



PURCHASE GUIDE



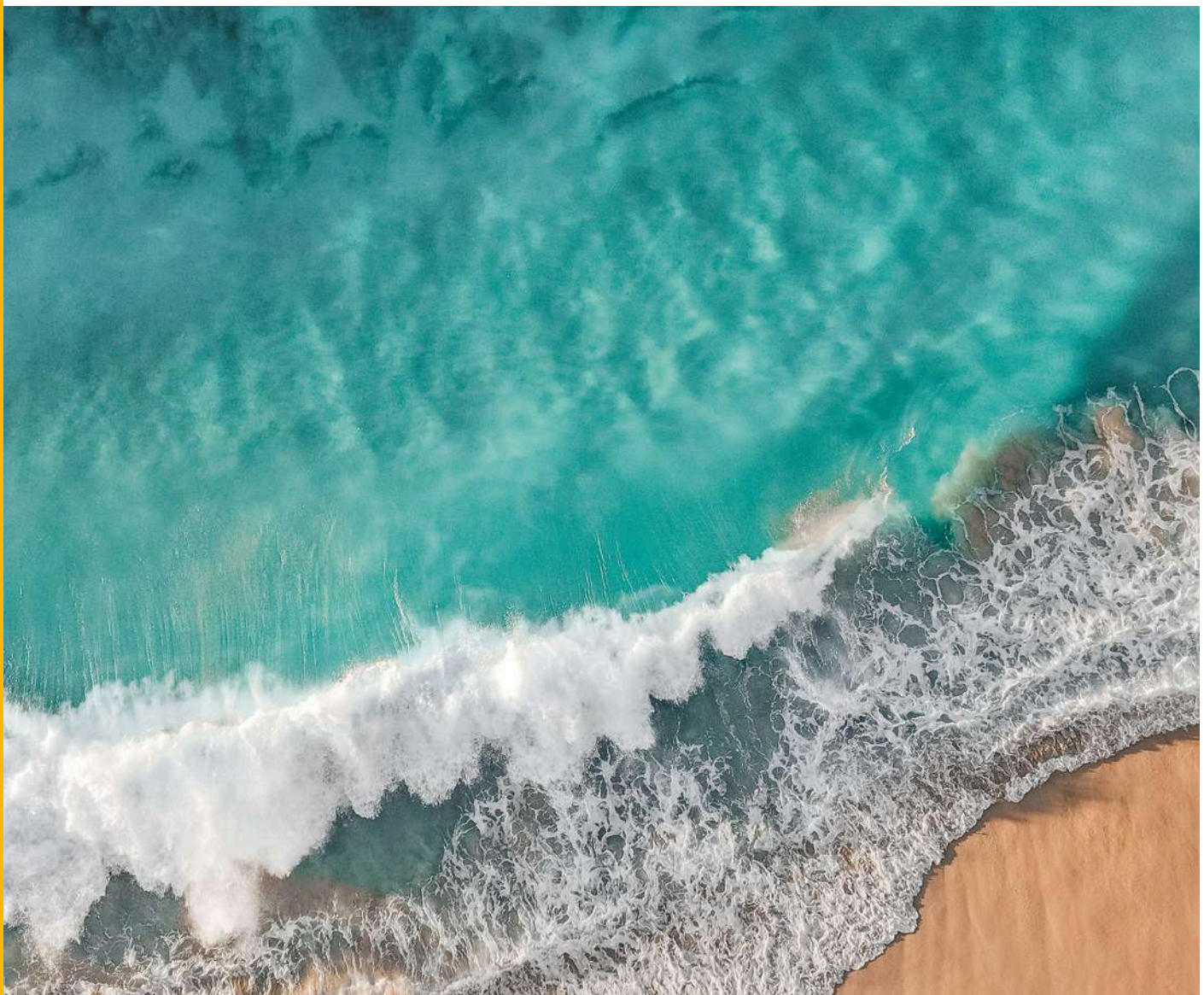
CHOOSING YOUR
IDEAL ACTION
CAM?

Also called "sports cameras" or "action cameras", action cams are cameras that let you take shots or videos while you're on the move. They're tech favourites in the outdoor sports world, as you can film yourself at full throttle for a fantastic immersive result.

As you can imagine, there's a range of action cams designed for different activities. So, it's important to think about how you plan to use your action cam before investing in one. But don't worry, Kodak is here to explain all the ins and outs of action cams.

What is an action cam ?
What makes it so different from your run-of-the-mill camcorder ?

What are the different features of an action cam and what are its uses ?
We've got all the answers !



