



Experience Samsung 360 Round, a High-Quality Camera for Creating and Livestreaming 3D Content for Virtual Reality (VR)

Designed to provide VR specialists with a durable and manageable solution for capturing, viewing and editing VR content

SAN FRANCISCO, Calif. – October 18, 2017 – Samsung Electronics Co., Ltd. introduces the 360 Round, a new camera for developing and streaming high-quality 3D content for specialists and enthusiasts who demand a superior virtual reality (VR) experience. Announced at the Samsung Developer Conference (SDC 2017), the Samsung 360 Round uses 17 lenses—eight stereo pairs positioned horizontally and one single lens positioned vertically—to livestream 4K 3D video and spatial audio, and create engaging 3D images with depth.

The 360 Round’s durable, compact design features IP65¹ water and dust resistance for use in everyday weather conditions and a fanless design to reduce weight and eliminate background noise. With additional features, including PC software for controlling and stitching and expandable external storage², the 360 Round provides long lasting shooting for any sized job.

The growth of 360 content platforms, such as Samsung VR, Facebook and YouTube, as well as the spread of 360 videos through major media, has increased the need for high-quality 360 videos among VR professionals and enthusiasts. The 360 Round is the first product to meet these needs by combining high-quality, 360-degree imagery with advanced 3D depth at a reasonable price compared to other professional 360 cameras.

“The Samsung 360 Round is a testament to our leadership in the VR market. We have developed a product that contains innovative VR features, allowing video producers and broadcast professionals to easily produce high quality 3D content,” said Suk-Jea Hahn, Executive Vice President of Samsung Electronics’ Global Mobile B2B Team. “The combination of livestreaming capabilities, IP65 water and dust resistance and 17 lenses makes this camera ideal for a broad range of use cases our customers want—from livestreaming major events to filming at training facilities across various industries.”

The Samsung 360 Round combines high-quality images with a durable design and a content management software solution that allows VR directors to transform virtual reality through a complete set of advanced features.

High-Quality 360 Content

The 360 Round offers high-quality 3D images with a 4K camera, thanks to 17 paired lenses that capture a 360-degree view for a full 3D experience. In addition, the 360 Round enables live streaming with little-to-no latency³ and broadcasts easier than ever, with one-step stitching and control software provided by Samsung.

Durability

The Samsung 360 Round uses a uni-body chassis designed to reduce heat, removing the need for a cooling fan and minimizing size and weight. The compact design helps eliminate excess noise and reduce power consumption for hours of continuous shooting. Additionally, the 360 Round is IP65¹ dust and water resistant, making it an ideal choice for capturing content in the most challenging environments. With expandable connectors and ports, the 360 Round is designed to easily and quickly connect to additional equipment, such as an external mic, and storage for saving large files.

The Samsung 360 Round will be available in October in the United States before expanding to other markets over time. For more information please visit <http://www.samsungmobilepress.com> or www.samsung.com/galaxy.

360 Round Product Specifications	
Camera	17 cameras with: - 1/2.8", 2M image sensor - F1.8 Lens
Audio	- 6 internal microphones for spatial audio - 2 external microphone ports supported
Video	Resolution: - Livestreaming (3D): 4096 x 2048 at 30fps per eye - Livestreaming (2D): 4096 x 2048 at 30fps - Recording (3D): 4096 x 2048 at 30fps per eye - Recording (2D): 4096 x 2048 at 30fps Format: MP4 (H.265/ H.264) 3D: 4k x 2k per eye / 2D: 4k x 2k
Memory	Internal: LPDDR3 10GB, eMMC 40GB External: UHS-II SD Card (up to 256GB), SSD (up to 2TB)
Connectivity	LAN, USB Type-C
Sensors	Gyrometer and Accelerometer
Power	19V 2.1A Power input (with AC adaptor)
PC Software Requirements	2 PC software (for Camera Control / Streaming, Content Viewing) For Post Processing: - Windows 10 - 64-bit OS for 4K video editing - 16 GB DDR4 RAM 2ea or more - 850W power - Intel Core i7-6700K or above - GPU NVIDIA GTX 1080 x 1ea

	For Preview and Live Broadcast (as above): <ul style="list-style-type: none"> - Intel Core i7-6950X or above - 32GB DDR4 RAM 2ea or more - GPU NVIDIA GTX 1080 Ti x 2ea
Dimension	205 x 205 x 76.8mm, 1.93kg
Features	IP65 Dust and Water resistance

¹*When using this feature, please put AC adaptor in a waterproof pack*

²*Sold separately*

³*Depending on network connections*

**All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice or obligation.*

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