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GoPro Brings 360-Degree Videos to Facebook

GoPro shares exclusive content for the launch of 360-degree videos in News Feed

SAN MATEO, Calif., Sept. 23, 2015 /PRNewswire/ -- [GoPro, Inc.](#) (NASDAQ:GPRO), enabler of some of today's most engaging content, announces it is bringing immersive, spherical videos to News Feed. Beginning today, people on Facebook can experience exclusive GoPro 360-degree video directly through their web browser or Android mobile device.

To experience GoPro's new content for News Feed shot with its proprietary six-camera spherical rig announced [earlier this year](#), check out this high-energy motocross excursion across the Idaho desert with sports legend Ronnie Renner: <https://www.facebook.com/gopro>.

In the coming weeks, GoPro will launch additional 360-degree content on Facebook where users can expect a variety of never-before-seen, immersive experiences from the vantage point of GoPro world-class athletes, top chefs and more.

"GoPro captures content and tells stories that stir emotions. We are changing the way consumers experience and share life's most important moments," said Zander Lurie, Senior Vice President of Entertainment. "With more than four billion videos viewed daily on Facebook, we have an opportunity to bring the excitement of 360-degree video to a vast new audience. 360-degree video represents a compelling way for GoPro to bring people into new worlds and experiences like never before."

Spherical media enables a range of immersive viewing experiences and is an essential building block of virtual reality, an innovation poised to transform entertainment, education and other industries. GoPro's hardware and stitching software provide exciting and highly accessible solutions for capturing, creating and sharing spherical content. GoPro is also partnering with a [growing number](#) of companies as they introduce their VR strategies and platforms to the world.

Viewers will not need a headset to access the new GoPro videos on News Feed. The immersive content will run natively on Facebook on web and Android, where viewers can choose what angle they want to see it from. On the web, the content can be explored by dragging the mouse around the video. For use on Android, viewers can drag their finger across the screen or turn the device on its side to navigate. Additionally, viewers can visit GoPro's Facebook page directly: <https://www.facebook.com/gopro>.

For more information on GoPro and its HERO line of cameras and accessories, visit [GoPro.com](#).

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](#), [Instagram](#), or [LinkedIn](#).

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