

Insta360 X4 Air

The lightest 8K 360 camera

Pack Light, Shoot 8K



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Background



Despite the significant improvements of X4 and X5 in terms of performance, image quality, and specs, the increased weight of the cameras, particularly when mounted on a selfie stick, has caused some user complaints. Because of the heavy weight—X5 is 200g and X4 is 204g—some users actively choose X3 (180g) over newer models.

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User Research

US users

	X4 Users	X3 Users
Demographic	• Middle-aged males with average age of 40 • Vertical users (hardcore outdoor sports) self-positioned as 'traveling enthusiasts' • High income and high level of education, average yearly income of US\$80.9K • Think of themselves as tech-savvy, pay more attention to the brand and love to choose products with the best specs • Love sports, technology, science (high significance) and car-related content	• Younger, more Gen-Z, average age of 35 • Vertical users (hardcore outdoor sports) self-positioned as 'KOL/KOC on social media' (significant) and 'traveling enthusiasts' • Average yearly income is US\$59.2K • More cautious when making purchasing decisions, focus more on the value of the purchase • Love cars and sports-related content
Purchasing Factors	• Focus more on product features, related to their pursuit of best specs • Top reasons to buy are image quality (56%), positive comments on social media (38%), quality control (35%), satisfying their filming needs (34%) and easy UI and software (34%). This group pays significantly more attention to app/software features than people who chose X3 (26.5% vs. 13.6%) • Reasons to choose X4 over X3: more features, better technology and therefore more reliable, features/specs improved significantly, more recommendations (reviews, KOL, etc), more durable	• Focus on appearance (52%), image quality (46%), positive comments on social media (43%), weight and portability (41%), price (41%) • Reasons to choose X3 over X4: cheaper, better value, features are good enough

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User Research

Mainland China users

	X4 Users	X3 Users
Demographic	• Males born between 80s and 00s, average age of 36.8 • Focus more on sports (hardcore and leisure), tend to be beginners. Self-positioned as 'traveling enthusiasts', 'sports enthusiasts', and 'daily vloggers' • Think of themselves as tech-savvy, love products with the best specs, but pay attention to the utility of the product at the same time • Love daily vlogs, technology, and photography-related content	• Younger people born in 00s, average age of 34 • Focus more on sports (hardcore and leisure), tend to be beginners. Self-positioned as 'daily vloggers', 'sports enthusiasts', and 'travel enthusiasts' • More cautious when making purchasing decisions, focus more on the value of the purchase • Love daily vlogs, sports, and car-related content. Also significantly more attention toward pets and humorous content
Purchasing Factors	• Focus more on satisfying filming requirements (45%), weight and portability (44%), price (39%), after-sales services (39%) and image quality (35%) • Reasons to choose X4 over X3: favour new products over old (60%), features/specs improved significantly, more durable, better technology and therefore more reliable	• Focus more on weight and portability (54%), price (43%), image quality (41%), satisfying filming requirements (38%), and quality control (33%) • Reasons to choose X3 over X4: cheap, better value, features are good enough, more comments on social media, better deals/more gifts

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Who is X4 Air for?

General users who are non-professional content creators and enjoy casual sports. **Self-identified social media enthusiasts** (>65%) who tend to record videos for memories and sharing in close circles:

- 1.Hiking/traveling/daily and generic outdoor activities
- 2.Daily vlogging

Key touch points:

- 1.Social media (from highest priority to lowest):
YouTube, Instagram, TikTok, Facebook
- 2.Official product page
- 3.Offline stores

Self-identified sports enthusiasts who pay more attention to the weight of the camera:

- 1.Skiing (camera + selfie stick sensitive to weight)
- 2.Biking (road cycling and MTB. Chin + computer mounts sensitive to weight)
3. Motorcycling (Chin + chest mounts sensitive to weight)

Key touch points:

- 1.Social media (from highest priority to lowest):
YouTube, TikTok, Instagram, Facebook
2. Official product page
3. nternal circle: Reddit, Facebook groups, group chats
4. Offline stores

