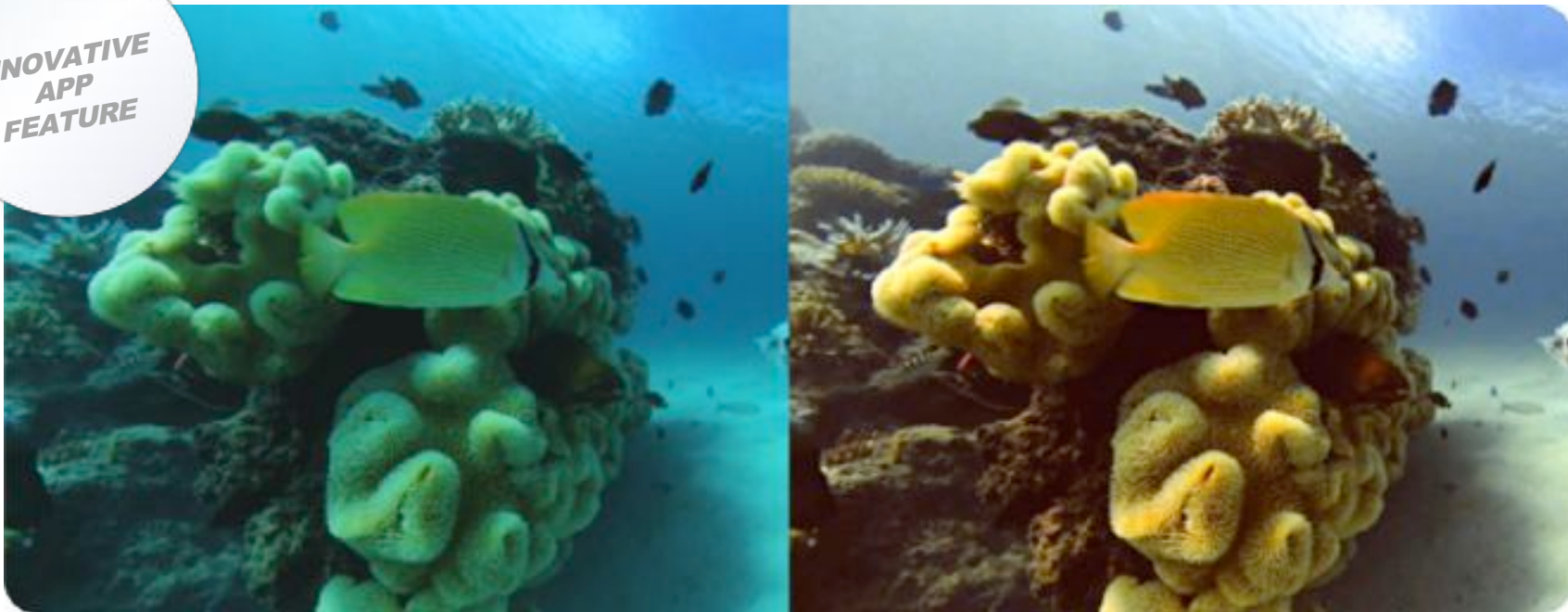
**INNOVATIVE
APP
FEATURE**



PureShot

Capture brilliant, high-dynamic-range photos with a tap.

**INNOVATIVE
APP
FEATURE**



Dive in.

AquaVision uses AI to correct for underwater haze and make colors just as vibrant as if they'd been captured above ground in broad daylight.



The Golden Ratio

Tweak the aspect ratio with a tap to tailor a clip to your favorite platform.

A pro video editor in your pocket.

GO 2 isn't just about making capture easy — it takes care of the whole edit. AI-powered FlashCut 2.0 automatically analyzes footage and edits together shareable clips. Now choose from themed templates or let AI freestyle.



Better battery. Longer clip length. More storage.

With the Charge Case, GO 2 is ready for 150 minutes of shooting. The best part: Max clip length is now 15 minutes — three times longer than its predecessor — and onboard storage has been quadrupled to 32 GB. The added recording time and storage radically expand GO 2's utility.

