

**CES 2017: GOPRO SHOWCASES**  
**THE WORLD'S MOST VERSATILE MOBILE STORYTELLING SOLUTION**

*HERO5 Cameras Auto-Upload to Cloud For Mobile Editing with GoPro's Quik App*

*Karma Grip Delivers Hollywood-Quality Image Stabilization for \$299*

*GoPro's Drone, Karma, Set to Re-Launch in 2017*

SAN MATEO, Calif., (Jan. 4, 2017) – GoPro, Inc. (NASDAQ: GPRO) kicks off 2017 at the Consumer Electronics Show in Las Vegas with new products and features that demonstrate how GoPro is the world's most versatile mobile solution for capturing and sharing amazing content.

Highlighted products include GoPro's [HERO5](#) line of cameras, featuring unlocked telemetry acquisition capabilities in HERO5 Black. Also showcased are updated versions of the company's [Quik](#) mobile and desktop editing apps and [GoPro Plus](#), the company's cloud subscription service that enables HERO5 cameras to auto-upload a user's photos and videos to the cloud for easy mobile access and editing. GoPro is also showcasing its drone, [Karma](#), which is set to re-launch in 2017.

GoPro's CES booth is in Central Hall: (#14141)

"For GoPro, 2017 is all about mobile storytelling -- HERO5 and the Quik app enable exactly that," said Nicholas Woodman, GoPro's Founder and CEO. "Advanced users can take their stories to the next level with Karma Grip stabilization and our drone, Karma."

At CES, GoPro is demonstrating recent product breakthroughs including:

- **Auto-uploading [HERO5](#) cameras and [GoPro Plus](#) subscription service make it easy to capture, edit and share your story.** With GoPro Plus, your HERO5 camera can automatically upload any new photos and videos to your GoPro cloud account. From there, the Quik mobile app makes it simple to create stunning edits on a smartphone and the Quik desktop app provides expanded editing options for power users. GoPro Plus is currently available in the US and will be debuting in international markets in early 2017.
- **[Quik Key](#) mobile microSD card reader enables fast editing and sharing from a smartphone.** Want to edit your GoPro footage on your phone without waiting to get home to auto-upload your content to the cloud? This mobile microSD card reader is the fastest way to transfer photo and video files to your phone. Then use the Quik mobile app to automatically create amazing edits with pumping soundtracks, visual effects, and more.

- **GPS and telemetry data acquisition capabilities unlocked in HERO5 Black.** HERO5 Black features GPS and additional sensors that capture your location, elevation, speed, and G-force loads. You can now view this data as graphical overlays on your videos when using the Quik app for desktop. Want to know how fast you were skiing, how many g-forces you pulled while carving on your surfboard or how far and high you climbed on your bike? All of these data points and more are displayed as stunning graphical overlays that you can save to your videos or export and share as exciting still images.
- **Karma Grip is a \$299 handheld and wearable camera stabilizer that makes it easy to capture zero-shake, Hollywood-smooth video.** Your ordinary shots will look extraordinary whether you're skiing, biking or just chasing your kids through life. Karma Grip can be handheld or body-worn using GoPro's Seeker backpack, chest harness, and more.
- **Karma will re-launch in 2017.** GoPro withdrew Karma from the market in November 2016 after a small number of instances of power loss due to a mechanical issue related to securing the drone's battery. GoPro is completing its testing, and in early February, will provide more detail for the global relaunch of Karma in 2017.

To learn more about GoPro and its products please visit us at our CES booth in Central Hall (#14141) or go to [www.gopro.com/news](http://www.gopro.com/news) and [www.gopro.com](http://www.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 sport, GoPro has become a mobile storytelling solution that helps the world share itself through immersive content.

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