



2014 REVIEWER'S GUIDE



# Overview

What is 360fly?

Thank you for your interest in 360fly. As you are likely aware, 360fly is a lightweight, rugged and mountable video camera offering an unrivaled 360-degree field of view, allowing you to capture and share life's unforgettable moments. In an effort to help guide you through your review, and ensure you're able to use the camera to its greatest abilities, we have prepared the following pages for you:

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Proper Maintenance for your 360fly

16 **360fly** 

Frequently Asked Questions

Again, we'd like to thank you for your interest and ask you follow up with any additional questions or comments.

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360fly Social Channels

facebook.com/360fly

@360fly

@360fly



#### Lifestyle Cam

360fly puts you in the "director's chair" - allowing you to edit multiple shots and experiences from a single video camera.



#### Field of View

With an unprecedented 360° x 240° field of view, 360fly allows users to capture life's greatest moments without the limitations of traditional cameras, freeing them to experience life as it happens.



#### Mounting

360fly offers an unparalleled ecosystem of mounts, offering increased durability while remaining lightweight.



#### Action Ready

Smaller than a baseball, 360fly is a lightweight, rugged and mountable camera capable of capturing stunning 360-degree video.



#### Mobile App

360fly mobile app acts as the camera's sophisticated remote and viewfinder, while also allowing users to guickly edit and share content.



#### 360fly.com

The revolution of 360-degree video is here, and 360fly.com is the only platform that allows users to view, edit and share their 360-degree video content.



360fly





# Getting Started

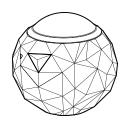
Learning the Basics

# Getting Started

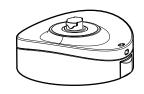
Learning the Basics

When first receiving your 360fly camera, it's important to know what's included, how to unbox it, basic features and simple operations like charging and powering it on/off.

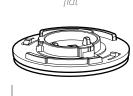
#### Contents Included:



360fly camera



TiltMount



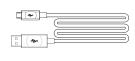
TiltMount base plates



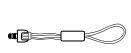
curved



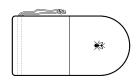
PowerCradle



USB Cable



Mic Plug & Strap

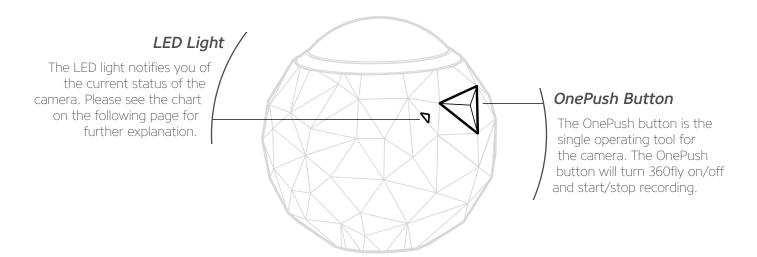


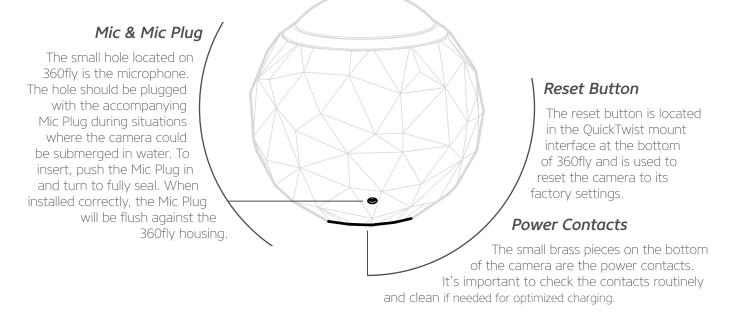
Carrying/Storage Pouch

### Unboxing

- 1 Separate both top and bottom packaging units.
- 2 Twist the 360fly camera 1/4 turn counter clockwise to remove it from the TiltMount.
- **3** Pull out packaging tray from bottom packaging unit to access Quickstart Guide, Warranty Card and other items.

