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\$199 HERO4 Session is a Game Changer

Capturing Immersive 'WOW' GoPro Footage of your Favorite Activities is Now Easier than Ever One-Button Simplicity and Waterproof Go-Anywhere Versatility Make Session the Perfect Holiday Gift

SAN MATEO, Calif., Dec. 4, 2015 /PRNewswire/ -- GoPro, Inc. (NASDAQ: GPRO) is making it easier than ever to self-capture and share 'wow' footage of your favorite activities with the newly priced \$199 HERO4 Session. GoPro's smallest and most convenient camera, HERO4 Session is about the size an ice-cube, weighs only 2.6 ounces and features a simple one-button, waterproof design that can go where no smartphone can. Wearable and gear-mountable, Session is compatible with GoPro's expansive array of more than 30 accessories including helmet, chest, board, bike, gear and pole mounts. HERO4 Session is Bluetooth and WiFi enabled and captures professional quality wide-angle 1080p60 video and 8MP photos.



"The waterproof HERO4 Session is so durable and easy to use... it's the perfect way to capture rough-and-tumble family activities this holiday season. From snowball fights to snowboarding, the footage will look so immersive you'll feel like you're reliving the experience," said GoPro's founder and CEO, Nick Woodman. "I'm stoked that for just \$199, everyone can GoPro this Holiday season."

HERO4 Session users will enjoy its small, lightweight design and simple one-button control. Waterproof to 33 feet (10m), Session doesn't require a separate waterhousing which means it's always ready for adventure and captures crisp, clear audio even when used during snow and watersports. Built-in Bluetooth and WiFi enables easy connectivity to the GoPro App, allowing you to use your smartphone to view, edit and share content from your GoPro to social media sites such as Instagram, Facebook, YouTube, Twitter and more.

The \$199 HERO4 Session rounds out an exciting GoPro lineup including the industry leading \$499 HERO4 Black and \$399 HERO4 Silver.

About GoPro, Inc. (NASDAQ:GPRO) GoPro, Inc. is transforming the way people visually capture and share their lives. What began as an idea to help athletes self-document themselves engaged in their sport, GoPro has become a standard for how people 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 in the form of immersive and engaging content.

For more information, visit www.gopro.com or connect with GoPro on [YouTube](#), [Twitter](#), [Facebook](#), [Pinterest](#), [Instagram](#), or [LinkedIn](#).

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