FOR IMMEDIATE RELEASE

Insta360 × SSI: Diving into a New Era of Underwater Storytelling

DELRAY BEACH, FL – [August 3, 2026] Insta360 is proud to announce an official strategic partnership with SSI (Scuba Schools International), one of the world's largest and most respected professional diving associations. Together, we are set to transform how the global diving community captures and shares the underwater world.

Two Worlds, One Vision

The ocean covers more than 70% of our planet, yet most of its breathtaking beauty remains unseen. At Insta360, our mission has always been to help people capture and share experiences that words alone cannot describe. There is no environment that embodies this more powerfully than the underwater world, which is exactly why partnering with SSI feels so natural.

SSI has built a global community of passionate divers, instructors, and ocean advocates spanning more than 150 countries. With a shared belief that technology should serve exploration and storytelling, Insta360 and SSI are joining forces to bring state-of-the-art 360 and action camera technology directly into the hands of the diving community.

"We are incredibly excited to partner with Insta360, a true pioneer in camera technology. Through this collaboration, we are not only enhancing our SSI Photo & Video program but also offering exclusive deals to our instructors. Together, we are providing the tools for our diving community to capture and share the underwater world like never before." — Guido Wätzig, CEO of SSI International.

What This Partnership Looks Like

This is not a logo exchange. The Insta360 × SSI partnership is built around four concrete pillars designed to create real value for divers, instructors, and underwater creators at every level.

Joint Underwater Content Productions

From coral reefs to shipwrecks, Insta360 and SSI will collaborate on professional underwater content productions that showcase the power of immersive 360 and action camera footage beneath the surface. These joint productions will serve as creative benchmarks and inspiration for the wider diving community, demonstrating what becomes possible when world-class diving expertise meets cutting-edge camera technology.

Workshops and Photography & Videography Classes



SSI instructors and Insta360 experts will deliver co-branded workshops and educational sessions focused on underwater photography and videography. Whether you are new to capturing your dives or a seasoned content creator looking to elevate your craft, these classes will provide hands-on guidance on how to make the most of Insta360's 360 and action cameras in aquatic environments. Expect practical tips on housing compatibility, composition in low visibility, dive-specific editing workflows, and how to use the unique perspectives of 360 footage to tell richer stories from below the surface.

Integration Into the SSI Photo & Video Program

Insta360 technology will be embedded directly into SSI's existing Photo & Video program, enriching the curriculum with dedicated content and exclusive access to Insta360 tools and resources. SSI instructors will benefit from special deals that make it easier than ever to equip themselves and their students with the right gear.

A Global UGC Campaign for Diving Creators

The partnership will culminate in a joint user-generated content campaign empowering diving creators worldwide. From recreational divers to professional dive guides, the campaign will invite the global SSI and Insta360 community to document and share their underwater world. The best content will be celebrated across both brands' channels, giving creators unprecedented visibility and a platform to inspire others.

"The underwater world is one of the most visually stunning and emotionally powerful environments on earth, and for a long time it has been underrepresented in the creator space simply because the right tools were hard to access. With SSI's reach and the trust they have built within the global diving community, we have the perfect partner to change that. I am genuinely thrilled to see what instructors, guides, and passionate divers will create when they have 360 and action cameras in their hands beneath the surface. This partnership is about more than technology. It is about giving the ocean a voice." — Philipp Dreyer, Senior Business Development Manager at Insta360

The Ocean Deserves to Be Seen

Whether you are completing your first open water certification or leading dive expeditions across remote atolls, the Insta360 × SSI partnership is designed to meet you where you are and help you share what you see. Stay tuned for more details on upcoming workshops, content drops, and the global UGC campaign launch. In the meantime, follow Insta360 and SSI on social media and start thinking about what story you want to tell from below the surface. The adventure starts now. Dive in.

Learn more about the SSI x Insta360 partnership here:
https://www.divessi.com/en/blog/insta360-underwater-camera-ssi-partnership-2758