#### **Features**







# Getting Started

Learning the Basics

# Getting Started

Learning the Basics

360fly State	LED	Vibration	Description
Sleep	•	None	Sleep mode (off)
Charging		None	Less rapid blinking as it charges
Standby	•	None	Unit on, ready for use
Booting		Yes	Powering on (~15 seconds)
Pairing		Yes	Pairing with a mobile device
Charging		None	Charging while in standby mode
Standby + Low Battery		Yes	Ready for use, low battery
Standby + No Storage		Yes	No storage for recording
Recording + Low Storage	$\frac{1}{2} \left( \frac{1}{2} \right) = \frac{1}{2} \left( \frac{1}{2} \right)$	Yes	More rapid blinking with less space

### Charging

Charging 360fly is as easy as setting it up on the PowerCradle. Magnets located on the camera and PowerCradle pull together for a direct connection. The camera is charging when the LED light is green and slowly flashing. It takes approximately 2 hours to fully charge when using a standard 1a wall charger.

#### Powering On/Off:

To power on, push and hold the OnePush button for approximately 3 seconds. The LED light will blink blue and the camera will vibrate. The LED light will remain blue when it's on and ready for action. To turn off, press and hold the OnePush button for approximately 3 seconds. The LED light will turn off.









# Connecting

The 360fly Mobile App

Download the mobile app to connect 360fly to your iOS or Android device. The 360fly app can be found via Google Play and the App Store. To connect, ensure that Bluetooth and Wi-Fi have been enabled.

- 1 Launch the 360fly app
- 2 Tap "connect to your 360fly"
- 3 Select "Start Pairing"

If 360fly is not ready for connection or Bluetooth/Wi-Fi is not active, the screen will prompt with instructions

- 4 Assign name for your 360fly camera and hit "connect" when prompted
- 5 Enter your Wi-Fi password

You may be asked for a password in two scenarios:

- When connecting to an existing network (ie: home network)
- When creating a peer-to-peer network between 360fly and your mobile device

During connection, your 360fly will display helpful hints

- 6 Fill out device registration and submit
- 7 Device is connected

\*Please note, the above may slightly change based on upgrades to the mobile app.







# Video

Do it all. See it all. Share it all.

#### Capturing Video without the 360fly Mobile App

While 360fly mobile app is designed to serve as the camera's sophisticated remote and viewfinder, you are still able to capture video without it. When the camera is on, press the OnePush button to turn the LED light from blue to red. To stop recording, press the OnePush button again. The LED light will turn from red to blue – letting you know the camera is not recording.

#### Capturing Video with the 360fly Mobile App

Once you've opened the 360fly mobile app, select the "Cameras" section, locate the camera in the list and tap button with the eye icon. Doing so will display a demo of what the camera would capture. When you're ready, push the record button within the app. Your camera LED light will go from blue to red. You can then discontinue filming by either pressing the OnePush button on the camera or the record button within the app.

#### Viewing

Within the 360fly mobile app, select the "Cameras" section, locate the camera in the list and tap the camera icon. When you see a list of video thumbnails, select the video of your choice. You will then be able to interact with the video by swiping in various directions to view different angles or pinch the screen to view the entire 360° shot in a panoramic view. You can also scrub the timeline to find different sections of video.

#### Sharing

Insert info on sharing once finalized

#### Managing Videos

To store and/or discard any videos captured, return to the "On the Fly" section within the mobile app. Once you're in "On the Fly," you can delete a video by swiping the video you'd like to discard and taping the delete button. To store the video, swipe the video thumbnail to the left to reveal the "Info" button. Tap it and select "Download," and it will save to your mobile device.

#### 360fly.com

360fly.com is exclusively designed as the viewing hub and platform for users and viewers to engage in the 360-degree video revolution and interact with their 360-degree video content. Users can upload and share their videos directly from the site. Viewers can surf through other's videos and fully interact with 360-degree videos.





# Going 360

Editing 360 on the fly

To edit video, select the video within the "On the Fly" section. Tap the "play" icon to start playback. You can quickly edit the video by holding the heart button during playback to "favorite" a specific section. You can then continue to scan the video for additional sections you'd like to "favorite." Tap the preview button to review the newly edited video.

Add music – TBD How/where videos can be shared – TBD

# Mounting

Locked and Loaded

360fly offers an unparalleled ecosystem of mounts, each offering increased durability yet lighter weight.

#### TiltMount and Baseplates

The 360fly TiltMount and complementary flat and curved baseplates are included when purchasing the 360fly camera. The TiltMount's flat and curved baseplates allow you to attach the camera to any surface – whether flat like a skateboard or curved like a helmet.

#### Cleaning

The 360fly lens can be cleaned using a clean, soft cloth. Lens cleaning solution, water (distilled preferred) or isopropyl alcohol can be used for additional cleaning needs.

