



April 17, 2016

## GoPro to Showcase Full Suite of Professional Products at NAB 2016

### GoPro Unveils Spherical Hardware and Software Solutions, Live Wireless Broadcast VR Demo, Custom Solutions Division at Booth C2207

SAN MATEO, Calif., April 17, 2016 /PRNewswire/ -- At [NAB 2016](#), April 18-21 in Las Vegas, GoPro (NASDAQ:GPRO) will unveil end-to-end professional solutions for capturing, stitching, and publishing high-resolution virtual reality content. GoPro will showcase [Omni™](#), its six-camera spherical array, accompanied by 360° videos shown in the booth, and [Odyssey™](#), its panoramic stereoscopic 16-camera rig optimized to work with Google's [Jump VR Platform™](#).

GoPro will also present a tech demonstration of a live, wireless broadcast-capable VR solution, introduce its Custom Solutions Division and give several presentations and workshops with guest speakers at Booth C2207 on Monday, Tuesday and Wednesday, April 18-20.

Featured products and demonstrations at booth C2207 will include:

#### **Omni**

**Pre-orders begin on Monday, April 18<sup>th</sup>, 8am PT, at Booth C2207, and by visiting: <http://shop.gopro.com/vr-cameras/omni---all-inclusive/MHDHX-006.html>**

Omni is GoPro's synchronized six-camera spherical array that produces high-resolution, stunning image quality and works seamlessly with Kolor™ stitching software to produce immersive content. Proprietary hardware at the center of Omni enables pixel-level synchronization between all six HERO4 Black cameras. Other features include:

- | Six cameras act as one: Interact with the primary camera in the array to configure settings or initiate the start/stop of recording for all six cameras.
- | The proven image quality of the HERO4 Black...times six: Produce high-res images that virtual reality viewers will notice. Omni may also be used for "over capture"; capture at 8K and extract an HD deliverable.
- | Optimized workflow: capture using Omni, use GoPro Omni Importer for preview, data management and rendering, fine tune the content in Kolor Autopano® Video, then proof the content in GoPro VR player and publish it to the GoPro VR website.
- | By collaborating with Adobe®, GoPro further solves the pain points of editing spherical content by enabling native handling of 360-degree video up to 8K resolution within Adobe® Premiere® Pro CC, and Adobe After Effects® CC.

The all-inclusive Omni package will be offered at \$4,999.99 and it includes:

- | One GoPro Omni Sync Rig
- | GoPro Kolor Software License
- | Six GoPro HERO4 Black cameras and batteries
- | GoPro Smart Remote
- | Six GoPro Mini USB Cables, 32GB microSD Cards and card readers
- | Ultra compact, rugged shipping case
- | [And more](#)

An additional Omni SKU is offered at \$1,499.99. **Interested parties can sign up for pre-order starting Monday, April 18<sup>th</sup> at 8am PT** by visiting: <http://shop.gopro.com/vr-cameras/omni---rig-only/MHDHX-007.html>

The SKU includes:

- | GoPro Omni Sync Rig
- | Waterproof Shipping Case
- | Plastic Tweezers
- | Microfiber Bag

- | 2.5mm Hex Key

### **Odyssey**

Available via a Limited Access Program, GoPro Odyssey packs 16 HERO4 Black cameras, synchronized down to the pixel-level, into a rugged all-in-one design. This high-end professional capture device is optimized for Google's cloud-based Jump Assembler, which automatically stitches the camera content into unrivaled panoramic stereoscopic 8K30 video that can be viewed via YouTube™. The Odyssey and Jump experience greatly simplifies the professional content creator's VR production workflow, while providing the consumer with incredibly realistic depth and perspective from every direction.

Members of the Google Jump team will be delivering a technical overview of the Jump Platform, in addition to providing demonstrations of content created with Odyssey and Jump, at the GoPro booth on Monday and Tuesday at 2pm. GoPro Odyssey continues to expand to additional select brands, agencies and industry professionals in the Limited Access Program for \$15,000.00, and more information can be found at <http://www.gopro.com/odyssey>.

### **GoPro VR**

GoPro will introduce GoPro VR, a platform to view and share immersive content. The platform allows users to experience the immersive world of 360° video and transforms users' screens into a virtual portal, showcasing original content from GoPro and a global community of artists. GoPro VR is available on the web, free mobile app, or experienced on a mobile head-mounted display.

**GoPro VR will be live on Monday, April 18<sup>th</sup> at 8am PT.** Check it out then on the [web](#), Apple® App Store®, and Google Play™.

### **Custom Solutions + Live VR Demonstration**

GoPro will also introduce Custom Solutions at NAB. These custom systems integrate GoPro's camera technology and HEROCast™, GoPro's wireless HD micro transmitter, into products and systems used in professional productions, enabling unique, never-before-seen perspectives. Over the past year GoPro Custom Solutions have been used in numerous professional productions including: MotoGP™, MotoAmerica®, NHL®, PGA TOUR® and the GRAMMY Awards®. The implementations include: motorcycle on-board video recording systems, integrated goal-post systems, player-worn golf hats and the GRAMMYcam™.

GoPro will give a daily demonstration of its newest custom solution, providing a live, broadcast-quality, wireless 360-degree VR viewing experience, powered by HEROCast. This LiveVR system will be used in the coming months by MotoGP, AMA Pro Flat Track and MotoAmerica. Visit Booth C2207 for details on this demonstration.

Professional Broadcast Rights Holders and Systems Integrators are encouraged to learn more about Custom Solutions at <http://www.gopro.com/customsolutions>.

### **Presentations and Workshops**

Visit the GoPro team in Booth C2207 on Monday, Tuesday and Wednesday for daily workshops, presentations and events:

- | 10:30 am: Special guests speakers from Corridor Digital, Original Productions and Timecode Systems
- | 12:00 pm: GoPro VR 101
- | 2:00 pm: Google Jump and GoPro Odyssey (Monday and Tuesday only)
- | 3:00: Daily Giveaway
- | 3:30 Custom Solutions Tech Demo

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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/gopro-to-showcase-full-suite-of-professional-products-at-nab-2016-300252650.html>

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