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Basic Information

Product name: Insta360 X4 Air

Position: The lightest 8K 360 Camera

Slogan: Pack Light, Shoot 8K

Key concept: Light, portable, fun to use,
best value for money

Release date: Early October

Price: Between X5 and X3



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Core Features

1. Lightweight & Portable (165g)

1.8K 360 Video

1. Versatile & Durable

1. AI-Powered Editing

1. Endless Creativity



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Lightweight & Portable (165g)

A sleek 165g camera bursting with potential. Slips into any bag or pocket, is light enough for your kid to handle, and doesn't weigh you down as you move. Perfect for sports, vlogs, and travel—you won't even notice it's there.

Comparison:

X4 - 204g

X5 - 200g

X3 - 180g

X4 Air - 165g



8K30fps 360 Video

360 Video

Dual lenses capture every second of the family fun and every highlight in **stunning 8K30fps**. With everyone and everything in the shot, no one is stuck behind the camera.

Shoot First, Frame Later

Never aim the camera, always get the shot. Just hit record, live in the moment, and pick the best angles later with **easy reframing** tools in the Insta360 app.

8K30fps Active HDR

An innovative HDR mode for stabilized daytime shots. In tough lighting conditions, Active HDR **boosts colors in the highlights and shadows** and captures more details.



All-in-One Tool

Invisible Selfie Stick

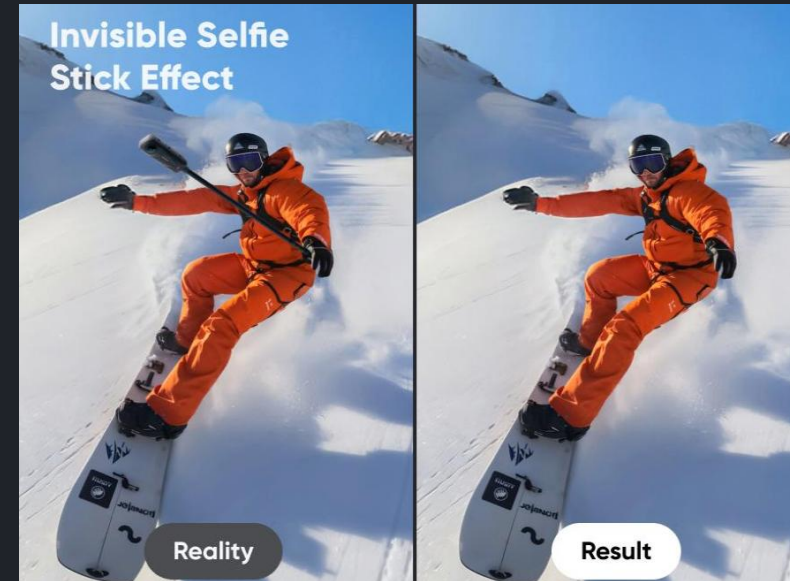
Capture awesome **third-person perspectives** and **drone-like angles** with a selfie stick that magically vanishes from your shots.

InstaFrame Mode

Record a **perfectly framed**, ready-to-share flat video and a **full 360 video** at the same time, ready for you to explore and find unexpected moments.

4K60fps Single-Lens Mode

X4 Air doubles as a classic point-and-shoot camera for immersive **4K60fps first-person videos**. Take it further with 4K30fps MaxView in FreeFrame Video, featuring an ultra-wide **170° FOV**.



