



NEWS RELEASE

## GoPro HERO7 Black Goes White-Hot!

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Snag the Limited-Edition Flagship Camera in Dusk White Beginning March 3

SAN MATEO, Calif., Feb. 28, 2019 /PRNewswire/ -- What's white, but not quite, and black all over? GoPro's new limited-edition **HERO7 Black** camera in Dusk White, available around the world beginning March 3. This is the first time GoPro has released a special colorway of its flagship camera, which means you get all the goodness of the award-winning HERO7 Black while earning bonus points for limited-edition style.

GoPro changed the game for in-camera video stabilization with its HERO7 Black standout feature, HyperSmooth. HyperSmooth takes the shake out of videos, making even the bumpiest, gnarliest adventures look buttery smooth. HERO7 Black packs a serious punch with additional video and photo modes including TimeWarp Video, which transforms longer activities into sped-up, magic-carpet-ride adventures, and SuperPhoto, which analyzes a scene to automatically capture the best photos. HERO7 Black is also the first GoPro to live stream to Facebook and YouTube, so you can share your story as you live it.

The new HERO7 Black in Dusk White is also the perfect blank canvas to wrap your GoPro in color on the days when you're feeling a little more funk. We partnered with GoPro athlete and MotoGP® legend, Valentino Rossi, to create a neon yellow Sleeve + Lanyard emblazoned with Rossi's race number, 46. This special-edition accessory joins the current lineup of blue, white, red, black and pink Sleeve + Lanyard silicon sleeves that keep your GoPro at-the-ready to capture the perfect shot. The Valentino Rossi Sleeve + Lanyard is available worldwide on **GoPro.com** and select retailers for \$19.99 beginning March 3.

And while the HERO7 Black in Dusk White might be a limited edition, GoPro's Plus subscription service is anything but. Our cloud-based storage service keeps your footage looking as clean as the fresh new colorway for just \$4.99 a month. Plus subscribers benefit from unlimited video and photo storage at original quality, along with other always-on benefits, including 50% off select GoPro mounts and accessories, VIP status for customer support, and a "You Break It, We'll Replace It" damaged camera guarantee (US only; international coming in 2019).

GoPro HERO7 Black in Dusk White (\$399.99) will be available on **GoPro.com** and in Best Buy, B&H, and Best Buy Canada in North America beginning Sunday, March 3. To learn more about what's happening at GoPro around the world, visit its news page, **The Inside Line**.

## About GoPro

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

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