#### Attaching and Removing

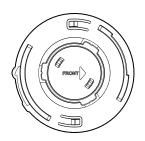
Use the lock guide points to correctly attach the TiltMount to either of the baseplates. Press the buttons on the TiltMount to release and remove the TiltMount from the baseplate.

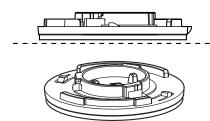
#### 360fly and TiltMount

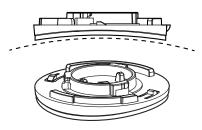
#### Attaching and Removing

- 1 Align the hole on the 360fly camera with the post of the TiltMount.

  The QuickTwist interface only allows the camera to mount one way.
- 2 Once the alignment markers match up, turn the camera a 1/4 rotation clockwise to fully mount and lock in.
- **3** You are then able to adjust the TiltMount to get the preferred angle by adjusting the slide on the TiltMount.
- 4 Connect the loophole from the Mic Plug with the loophole on the TiltMount using the supplied tether.
- **5** To remove, slightly turn camera a 1/4 rotation counter clockwise.









# Mounting

Locked and Loaded

# Mounting

Locked and Loaded

### 360fly Mounting Ecosystem







#### Suction Cup

From the hood of a racecar, to the bow of a boat, to any smooth surface, the 360fly Suction Mount lets you easily secure and remove your camera for unlimited points of view.

Ideal for cars, boats, motorcycles and more.

#### Vented Helmet

The 360fly Helmet Mount is specifically designed to secure your camera using available vents common on cycling, mountain biking and other sport helmets.

Ideal for any vented bike or sports helmet.

#### Bike/Handlebar

Built for handlebars but ready to clamp on to most any tube, pipe or paddle, the 360fly Bike Mount locks down your camera so you never miss a shot.

Ideal for handlebars, poles, paddles and more.

### 360fly Mounting Ecosystem







#### Head Strap

No matter where you look, the 360fly Head Mount lets viewers see exactly what you see and more.

Ideal for hiking, rock climbing and more.

#### Chest

The forward-facing 360fly Chest Mount lets you capture your amazing experiences from the most natural, first-person point of view.

Ideal for snowboarding, rock climbing, paddle sports, motocross and more.

#### 1/4 - 20 Adapter

Whether you're shooting a longer film or just standing on shaky ground, capture the action with ultimate stability using the 360fly Tripod Mount.

Ideal for sporting events, concerts, family gatherings and more.

#### Action Cam Adapter

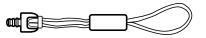
The 360fly Adaptor easily secures your camera using existing action camera mounts.



# Physical Care

Proper Maintenance for your 360fly

Similar to any other camera you have owned, it's important to take good care of your 360fly and clean it regularly.



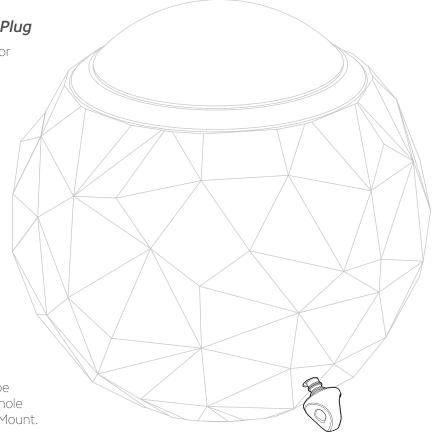
## Mic Plug

The Mic Plug is to be used for situations where the camera will be fully submerged in water – whether swimming, surfing, paddle boarding, snorkeling or diving. The Mic Plug comes equipped with a lanyard that can act as a leash by attaching it to the TiltMount through a loophole.

To insert the Mic Plug, push it into the Mic hole. When you reach resistance, twist the Plug the remaining distance until it's fully seated against the side of the 360fly.

There should not be a gap between the Plug and 360fly camera when it's fully inserted. To remove, twist the Mic Plug and pull.

When not in use, the Mic Plug can be stored by inserting it into the hole on the TiltMount.



# Physical Care

Proper Maintenance for your 360fly

### Cleaning

#### Saltwater

360fly is waterproof up to approximately 164 feet (5 ATM).

If exposed to saltwater, it's important to rinse thoroughly with fresh water to avoid any potential corrosion to the metal.

#### Dirt, Dust and Grime

It's recommended you clean your 360fly housing and metal charging connectors with a soft, damp cloth. You may also use compressed air or a similar dusting tool to gently blow out any foreign material that may have found its way into the Mic hole.