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Ready for Anything

Replaceable Lenses

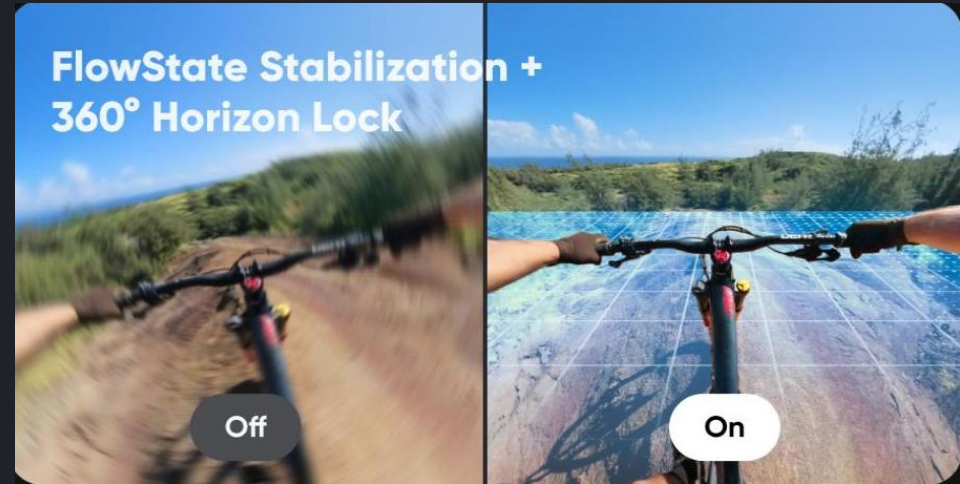
X4 Air's lenses are **rugged, durable, and easily replaceable**, so you can swap them out if they get damaged. No stress, **no waiting for repairs**.

FlowState Stabilization & 360° Horizon Lock

Leading **image stabilization** and automatic horizon leveling guarantee smooth, steady, perfectly level shots every time.

Wind Guard

The **built-in wind guard** silences wind noise for crisp, clear audio. Pick up everything you want to hear and filter out what you don't.



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Unlimited Creativity

Pre-Recording

Capture up to **30 seconds** of footage before you start recording and **never miss a moment**.

Switch up the View

Wide variety of accessories to unlock creative angles:

- Mounted on your pet for a playful perspective
- Snapping selfies while you ski
- Fixed to your motorbike handlebars
- Recording a helmet-mounted POV

Creative Effects

- 360 Photo
- Timelapse
- TimeShift



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Insta360 X4 Air

AI-Powered Editing

Insta360 App

The free Insta360 mobile app is packed with creative effects, **one-tap templates**, **AI editing tools**, **preset movements**, and more. Whether you fine-tune your videos with our easy editing tools or use advanced AI to do it for you, it's never been this easy to create 360 videos.

Insta360+

Automatic Backup

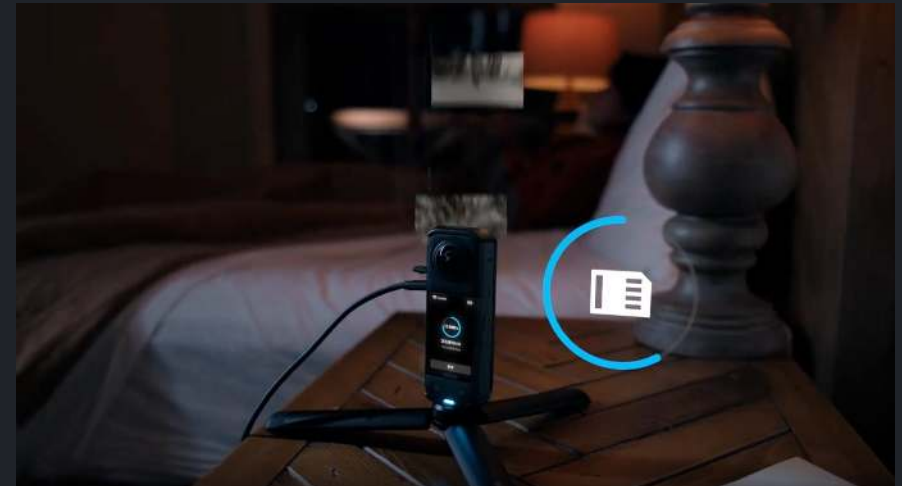
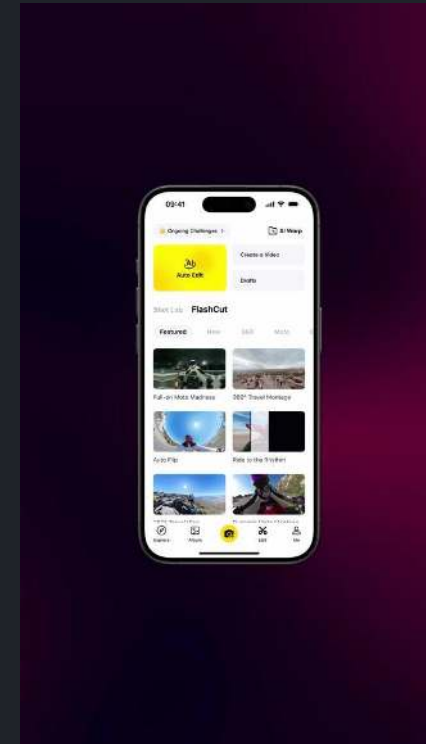
Get up to 2TB of storage with automatic backup directly from the camera. Free up space on the SD card so you never miss a moment.

