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GoPro's Award-Winning Cameras and Accessories now in India's Largest Consumer Electronics Retailer - Reliance Digital

SAN MATEO, Calif., June 2, 2016 /PRNewswire/ -- GoPro (NASDAQ:GPRO) - GoPro today announced an exclusive partnership with Reliance Digital, India's largest Consumer Electronics retailer. This partnership will put GoPro's award-winning cameras, along with various mounts and accessories, on the shelves of 1800 Reliance Digital spread across 500 cities.

"We are excited with the launch. GoPro fits our value proposition to bring the latest and industry-leading products first to Indian customers," said Brian Bade, CEO of Reliance Digital. "The same camera that can capture an athlete [surfing a monster wave](#), a [child's day in the park](#) or a [pelican's first flight](#) and that has been used in major Hollywood movies like [The Martian](#), will now be available to our shoppers."

"We are looking forward to bringing our product to India's young, creative and tech savvy market and are thrilled to be working with Reliance Digital, a premier electronics retailer in India. Reliance Digital's expert store-associates will help educate customers on GoPro and provide a great customer experience. We view this as a strategic partnership that brings much more than just shelves for our products but a true partner to help with GoPro's success in India," said Tony Bates, president of GoPro.

GoPro has revolutionized the way people capture photos and videos of themselves doing what they love to do. Whether it's a friend's wedding, a day in the park with family or a holiday travel adventure, GoPro delivers unique perspectives and new ways to document meaningful experiences. And now, for the first time, three of the best cameras to capture these perspectives — the HERO Session, the HERO4 Silver and the HERO4 Black — will be readily available to Indian consumers through Reliance Digital.

The simplicity of the [HERO Session](#) makes it the best camera for capturing life's moments in unique and creative ways while still delivering stunning HD image quality at up to 1440p and 8 megapixel still images. Its small and light design, easy one-button control and waterproof functionality make it perfect for the first-time GoPro user who wants the simplest, grab-and-go experience.

The [HERO4 Silver](#) delivers high-performance 2.7K HD video resolution as well as 12 megapixel professional quality photos with touch-display convenience. The HERO4 Silver is the perfect camera for a professional as well as anyone who loves to take photos and videos.

The [HERO4 Black](#) delivers high-performance 4K Ultra HD video and liquid-smooth slow motion at up to 240 frames per second, as well as 12 megapixel professional quality photos. The HERO4 Black is the ultimate life-capture solution for those who demand the best.

While these cameras are top-of-the-line, it's GoPro's mounts and accessories that have changed the way people can video and photograph themselves and their experiences. GoPro's mounts and accessories allow people to put the camera in unique places to capture new angles and creative shots, delivering perspectives that can't be easily captured with traditional cameras or camera phones. Reliance Digital will be carrying some of GoPro's best-selling mounts and accessories, including the [Chest Harness](#), [3-Way](#), and [Head Strap + QuickClip](#).

All of GoPro's cameras also feature built-in Wi-Fi and Bluetooth® technology to enable easy connectivity between a mobile phone and a GoPro camera through the [GoPro App](#). The GoPro App enables remote control of the camera and the ability to pull videos and high-quality still images for easy social sharing. With GoPro's new video editing apps for mobile devices [Quik](#) and [Splice](#), users can easily and quickly create fun and engaging videos to share with friends and family.

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.

GoPro, HERO, Session, and their respective logos are trademarks or registered trademarks of GoPro, Inc. in the United States and other countries. All other trademarks are the property of their respective owners.

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

About Reliance Industries Limited (RIL):

Reliance Industries Limited (RIL) is India's largest private sector company, with a consolidated turnover of INR 296,091 crore (US\$ 44.7 billion), cash profit of INR 40,737 crore (US\$ 6.1 billion) and net profit of INR 27,630 crore (US\$ 4.2 billion) for the year ended March 31, 2016.

RIL is the first private sector company from India to feature in Fortune's Global 500 list of 'World's Largest Corporations', currently ranking 158th in terms of revenues and 142nd in terms of profits. RIL ranks 238th in the Financial Times' FT Global 500 2015 list of the world's largest companies. RIL's activities span hydrocarbon exploration and production, petroleum refining and marketing, petrochemicals, retail and telecommunications.

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