#### Lens Care

Though the glass of the 360fly lens is extremely durable, it's recommended to care for it as you would any other camera lens. Use a soft cloth to clean the glass. Microfiber and/ or 100% cotton clothes work well. If you would like to use water to clean the lens, it's recommended you use distilled water or isopropyl alcohol, to avoid leaving residue. 360fly housing and metal charging connectors with a soft, damp cloth. You may also use compressed air or a similar dusting tool to gently blow out any foreign material that may have found its way into the Mic hole.







# 360fly Frequently Asked Questions

### Background

#### What is 360fly?

Formerly under the company name EyeSee360, 360fly is the creator of 360fly. 360fly is a trailblazer and category creator in single-shot panoramic imaging for both still and video photography. 360fly's technology, originally designed for aviation and military use, spun out of Carnegie Mellon University's Robotics Institute in 1998. 360fly has applied decades of research in robotic vision, image rendering, and software interface expertise to the challenge of creating interactive panoramic still images, prerecorded and live streaming 360 degree video.

#### Is the 360fly camera the only product from the company?

No. The company will also offer the "360fly micro."

#### Are the 360fly and 360fly micro the first products from the company?

No. As EyeSee360, 360fly created the popular 360-degree video lens attachment GoPano micro and GoPano plus. 360fly is the 360 stand-alone camera that combines years of hardware and software experience.

#### Why did 360fly partner with VOXX?

A leading, global supplier of mobile and consumer electronics products, VOXX has a long history and extensive experience in bringing successful consumer electronics to market. VOXX possesses a strong brand portfolio and its products rank among the top ten in almost every category in which it sells.

#### What sets 360fly apart from GoPro and other action cameras?

360fly is more than an action camera. Its full 360-degree view allows the user to capture life as it truly happens – surrounding them.

360fly is the smallest, single-lens camera capturing 360-degree footage, and it's the only camera capturing "stitch-less" footage so there's no lines or missing content.

### Technology

#### What is the video resolution? Is the content truly HD?

Yes. 360fly captures HD-quality video at  $1504 \times 1504$  @ 30 fps, resulting in more pixel density than 1080p. This is spread across a broader spectrum, so the video is optimized for interactive viewing on the smaller screens of the mobile devices that are so pervasive in the hands of today's consumers.

## Does 360fly have the widest field of view by any single-lens video camera available? Does the video have to be stitched before I can view/share?

Yes, 360fly does have the widest field of view on the market. No, the lens on the 360fly allows the camera to capture one picture, 360 degrees (horizontal) by 240 degrees (vertical), so there's no stitch lines.

Current cameras trying to capture in 360 degrees typically use multiple lenses that have to "stitch" footage together – sometimes cutting subjects out of the picture or creating visible stitch lines.

#### What is the image sensor size?

1/2.3" BSI CMOS Sensor

#### How much does 360fly weigh?

Main Device 138g

**Tilt Mount** 30.6g (This is the mount that comes in the box with both a curved and flat base with double sided adhesive).

#### What format is the video footage produced in?

Video is recorded in a standard MP4 container using h.264 /AVC video codecs and AAC audio codecs.

#### What is the F-Stop?

F 2.5

#### How long is the battery life?

2 Hours.







### Technology

#### How much internal memory or storage does 360fly have?

360fly comes standard with 16GB of embedded memory.

#### What are the specs for the 360fly lens?

8 Element Glass Ultra-Fisheye Lens with 240 degree FOV

#### What is the size / weight of 360fly?

61mm sphere / 138g

#### What are the requirements of mobile devices used with 360fly?

iOS 8+ & most Android 4.3+ on devices that have Bluetooth LE

#### How durable is the 360fly housing?

360fly is designed for rugged in or outdoor use when properly mounted correctly on a 360fly mount or accessory.

#### How do long does it take to charge?

2 hours 10 minutes with 1a charger / 3 hours 30 minutes with 500mA charger.

#### What AC adapters work best for charging?

TBD after a later test

#### What is the Wi-Fi frequency? How many Ghz?

802.11 b/g/n 2.4 Ghz



### Usage

#### How do users access their video content?

360fly is compatible with iOS 8 and Android devices via Wi-Fi and Bluetooth LE running 4.3 or later. Users can download the free 360fly mobile app to view, edit and share footage.

The 360fly camera has built-in Wi-Fi to accommodate large file transfers from camera to mobile device. The Bluetooth connects the mobile device to the camera, and the built-in Wi-Fi allows the footage to transfer large video files to the app.

