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GoPro Collaborates With The Recording Academy on Live Capture of the 2016 GRAMMY Awards®

Custom award statues captured many facets of the live GRAMMY® events - Red Carpet, award presentations, backstage interactions

SAN MATEO, Calif., February 15, 2016 -- GoPro, Inc. (NASDAQ:GPRO) has collaborated with The Recording Academy® on GRAMMYcam™ which captured live footage from this year's GRAMMY Awards ceremony. GRAMMYcam was created with a custom implementation of a HERO4 Black and HEROCast™ integrated into the base of six gramophone statues.

The statues captured different facets of the live events, from the Red Carpet, to award presentations, to backstage interactions. Video from GRAMMYcam was incorporated into GRAMMY Live®, a livestream that began five hours before the ceremony, and continued through the 58th Annual GRAMMY Awards show. Footage from the custom award statues will be delivered via HEROCast, a wireless transmitter that enables professional broadcasters to deliver engaging live content with the immersive POV and unique perspectives that made GoPro famous.

To view the "making of" GRAMMYcam video, please visit GoPro's channel on YouTube: <https://www.youtube.com/watch?v=AK5ji7ZKOJ8>

Broadcasters interested in GoPro's Custom Solutions capability are encouraged to contact GoPro at: customsolutions@gopro.com

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.

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