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Legendary Hollywood Director Ridley Scott Incorporates GoPro into the Making and Storyline of *The Martian*

20th Century Fox's Fall Movie Event breaks new ground by showcasing new perspectives and positioning GoPro as the sole companion to lead character Mark Watney during his struggle on Mars

SAN MATEO, Calif., Oct. 1, 2015 /PRNewswire/ -- [GoPro, Inc.](#) (NASDAQ: GPRO), enabler of some of today's most immersive and engaging content, is proud to announce a collaboration with legendary Hollywood director, Ridley Scott, on the production of 20th Century Fox's *The Martian*. Scott's use of GoPro cameras in the production of the film represents the biggest cinematic integration of GoPro cameras in a Hollywood release, unlocking creative perspectives of what life on Mars would be like and drawing the viewer closer to the story.

"We used GoPro cameras in several of our biggest scenes in *The Martian*, and they really allowed us to capture not only the intensity and suspense of these moments, but also the intimacy of the characters themselves," said Ridley Scott. "New technologies like GoPro give filmmakers the opportunity to really push the language of cinema forward and introduce audiences to new perspectives and layers of storytelling that can really be quite engaging."

The use of GoPro cameras in the production of *The Martian* began with Scott using the camera as prop throughout the set, including as a standard piece of the astronauts' space suits. However, as Scott reviewed the resulting footage, he discovered the unique perspectives that the GoPro cameras unlocked, enabling a new way to showcase the intimate struggle of astronaut Mark Watney's life on Mars. As a result, the GoPro cameras became a much larger part of the production than was initially intended.

"I ended up using these cameras in a way I didn't expect," Scott added. "They became a character in the movie; they were mounted on the astronauts; Matt's character actually records all of his video logs on them in the habitat. Small details that helped drive aspects of the story forward and gave the world an extra layer of authenticity and familiarity."

The Martian takes off in theatres everywhere October 2nd. #TheMartian #BringHimHome. For more on the GoPro integration with *The Martian* visit [The Inside Line](#).

About *The Martian*

During a manned mission to Mars, Astronaut Mark Watney (Matt Damon) is presumed dead after a fierce storm and left behind by his crew. But Watney has survived and finds himself stranded and alone on the hostile planet. With only meager supplies, he must draw upon his ingenuity, wit and spirit to subsist and find a way to signal to Earth that he is alive. Millions of miles away, NASA and a team of international scientists work tirelessly to bring "the Martian" home, while his crewmates concurrently plot a daring, if not impossible rescue mission. As these stories of incredible bravery unfold, the world comes together to root for Watney's safe return. Based on a best-selling novel, and helmed by master director Ridley Scott, *THE MARTIAN* features a star-studded cast that includes Jessica Chastain, Kristen Wiig, Kate Mara, Michael Pena, Jeff Daniels, Chiwetel Ejiofor, and Donald Glover.

About GoPro, Inc. (NASDAQ:GPRO)

GoPro, Inc. is transforming the way people capture and share their lives. What began as an idea to help athletes self-document themselves engaged in their sport has become a widely adopted solution for people to capture themselves engaged in their interests, whatever they may be. From extreme to mainstream, professional to consumer, GoPro enables the world to capture and share its passion. And in turn, the world has helped GoPro become one of the most exciting and aspirational companies of our time. For more information, visit [www.gopro.com](#) or connect with GoPro on [YouTube](#), [Twitter](#), [Facebook](#), [Pinterest](#) or [LinkedIn](#).

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