#### How are 360fly videos edited?

360fly videos can be edited on the mobile app.

#### How are videos shared? Can videos be emailed direct?

Videos captured by 360fly can be shared immediately from the 360fly app – before or after editing. The videos can be shared on social channels (Twitter, Facebook, YouTube, and various other services), on 360fly.com or emailed direct. Another option is to upload to footage to 360fly.com for editing and sharing.

#### What's the purpose of the 360fly app?

The mobile app acts as a sophisticated remote and viewfinder. By viewing the live feed of the camera, users can see what content the camera is shooting in all directions. The app also allows users to quickly edit the footage, allowing them to take only the "best" shots to share as a highlight video.

Consumers interested in viewing and interacting with 360 videos may download the free 360fly app – even if they don't have the camera.

#### Do I need the 360fly app to use 360fly?

360fly can capture video without the need for a mobile device. For advanced features, such as a live viewfinder for 360fly, editing the captured videos, share videos and change 360fly settings a mobile device is required.









### Usage

#### What's the purpose of 360fly.com?

Since YouTube and Vimeo cannot support 360 video, users may upload and share their videos on 360fly.com. Users can then share that video on Facebook, which will post an embeddable, interactive video that the user's followers can view within their Facebook feed. Sharing on Twitter will work similarly to other media sharing platforms, such as Instagram.

#### What mobile platforms can the app be used on? Can it be used on tablets?

Yes. The app can be used on iOS 8+ iPhones and Android 4.3 phones with Bluetooth LE. A tablet specific version of the app will be coming at a later date.

#### Are there temperatures or conditions where it's not recommended to use 360fly?

No. 360fly is durable and can be used in the most extreme conditions.

#### Can you upload footage from the 360fly via a cable or is it Wi-Fi only?

Yes. Included when purchasing 360fly is a USB cord, so the user can upload footage via a desktop computer when mobile device connection to Wi-Fi access is unavailable.

#### Can 360fly videos be watched on a desktop computer or tablet?

There are various ways to watch 360fly created content on different devices. To view 360fly content on a computer, either go to 360fly.com and search the video there or download the stand-alone view available on 360fly.com. For the best viewing experience on a tablet, download the 360fly app to view content.

#### What is 360fly.com?

360fly.com is an interactive video hosting site that allows users to post and share the interactive videos captured with 360fly devices.

#### Can 360fly take still photography?

As 360fly evolves, software updates will allow users to take live-action still photographs.

#### Usage

#### What does the button on 360fly do?

The OnePush button powers 360fly on/off & also starts/stops recording.

#### What does the Mic Plug do and when should it be used?

The Mic Plug is an included accessory that should be inserted into 360fly's Mic hole. It makes 360fly water tight in submerged situations up to 5 ATM.

#### Are there any preferred methods for keeping the lens clean and scratch free?

Lens care for the 360fly lens is no different than any other camera lens – use a soft clean cloth along with either water or a lens cleaning solution to clean off the lens.

#### Are there any preferred methods for cleaning the rest of the camera?

It is recommended that after any use of 360fly in or around salt water that the unit is cleaned off using a cleaning cloth and freshwater to ensure all salt water residue is cleaned from the device.

#### Is 360fly waterproof? Does it need waterproof housing?

360fly housing is water resistant without the Mic Plug and with the Mic Plug installed, 360fly can be submerged in situations up to 5 ATM.







# 360fly Frequently Asked Questions

#### Accessories

#### Is the camera compatible with all GoPro mounting devices?

360fly can be used with most GoPro mounting accessories with the use of the Action Cam mount adaptor.

#### What mounts are available for 360fly?

360fly is sold with a TiltMount, which comes with a flat and curved baseplates for multiple surfaces. Available separately are Suction Cup, Bike Handlebar, Headband, Vented Helmet and Chest. Also sold separately is a tripod mount adapter. More accessories will follow the launch of 360fly.

#### Why are there two different baseplates for the TiltMount in the packaging?

The two different TiltMount adhesive base plates are provided for different mounting situations – the curved one is for curved surfaces, (such as a helmet) and the flat base plate is for flat surfaces.

#### How does 360fly attach to the each mount?

360fly attaches to the TiltMount or any other 360fly accessory using the QuickTwist 1/4 turn locking system.

#### How can I mount 360fly on a tripod?

There is a 360fly accessory designed to interface with the standard 1/4 - 20 mount on most tripods and other camera accessories.