15

Minute
Per Clip

150

Minute
Battery Life*

32_{GB}

Onboard
Storage

* With Charge Case



Waterproof to 13 feet (4m).

Whether it's a beach day, a pool day or just a rainy one, GO 2 is up for it.



Rugged lens protection.

GO 2 sports a screw-on Lens Guard. It's life-proof and ready to swap out in an instant for an ND filter.

Unlimited Versatility



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Key Feature



Weighs 27g
(Less than an ounce)



FlowState
stabilization



Mount anywhere



3K native capture
1440p@50fps output



Waterproof
to 4m (13ft)



AI auto editing



Charge Case:
charge & control on the go



Wi-Fi preview



Easy POV capture



Up to 120fps
slow-mo



32 GB storage



Rugged lens protection

Insta360 GO Series

Target customers:

Outdoor & travel lovers, tech amateurs, action & sport enthusiasts, family & lifestyle vloggers

Common features:

Small & lightweight, FlowState stabilization, portability & mountability, first-person POV shooting, easy AI editing workflow

Improvements with GO 2:

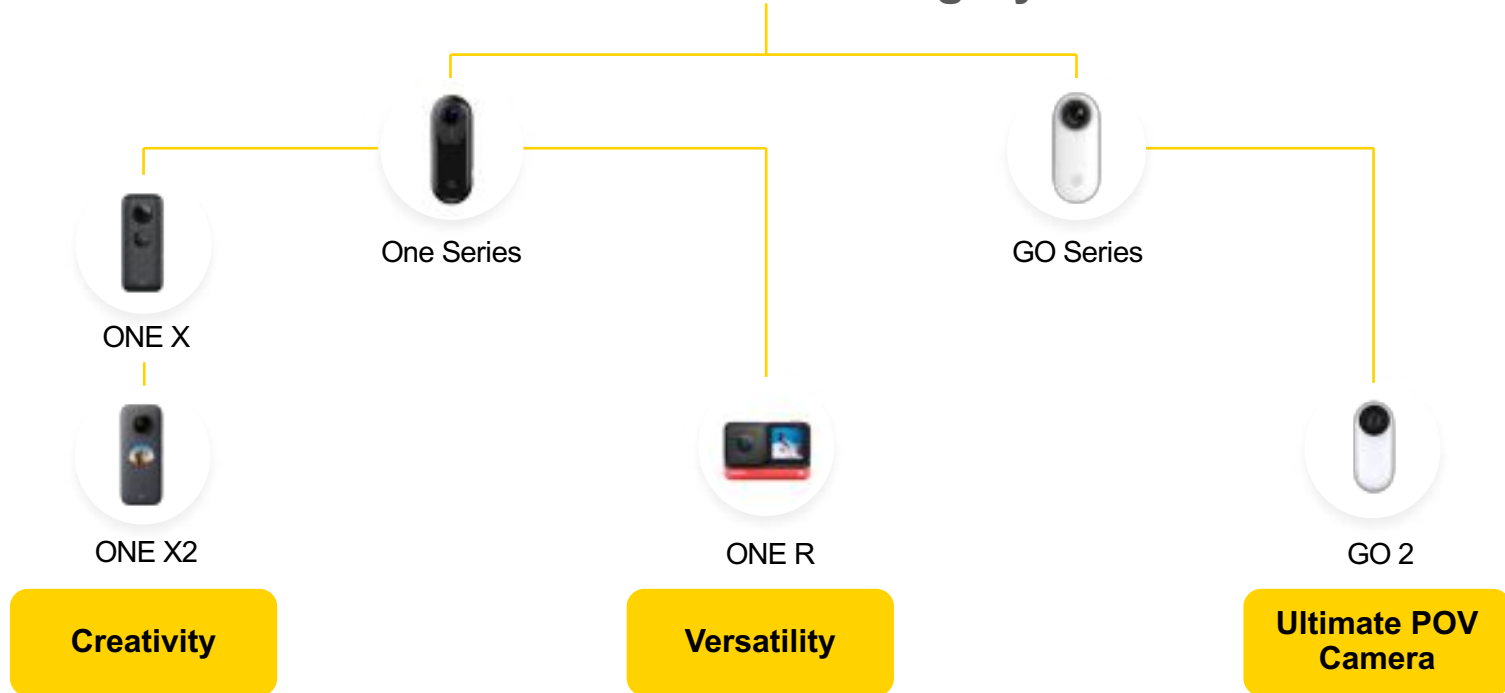
Upgraded in-camera stabilization, flagship action cam sensor and image quality, waterproof, charge case remote control, Wi-Fi preview, lens guard, optimized AI editing, ultra-wide FOV, longer run time, bigger storage capacity, upgraded mounts