Easy Sharing

Share immersive 360 videos with a customizable link. Viewers can interact with the video instantly on any platform—no downloads needed.

Cloud-Based Editing

Edit your footage directly in the cloud, saving local computing power and eliminating the need to export files to a device.



Accessories



Standard Lens Guards

Glass lenses with custom-molded design for clear image quality and solid protection



Premium Lens Guards

Highly transparent, scratch-resistant tempered glass for crystal clear image quality and maximum protection



Battery

2010mAh capacity for up to 88 minutes of continuous recording in 8K30fps



Replaceable Lens Kit

Handy kit with everything you need to replace broken lenses on the go



Lens Cap

Silicone lens cap to protect your lenses in between shots



Invisible Dive Case

Dive housing that stays completely invisible in 360 footage for seamless underwater footage



Quick Release Mount

Allows you to mount your camera on 1/4" tripods, selfie sticks and more in seconds.



Utility Fast Charge Case

Portable and compact case to charge 3 batteries at the same time.



Carry Case

Keeps your cam and accessories safe with a selfie stick strap on the bottom for easy use on the go.

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Key Scenarios

Travel / Vlogs / Daily Life

Your perfect travel buddy

Ready for Adventure

X4 Air fits into any case or carry-on with accessories for **unique perspectives** that make your trips even more memorable. Try the 3-meter **Extended Edition Selfie Stick** for impossible fake-drone shots.

Use the **Foldable 2-in-1 Selfie Stick** to switch between storage and shooting in seconds. Clip X4 Air to your backpack and free your hands with the **Magnetic Selfie Stick Holster**.

Creative Effects

Create **dynamic videos** with ease with effects like Timelapse, TimeShift, Bullet Time, and more.

With the help of the Insta360 app, editing 360 video has never been so easy or so fun. Don't know how to edit? **Let AI do it for you.**



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Key Scenarios

Skiing

Light and durable for uninterrupted filming



Lightweight & Portable

A 165g cam that won't throw you off balance.



Twist to Shoot

Simply twist the selfie stick twice to start and stop recording, ideal when you've got thick gloves on.



Invisible Selfie Stick

Hold the pole for third-person shots as you shred.



Ski Pole Mount

Attach X4 Air to your ski pole for incredible third-person views as you ski.



Cold Resistant

X4 Air handles extreme conditions and temperatures as low as -4°F (-20°C) with ease.

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Key Scenarios

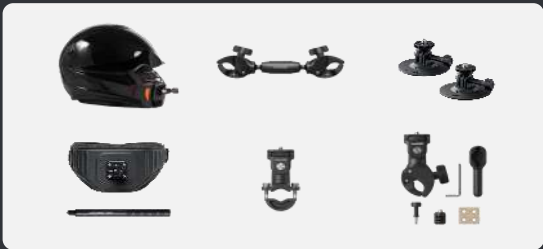
Motorcycling

Immersive views of every ride



Lightweight & Portable

165g with helmet chin mount, film with no distraction.