#### Are there additional TiltMount adhesive base plates available for purchase?

Yes, they are sold as an accessory – please check www.360fly.com/accessories for more information.

#### Are there any other accessories available for 360fly other than what came in the box?

There is a full line of accessories available for 360fly. This included a full range of mounts, additional PowerCradles, and other 360fly accessories.

### Service FAQs

#### Is there a warranty for 360fly?

1-year parts and labor for manufacturer defects.

#### What happens if the lens is damaged?

360fly is made with the highest grade of glass and is extremely durable.

A lens replacement program will be offered for 360fly users that have the unfortunate situation in which their 360fly lens is damaged. More details TBD.

#### How does 360fly get serviced?

The best way to receive support for 360fly products is to visit our website at www.360fly.com/support.

#### Can the battery be replaced?

A battery replacement program will allow 360fly users to have their batteries replaced if they are interested. More details TBD.





#### FCC/IC STATEMENT

Warning: Changes or modifications to this unit not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions:

- (1) This device may not cause harmful interference; and
- (2) This device must accept any interference received, including interference that may cause undesired operation.

NOTE: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates—and can radiate—radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the rec eiving antenna.
- Increase the separation between the equipment and the receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help

#### RF Exposure Information (SAR)

This device meets the government's requirements for exposure to radio waves. This device is designed and manufactured not to exceed the emission limits for exposure to radio frequency (RF) energy set by the Federal Communications Commission of the U.S. Government and Industry Canada of the Canadian Government.

The exposure standard employs a unit of measurement known as the Specific Absorption Rate, or SAR. The SAR limit set by the FCC and IC is 1.6W/kg. Tests for SAR are conducted using standard operating positions accepted by the FCC and IC, with the EUT transmitting at the specified power level in different channels.

The FCC and IC have granted an Equipment Authorization for this device with all reported SAR levels evaluated as in compliance with the FCC and IC RF exposure guidelines. SAR information on this device is on file with the FCC and IC, and can be found under the Display Grant section of www.fcc.gov/oet/ea/fccid after searching on FCC ID:2ADDK-360FLYBLK.

This device is compliance with SAR for general population /uncontrolled exposure limits in ANSI/IEEE C95.1-1999 and had been tested in accordance with the measurement methods and procedures specified in OET Bulletin 65 Supplement C.

Le présent appareil est conforme aux CNR d'Industrie Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes :

- (1) l'appareil ne doit pas produire de brouillage, et
- (2) l'utilisateur de l'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement.

Cet appareil numérique de la classe B est conforme à la norme NMB-003 du Canada. Cet appareil numérique de la Classe B respecte toutes les exigences du Réglement sur le matériel brouilleur du Canada.

#### ATTENTION:

Risque d'explosion si la batterie est remplacée par une batterie d'un type incorrect. Jeter les batteries usagées conformément aux exigences locales.

Renseignements sur l'exposition RF (SAR)

Cet appareil est conforme aux exigences gouvernementales en matière d'exposition aux ondes radio.

Cet appareil est conçu et fabriqué pour ne pas dépasser les limites d'exposition aux radiofréquences (RF) définies par la Commission fédérale des communications du gouvernement américain et de l'Industrie du Canada du gouvernement du Canada.

La norme d'exposition utilise une unité de mesure appelée Débit d'Absorption Spécifique, ou SAR. La limite de SAR fixée par la FCC et IC est 1.6W/kg. Les tests de SAR sont effectués en utilisant les positions

d'utilisation standard définies par la FCC et IC, avec l'EUT transmission au niveau de puissance spécifié dans différents canaux.

La FCC et IC ont accordé une autorisation d'équipement pour ce dispositif à tous les niveaux SAR mesurés conformément aux directives de la FCC et IC d'exposition aux radiofréquences. Les informations

SAR sur ce dispositif sont dans le dossier à la FCC et IC, et peuvent être trouvées dans la section Display Grant de www.fcc.gov / oet / ea / fccid apres une recherche sur FCC ID: 2ADDK-360FLYBLK.

Cet appareil est conforme avec la specification SAR pour la population générale / sans controle des limites d'exposition dans la norme ANSI / IEEE C95.1-1999 et a été testé en conformité avec les méthodes de mesure et procédures spécifiées dans les normes OET Bulletin 65 Supplément C.



# Thank you for your interest in 360fly.

We look forward to your feedback and are available to answer any questions.

### 360fly Press Contact

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### 360fly Social Channels





@360fly