| Model | Positioning | Stabilization | Waterproof | Image Quality | Maximum Run Time | Onboard Storage | HDR Video | Price |
|-------|-----------------------------|-------------------------|----------------------|-------------------------------------|------------------|-----------------|-----------|----------|
| GO 2 | The tiny mighty action cam. | FlowState Stabilization | IPX8 4m Waterproof | 1/2.3" Sensor 1440P@50fps output | 150min | 32G | √ | \$299 |
| GO | The twenty-gram steady cam. | FlowState Stabilization | IPX4 Water-Resistant | 1080P@30fps output | 60min | 8G | × | \$199.99 |





Purchase decision: budget, usage frequency, usage scenario, product update cost, etc.

Insta360 GO Series vs ONE Series

Action Camera Category



Insta360 GO 2 vs competitors

| Model | Launch | Hardware | Software | Unique Features | Creativity | Price |
|---|---------|---|--|--|------------|----------------------------|
|  GO 2 | 3/2021 | 1/2.3" Sensor – 3K/1440p50 Waterproof to 4m / Weighs 27g FlowState Stabilization 150min run time | Insta360 App (mobile) Insta360 Studio (desktop) | World's smallest action cam Hands-free POV Capture Multiuse Charge Case FlashCut 2.0 AI Editing | • • • • • | 299USD *Mounts included |
|  GoPro Hero 9 | 09/2020 | 5K30p / 1720mAh battery Waterproof to 10m / Weighs 158g HyperSmooth 3.0 Preview screen | GoPro App (mobile) | 8x Slow-Mo / HindSight pre-recording / LiveBurst / Scheduled capture | • • | 429.99USD |
|  GoPro MAX | 10/2019 | 1440p60/1080p60 Wide Waterproof to 5m / Weighs 154g Max HyperSmooth 1600mAh battery | GoPro App (mobile) GoPro Player (desktop) | 360 video + reframing/ 360 audio / PowerPano photo / Invisible selfie stick effect | • • • | 499.99USD |
|  DJI Pocket 2 | 11/2020 | 4K/60fps / 875mAh battery Preview Screen / Weighs 117g 3-Axis Stabilized Camera | DJI Mimo App (mobile) | Pocket-Sized / Active Track 3.0 / Matrix Stereo / Story Mode | • • • | 349USD |

Benefits of GO 2 vs. other action cameras: smaller & lighter, unbeatable stabilization, easier hands-free shooting & mountability, easier AI editing workflow, charge on the go, **more competitive price**

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GO-TO-MARKET STRATEGY

INSTA360 SUPPORT

Target Markets



Outdoor



Family



Action Sports



Videography



Travel

Marketing & Communication Roadmap

Mar 1

Teaser

Teaser video and teaser page launch

Social media promotion

Media coverage

Mar 9

Product Launch

Introduction video, showcase video

Product page launch

Influencer reviews (YouTube)

Media coverage and testimonials

Social Media promotion

Ads campaign (FB/IG/YT)

Post Launch

Influencer and media testimonial launch on product page

Ongoing amplification with product updates, and vertical category campaigns

*Please be aware of the strict confidentiality conditions of all the marketing assets, launch date and time, as detailed in your legally binding NDA.

