



NEWS RELEASE

GoPro HERO7 Black Earns CES 2019 Innovation Award

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New GoPro Flagship Selected for its Outstanding Design, Performance and Engineering

SAN MATEO, Calif., Nov. 9, 2018 /PRNewswire/ -- **GoPro, Inc.** (NASDAQ: GPRO) today announced that it has been named a **CES® 2019 Innovation Awards Honoree** for its HERO7 Black camera. The annual CES program celebrates outstanding design, with an independent panel of judges evaluating new products on their consumer appeal, functionality, engineering and how well the products compare with the competition. HERO7 Black was chosen as a standout in the digital imaging category.

Launched in September, **HERO7 Black** debuted with a suite of new features that caught the attention of the CES 2019 Innovation Award judges, including HyperSmooth – gimbal-like stabilization built right into the camera that makes shaky video a thing of the past. **YouTube reviewers**, top tech media outlets and consumers alike are experiencing the mind-blowing impact of the best in-camera video stabilization in the industry and capturing content that looks impossibly smooth upon playback.

The \$399 HERO7 Black also introduced TimeWarp, a radical new form of video which transforms longer experiences into short, flowing clips that are easy to watch and fun to share. HERO7 Black is also the first GoPro to live stream, enabling users to automatically share in real time to Facebook, Twitch, YouTube, Vimeo and other platforms internationally.

Additional new features like SuperPhoto and dramatically improved audio were also factors in the camera's win, while its core DNA of waterproof and rugged design, voice control, intuitive touch screen and seamless transfer of content to your mobile device made HERO7 Black a standout in the category.

"We knew the features of HERO7 Black would raise the bar for the entire category and this recognition from the CES Innovation Award judges is a significant honor," said GoPro's CTO, Sandor Barna. "Consumer response and global demand for HERO7 Black has been overwhelmingly positive and we are proud that tech's leaders are just as excited about what HERO7 can do."

GoPro will demo the entire HERO7 lineup, as well as Fusion and its other award-winning products at the Consumer Electronics Show in Las Vegas from January 8 – 11, 2019. To learn more about the company and its cameras, please visit GoPro's news blog, **The Inside Line**.

About GoPro

GoPro helps the world celebrate and share itself in immersive and exciting ways.

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