WHAT IS AN ACTION CAM ?

Action cams are synonymous with the sporting world and also great for creating realistic content - nature and wildlife are perfect examples. Sports fans, whether surfing, skiing or skateboarding can have a blast recording their every trick. However, in the past, it's been hard to reproduce the immersive sensations of thrilling outdoor activities.

Sports enthusiasts began filming or snapping their adventures long before action cams hit the tech scene. The problem was the cameras they used were impractical, got damaged easily, were not water or shock-resistant and produced poor-quality photos and videos.

There were, obviously, some high-quality action cams on the market, but they came with a hefty price tag. The arrival of social networks and video shorts (especially in the world of sports) was a game changer that boosted the technological evolution of the action cam.

Today, action cams are no longer reserved for extreme sports enthusiasts base-jumping from a dizzying height ! You can treat yourself to an action cam to film yourself enjoying recreational sports or simply for the pleasure of creating smooth videos and engaging content!

Amateur photographers and videographers will all find live-action cams that suit the type of shoot they're after, be it a video of your mate's wedding or an aerial shot of a herd of animals that you spotted during your holiday !

In practical terms, action cams look just like small cameras: compact, resistant and sometimes waterproof.

Most action cams can be equipped with additional accessories, for example, a mount that attaches it to your bike's handlebars. And, of course, there's a wide range of models to choose from: at Kodak, we have action cams designed for water sports, air sports as well as other outdoor activities.

WHAT MAKES THE ACTION CAM STAND OUT IS A STABILISER THAT ENSURES CRYSTAL-CLEAR RESOLUTION. INDEED, THE REASON WHY EARLY MODELS PRODUCED LOW-QUALITY, BLURRY VIDEOS WAS DUE TO A LACK OF STABILITY. NOWADAYS, KODAK ACTION CAMS ARE EQUIPPED WITH A STABILISER THAT LETS YOU FILM YOURSELF IN ALL CONDITIONS AND GET SMOOTH, SHARP RESULTS.

ACTION CAM SPECS: WHAT ARE THEY FOR ?

When choosing an action cam, it's important to understand what the device's specs do. This means you'll get a model that perfectly meets your needs.

PHOTO AND VIDEO RESOLUTION

Choosing the right resolution is essential. When you shoot movement, image quality is the make or break when it comes to that Insta-worthy action video or shot. And great image quality depends on the resolution and frame per second rate. For video resolution, you'll find action cams with HD, Full HD, UltraHD or 4K resolution.

Each type of resolution is associated with a "number of frames per second" (fps): the higher the fps, the "faster" the camera, meaning smoother sharper results when filming at speed. At Kodak, you'll find Full HD 1080p models, as well as devices with True 4K 3840x2160 video picture quality. For example, the Kodak PixPro SP360 action cam offers 1080p video resolution at 30 frames per second. Other models like the Kodak PixPro SP360 4K have 4K resolution for crisp, highly-detailed images, regardless of the environment (on land, in the air, underwater).



VIEWING ANGLE

An action cam needs a large field of view to produce superb videos or shots. An action cam with a wide-angle lens will, for example, capture what's going on around a downhill skier or cyclist! The camera won't just focus on the subject, but also on the surroundings for an immersive sequence that's realistic and has perspective.

Of course, there are several angles of view depending on the model of action cam model. At Kodak, we've designed an action cams with a wide 360° angle of view! Perfect for a full panoramic image of your surroundings. Then there are models like the Kodak PixPro 4KVR360 which have three types of viewing angles: ultra-wide, spherical or dome. The camera's two lenses work in tandem to produce incredible images.



THE IMAGE STABILISER

A stabiliser ensures your shots and videos are sharp and crystal-clear. Without a stabiliser, you'll just get blurry shots if you're whizzing down a slope or navigating a bumpy mountain bike trail! All of Kodak's onboard camcorders have an image stabiliser, so you'll get smooth videos even when filming in extreme conditions.





CONNECTIVITY

Nowadays, more and more of us are using sports cameras. These devices have soared in popularity as they mean we share our hobbies and exploits on our social media. Numerous action cams come with Wi-Fi connectivity, so you can stream and easily share your images and videos with followers, friends, family... The Kodak PixPro SP360, for example, is iOS and Android-compatible; just install an app, and you'll be able to use it remotely and view your images in real time.