Top ONE X2 Reviews



iJustine



Peter McKinnon



Aurelien Fontenoy



Andrea Gaezzi



Otto Climan



Matt Jones



Potato Jet



Matti Haapoja

Target Partners of GO 2 (Examples)



**CASEY
NEISTAT**

Subscription:
12.3M



**UNBOX
THERAPY**

Subscription:
17.8M



**PETER
MCKINNON**

Subscription:
5.27M



**CORRIDOR
CREW**

Subscription:
12.3M



MKBHD

Subscription:
13.5M



**MRWHOSE-
THEBOSS**

Subscription:
6.29M

Forbes

techradar

WIRED



PC

Powercketlint

Phile
web

engadget

TNW

THE VERGE

GIZMODO

**BUSINESS
INSIDER**

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We're creating the future of the camera.



Action Cameras

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

With one-click shooting, a unique magnetic mounting system, and incredible software AI and video templates, GO 2 is the world's smallest action 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.



360 & 3D Cameras

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

Plug-and-play Nano S is made for a mobile world, empowering people to shoot and share 360 content straight from their phone.

Mission

To help people better capture
and share their lives.

Vision

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

Build the future of cameraman.

Imaging · AI · Robotics

Who are we?

Fast Company

World's Most Innovative Companies

(2020 Honoree)

Sold in more than

170 countries

Global 360 camera market share

No.1 (FutureSource Research)

Where are we?

600+

Employees

46%

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.



Chosen by Industry Leaders



Leica Partnership

Insta360 and legendary camera maker Leica have partnered to innovate the action camera market. Our first co-engineered product was the Insta360 ONE R 1-Inch Edition, which uses a 1-inch sensor and Leica optical expertise to achieve the best image quality ever in an action cam.



Apple

Apple kicked off global sales of Insta360 ONE in March 2018, as the first 360-degree camera available at Apple Stores. Apple has continued to sell every new Insta360 consumer camera each year.



Insta360 has partnered with Google to make it easy for anyone to contribute to Google Maps Street View. Insta360 Pro and Pro 2 are certified for vehicle-mounted use, letting creators outfit their own "Street View cars".



Matterport™

Insta360 has partnered with innovative virtual tour platform Matterport, allowing anyone to simply and efficiently create immersive, 3D virtual tours. Insta360's cameras are integrated with Matterport's Capture app.



Adobe Integration

Insta360 cameras are integrated with Adobe Premiere Pro, introducing creators to an efficient new "no-stitch" workflow.



NASA Streams Mars InSight Landing

NASA used Insta360 Pro and Pro 2 to bring the world an immersive live stream of the InSight mission to Mars, winning an Emmy for the project.

Our Distributors



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!

Insta360 Distributor online support system

Sync up with our resources in just a tap:
[xxxxxxx]

- Comprehensive product information (specs sheet, promo file, logistics info, etc)
- User guide and tutorial videos
- Social media content
- After-sales service policy
- Case studies and more



CHASE ADVENTURE

Specs

General

Dimensions (W x H x D):

Camera: 52.9mm x 23.6mm x 20.7mm

Case: 132.6mm x 24.53mm x 26.6mm (Open) /
68.35mm x 48.27mm x 26.6mm (Folded)

Weight

Camera: 27g

Case: 64g

Camera

Exported video resolution:

2560x1440@50fps, 30fps, 25fps(HDR), 24fps(HDR)

1920x1080@120fps, 30fps(HDR), 25fps(HDR),
24fps(HDR)

Photo resolution: 9MP Max bitrate: 80Mbps

Connectivity

Bluetooth: BLE 5.0

Wi-Fi: 802.11a/b/g/n/ac

USB: Type-C

Battery

Battery Capacity

Camera: 215mAh / Case: 1100mAh

Run Time

Standalone: 30min

With Charger Case: 150min

(1440p30 Basic stabilization video)