

CHASING CanFish Fishing CamX Shows Why Underwater Footage Matters for Lure Anglers

CHASING CanFish Fishing CamX helps lure anglers record underwater footage during fishing and review fish behavior afterward, giving experience visual evidence.

CORPUS CHRISTI, TX, UNITED STATES, July 3, 2026 /EINPresswire.com/ -- A quiet retrieve does not always mean an empty cast. In lure fishing, the surface rarely tells the full story. A fish may be following the lure, hesitating before a strike, missing the hook, or turning away at the last moment — all without the angler seeing it happen.



An angler demonstrates how CHASING CanFish Fishing CamX can be mounted with a lure to record underwater footage during fishing.

CHASING [CanFish Fishing CamX](#) is designed to make those underwater moments reviewable. Available globally, with the United States and Europe among its key markets, CanFish Fishing

CamX reflects a growing interest in [underwater fishing camera](#) solutions that help anglers document, review, and share the fishing process — not only the final catch.

“

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Director of R&D at CHASING

For lure anglers, “no fish landed” does not always mean “nothing happened.” Underwater footage gives anglers a visual record of fish behavior that surface observation alone cannot provide. A blank cast may include a close follow. A missed strike may show that a fish committed too early or too late. A quiet trolling pass may still contain a chase, a refusal, or a near miss.

CanFish Fishing CamX helps address this gap by recording underwater footage during fishing and allowing anglers to review it afterward. Instead of replacing experience, it gives anglers visual evidence to support that experience. By watching how fish approach, follow, strike, miss, or turn away from a lure, anglers can better understand what happened beneath the surface

and apply those observations to future sessions.

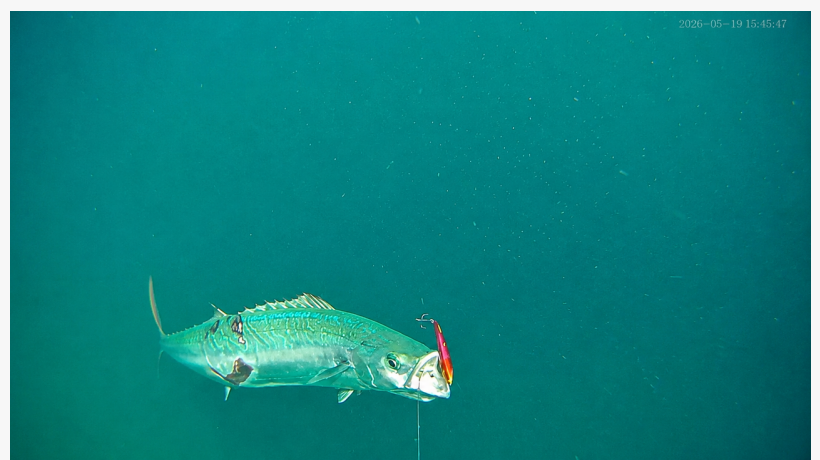
“CanFish Fishing CamX is not designed to replace an angler’s experience. It is designed to give that experience visual evidence,” said the Director of R&D at CHASING. “By reviewing underwater footage after fishing, anglers can move from guessing what happened beneath the surface to learning from what was actually recorded.”

That visual evidence can change how anglers review a fishing session. A fish following without striking may suggest that lure action, retrieve rhythm, size, color, or angle needs adjustment. A sudden attack that fails to connect may help anglers understand how close the fish came to committing. A missed opportunity can become a practical lesson rather than an unanswered question.

Built around real lure fishing scenarios, CanFish Fishing CamX is a [lure fishing camera](#) that uses a line-mounted setup and a lure-facing recording perspective to capture footage directly connected to how fish interact with the lure. The camera supports multiple fishing applications, including casting, trolling, float fishing, and bottom fishing, helping anglers record different types of underwater behavior across freshwater and saltwater environments.

Backed by CHASING’s underwater robotics experience, CanFish Fishing CamX applies underwater imaging technology to a camera designed specifically for fishing scenarios. Its 136° ultra-wide-angle lens helps capture a wider underwater field of view, while starlight-grade Full HD imaging, light correction, and green supplementary lighting help improve visibility across changing underwater light conditions.

To support underwater review, CanFish Fishing CamX provides up to 110 minutes of battery life, 16GB built-in storage, intelligent segmented recording, and ROV-level waterproofing up to 656 ft



Underwater footage captured by Australian angler Rob Taylor with CHASING CanFish Fishing CamX shows a mackerel approaching a lure near the Great Barrier Reef.



CHASING CanFish Fishing CamX product feature image showing waterproofing and lighting features

/ 200 m. These features help anglers save footage in manageable clips and review key moments after fishing. Its streamlined body, gesture control, and wireless charging are designed to simplify operation without adding unnecessary burden to the fishing experience.

For fishing content creators, CanFish Fishing CamX also expands the way fishing stories can be told. Instead of showing only the final catch, creators can show the anticipation, the follow, the missed strike, and the underwater behavior that made the moment meaningful. A quiet day on the water may become a more complete story when the underwater side of the session is visible.

The product also reflects a broader shift in recreational fishing gear. Anglers increasingly want tools that help them learn from each session, review their decisions, and share more of the process behind the catch. Underwater footage gives anglers a visual record of fish behavior that surface observation alone cannot provide.

By turning underwater moments into reviewable footage, CHASING CanFish Fishing CamX gives anglers a more complete way to understand each session beyond the final result. A missed fish may become a lesson. A quiet retrieve may reveal a follow. A session without a landed fish may still contain a story worth reviewing.

About CHASING

Founded in 2016, CHASING is a technology company focused on underwater robotics and intelligent underwater solutions. Its product portfolio includes underwater ROVs, robotic pool cleaners, and intelligent fishing imaging devices, including the CHASING CanFish product line. By combining underwater robotics, imaging technology, and real-world applications, CHASING continues to expand use cases across underwater exploration, underwater operations, pool cleaning, and intelligent fishing imaging.

For more information about CanFish Fishing CamX, please visit the official CanFish website. Visit CanFish Official Website: https://canfishcam.com/pages/canfish-camx-underwater-fishing-camera?utm_source=pr_distribution&utm_medium=pr&utm_campaign=CHASINGHCanFishFishingCamX_20260703

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