



April 13, 2015

## GoPro Unveils HEROCast™, the Smallest, Lightest Professional Live Broadcast Transmitter to Hit the Market

### HEROCast Enables Immersive Perspectives and Angles Never Before Seen in Live Broadcast

SAN MATEO, Calif., April 13, 2015 /PRNewswire/ -- GoPro, Inc. (NASDAQ:GPRO), enabler of some of today's most engaging content, today announced the launch of HEROCast™, the smallest, lightest, and most efficient wireless HD micro transmitter to hit the broadcast market. Developed with Vislink, the HEROCast transmitter enables professional broadcasters to deliver engaging, live content with immersive POV footage and unique perspectives that are synonymous with GoPro. HEROCast integrates with GoPro cameras and its ecosystem of mounts, and delivers the most versatile, mountable broadcast solution available and transmits high definition 1080/60fps and 720/60fps video using H.264 encoding with low glass-to-glass latency.



"GoPro is driven to enable people to capture their lives' most important moments in the most immersive way possible, and it is that same motivation that has propelled the development of HEROCast. We want to change the way people see the events that are special to them. With HEROCast, broadcasters can bring their audience closer to their events than ever before, just as GoPro cameras have allowed people to uniquely share their lives with the people around them," said GoPro President Tony Bates.

Live broadcasts by the NHL and ESPN X Games have proven HEROCast to be a game-changer. ESPN brought viewers of the X Games Aspen 2015 closer than ever to the incredible feats performed by the competing athletes. The NHL, in turn, brought fans closer than ever to the elite level of the sport's best and brightest during the 2015 Honda NHL All-Star Weekend.

"The relationship with GoPro and the launch of their HEROCast technology this past X Games Aspen was a real success. The footage produced powerful visuals that gave our fans a new way to experience the events. We look forward to continued collaboration with GoPro in Austin, where we'll be able to build on what we learned in Aspen," said Rich Feinberg, Vice President of ESPN Production.

HEROCast is available as an independent unit that can be connected to a GoPro camera via a lockable HDMI cable, which is optimal for body mounting and engaging POV shots. HEROCast BacPac directly connects to housing of a GoPro camera,

delivering an integrated, water-resistant\* solution for immersive live action footage. Both configurations are compatible with HERO4 and HERO3+ Black cameras, carry up to an estimated 40 minutes of battery life\*\* (may be powered externally for extended use), and deliver industry-standard wireless broadcast at a fraction of the cost of comparable equipment.

**HEROCast** \$7,500 MSRP

- Optimized for body mounting and engaging POV shots
- Separate units for versatile mounting and easy accessibility
- Easily attached to GoPro mounts including Chesty and more
- Connects via supplied HDMI cable

**HEROCast BacPac** \$7,500 MSRP

- All-in-one solution for immersive live-action footage
- Camera, transmitter, housing, and BacPac in one convenient unit
- Mounts to walls, cars, and other larger surfaces
- \*Water resistant to IP67 specification

The HEROCast and HEROCast BacPac solutions are the lightest and smallest HD wireless transmitters on the market, delivering industry-standard H.264 encoding for HD picture quality with low latency. In keeping with GoPro engineering, the transmitters are rugged in design and appropriate for use in harsh environments.

For more information about HEROCast, please visit [www.gopro.com/broadcast](http://www.gopro.com/broadcast) or visit them at the NAB Show in the Central Hall, booth #2207.

*\*\*Environmental variables such as temperature can affect battery life.*

**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](http://www.gopro.com) or connect with GoPro on [YouTube](#), [Twitter](#), [Facebook](#), [Pinterest](#) or [LinkedIn](#).

GOPRO® and HERO® are trademarks or registered trademarks of GoPro Inc. in the United States and other countries.



Photo - <http://photos.prnewswire.com/prnh/20150413/198014>

Photo - <http://photos.prnewswire.com/prnh/20150413/198015>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/gopro-unveils-herocast-the-smallest-lightest-professional-live-broadcast-transmitter-to-hit-the-market-300064604.html>

SOURCE GoPro

News Provided by Acquire Media