BATTERY LIFE AND CHARGING

An action cam's battery life is important, especially if you're embarking on a lengthy outing or sports session. Likewise, you'll need to be able to recharge your action cam's battery when you're on the go. Of course, the battery life varies from model to model: for example, the Kodak PixPro SP360 action cam has a battery life of 160 minutes, while the Kodak PixPro 4KVR360 action cam has a battery life of 80 minutes. So you'll need to decide what suits you best: if your activity is a lengthy one, and you want to film long sequences, then go for a longer battery life. Kodak action cams are powered by a Li-Ion battery, so you can recharge them via a USB cable.

THE VARIOUS ACCESSORIES

Action cam accessories are an essential part of their kit and will make all the difference when immortalising those adrenalin-pumping moments! Adding a whole panel of accessories to your action cam will widen its use considerably.

Fortunately, Kodak has action cams that come in pack form. For example, the Kodak PixPro SP360 4K Extreme Pack action cam comes in an 'explorer' or 'aqua' version. You'll find 16 different accessories such as waterproof or standard casing and covers, bar mounts, helmet straps, head straps, antifog kits as well as brackets, so you can fix your action cam to a car or even a surfboard. These packs mean you'll be ready to tackle any environment: your action cam will handle wet conditions, you can attach it to your head to film downhill skiing runs or attach it to your bike's handlebars.

Other models include accessories such as a selfie stick, tripod or remote control, so you can set up your action cam and control it from far away depending on what you want to film or photograph.

Choose your pack and, therefore, your different accessories according to your needs: for example, if you want to film yourself surfing, opt for a pack that includes waterproof housing and an adhesive support, so you can attach it to your board.



**WHAT CAN AN
ACTION CAM BE
USED FOR ?**

You can easily switch from a classic camcorder or camera to an action cam and vary the way you take photos or shoot videos. You'll get superb action shots of yourself that also show off your surroundings. For example, if you want to capture an incredible sunset as the backdrop to your dune-bashing escapade, then this beast will tick all the boxes! Onboard action cams can handle all movements, making them perfect for content creation: you'll get quality images no matter what you're doing and be able to share your content too.

Let's have a closer look at some scenarios where an action cam will make all the difference !

CONTENT CREATION

Action cams are a go-to device for content creators. Sport fans and outdoor enthusiasts routinely use them to share their adventures with their social network followers. Smartphones may have been the initial choice, but these days nothing beats the ease and practicality of an anytime, anywhere action cam. At Kodak, we recommend the Kodak PixPro SP360 4K Aqua Sport Pack action cam as a device that ensures high resolution, a robust construction and a variety of settings perfect for content creation.

This type of action cam is also great for vlogging: you can easily film yourself going about your daily life, whatever that entails. You can, of course, opt for a Wi-Fi model so you can stream content directly on social networks: the iOS and Android-compatible Kodak PixPro SP360 will do the trick.



LAND-BASED VIDEOS

Action cams are a must if you want to immortalise your climbing sessions, bike rides, incredible hikes or motorbike road trips. The great thing about this type of device is that you can use it hands-free, making it the perfect travelling companion ! Thanks to its numerous accessories, this action cam can be attached to your head, a helmet or your bike's handlebars.

If you want to vlog, you can also use a selfie stick and film yourself doing your favourite activities while talking to your followers. It's up to you to choose an action cam that suits your needs: a model with Wi-Fi for social network streams, a complete pack that suits a range of activities or a model with a 360° angle of view to show off the amazing landscapes you see during your hikes. And, of course, our action cams also allow you to film in classic mode to create superb videos.

Kodak PixPro SP360 : 214°



Kodak PixPro SP360 4K : 235°



Kodak PixPro 4KVR360 : 197°





AERIAL FILMING

Our action cams offer optimal stability and resistance, perfect for aerial adventures from hang gliding to paragliding and ULM flights.

Kodak action cams include accessories that let you attach them to a helmet. Of course, each model has an integrated stabiliser to ensure you get clear, sharp images.

You'll also be pleased to know that our catalogue includes models specially designed for drones. The Kodak PixPro SP360 4K Aerial Pack action cam comes with a mount that allows you to attach it to your drone.



ON AND UNDERWATER FILMING

In addition to aerial pursuits, we have onboard action cams ready to tackle your aquatic exploits ! Take superb jet skiing, surfing, kite surfing, and water-skiing videos without worrying about a water-logged camcorder.

These action cams come with waterproof housing - just slide the device in, and you're ready to go !

For example, the Kodak PixPro SP360 4K Aqua Sport Pack action cam comes with a waterproof housing that you can attach to a helmet or your kite surf - how cool is that ?



MORE INFORMATION



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