Unrivalled Accessory Ecosystem

Versatile, high-performance mounts for full flexibility to try out different angles.
ND Filters coming soon.



Bluetooth Headset Compatible

Pair X4 Air with leading motorcycle Bluetooth headsets like SENA and Cardo and control the cam with voice commands.



Immersive Shake

Preserves enough natural shake and tilt in your footage to showcase speed and terrain, while maintaining smooth, watchable results



Plate Blur

Automatically conceal license plates in your footage to keep personal information private.

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Key Scenarios

Cycling / MTB

Lightweight gear that won't weigh you down



Lightweight & Portable

Ultralight 165g cam, perfect when the camera is mounted on your chin or handlebars.



Motion ND

Replicates the motion blur effect for cinematic videos without ND filters. Available in the Insta360 app and Studio.



Unrivaled Accessory Ecosystem

Push further, pedal harder, and capture new angles of your ride with a wide range of accessories for bikers.



Third-Party Stats Dashboard

Overlay real-time stats such as distance, speed, altitude, and more from your Garmin device, Apple Watch, or the Insta360 app.

Product Positioning

X4 Air and X4

X4 Air is based on X4, but aims to be **lighter**, **cheaper** and offer **better value**. X4 Air and X4 are similar in terms of specs and image quality. However, X4 Air features significant **technological improvements** such as replaceable lenses and a built-in wind guard. This makes X4 Air an impressive substitute and the best **entry-level 8K 360 camera** for consumers.

Once X4 Air launches, X4 will be cleared out at a lower price and discontinued.

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Product Positioning

Insta360 X5 Flagship 360 camera

Large 1/1.28" sensors, all-new PureVideo Mode, and a triple AI chip deliver 8K30fps image quality, even in low-light environments. Built tough with replaceable lenses, X5 is the **ultimate content creation tool**.

Target audience:
Videographers, extreme sports athletes, content creators

Insta360 X4 Air The lightest 360 camera

Impossibly lightweight, but still 8K. Features replaceable lenses for worry-free repairs, suitable for daily vlogs, traveling, hiking and other casual sports. The combination of high performance and lower price makes X4 Air the **best entry-level 360 camera**.

Target audience:
Beginners, casual sports, vloggers, families

Insta360 X3 The budget-friendly 360 camera

Offers 5.7K30fps 360 video, durability and basic functions. With a **low price point**, X3 is the best 360 camera for users with a **limited budget**.

Target audience:
Price-sensitive users

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	X5	X4 Air	X4	X3
Weight	200g	165g	204g	180g
Sensor Size	1/1.28"	1/1.8"	1/2"	1/2"
AI Chip	2 Pro Imaging chips + 5nm AI chip	5nm AI chip	5nm AI chip	-
Max. 360 Video Resolution	8K30fps 5.7K60fps	8K30fps 6K30fps	8K30fps 5.7K60fps	5.7K30fps
PureVideo Mode		-	-	-
Max. Active HDR Video Resolution	5.7K60fps	8K30fps	5.7K30fps	
Max. Slow Motion Video Resolution	4K120fps	4K120fps	4K100fps	3K100fps
InstaFrame Mode			-	-
Audio Hardware	Built-in Wind Guard	Built-in Wind Guard	-	-
Invisible Selfie Stick				
FlowState Stabilization + 360 Horizon Lock				
Run Time	180 mins (5.7K24fps, Endurance Mode)	88 mins (6K24fps)	135 mins (5.7K30fps)	81 mins (5.7K30fps)
Fast Charging		-	-	-
Replaceable Lenses			-	-
Removable Lens Guard				-
Waterproof	49ft (15m)	49ft (15m)	33ft (10m)	33ft (10m)
Insta360+ Cloud Service				
Smart Control	Twist to Shoot, Gesture Control, Voice Control 2.0	Twist to Shoot, Gesture Control, Voice Control 2.0	Gesture Control, Voice Control 2.0	Voice Control 2.0