



NEWS RELEASE

# GoPro's Quik Mobile Video Editing App Chosen by Huawei as the Primary Storytelling Solution for New HUAWEI P10 Smartphones

2/26/2017

BARCELONA, Spain, Feb. 26, 2017 /PRNewswire/ -- GoPro, Inc. (NASDAQ: GPRO) today announced a partnership with Huawei Consumer Business Group in which GoPro's Quik mobile video editing app will come integrated within the photo Gallery on devices based on Huawei EMUI 5.1 version, including the new HUAWEI P10 and HUAWEI P10 Plus smartphones, serving as the primary video editing solution on Huawei's latest devices.

Quik™ makes it simple to create stunning videos in seconds. Quik analyses your photos and video clips to find the best moments and automatically generates a video complete with transitions and effects synchronized to the beat of the included songs or your own songs. Users wanting more control can then customize their edits with slow motion effects, filters and more. In 2016, Quik was downloaded more than 12 million times and ranks as one of the most popular mobile video editing apps in the world.

During a keynote at Mobile World Congress Richard Yu, CEO of Huawei Consumer Business Group, highlighted how GoPro's Quik app will be integrated into the phone's photo gallery, enabling users to launch Quik from the gallery itself.

"The Quik app transforms your smartphone photos and videos into amazing edits with the press of a button," says GoPro Founder and CEO, Nick Woodman. "We're excited to partner with Huawei to bring GoPro's Quik app to HUAWEI P10 and HUAWEI P10 Plus devices, amongst others, providing them with a quick and easy way to share compelling stories on-the-go."

GoPro's Quik app is integrated into the HUAWEI P10 and HUAWEI P10 Plus' photo gallery to make Quik easily discoverable and convenient for users. The device's photo gallery uses a new feature called "Highlights" which automatically selects photos and videos for the user. Then with a tap of the button, Quik generates a video synchronized to the beat of the selected music. From there, the user can share the video or further customize it with additional filters, transitions, effects and more.

## Capturing Unique Perspectives to Share Compelling Stories

GoPro is the ultimate extension of a smartphone's camera, enabling the capture of unique, immersive perspectives that are difficult to get with a smartphone or would put the smartphone at risk. Huawei users can easily transfer photos and videos captured with a GoPro to the smartphone's photo gallery for inclusion in video edits made with the Quik app.

**Download Quik today!**

## 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 in sport, GoPro has become a mobile storytelling solution that helps the world share itself through immersive content.

GoPro, HERO, 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. © 2016 GoPro, Inc. All rights reserved.

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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/gopros-quik-mobile-video-editing-app-chosen-by-huawei-as-the-primary-storytelling-solution-for-new-huawei-p10-smartphones-300413636.html>

SOURCE GoPro

pr@gopro.com