



NEWS RELEASE

GoPro HERO7 Black Honored For Breakthrough Innovations

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GoPro Also Recognized for Advancement in Visual Innovation, Customer Service and Fostering a Healthy Workplace Culture

SAN MATEO, Calif., Dec. 21, 2018 /PRNewswire/ -- **GoPro, Inc.** (NASDAQ: GPRO) today shared that its latest flagship camera, HERO7 Black, has received several industry awards recognizing its groundbreaking new features. Innovation awards from CES, CHIP, PCMag and Popular Science highlight a growing list of accolades.

HERO7 Black is being celebrated for boasting innovative new features including gimbal-like HyperSmooth stabilization, TimeWarp and SuperPhoto—elements made possible by GoPro's custom-designed GP1 processor—as well as improved audio and live streaming. The flagship camera also boasts core GoPro characteristics, including a waterproof and rugged design, voice control, intuitive 2-inch touch screen and 3x faster WiFi transfer speeds. Below is a brief summary of the awards HERO7 Black has garnered so far:

2018 YEAR-END AWARDS

- **CES 2019 Innovation Awards Honoree** – The annual CES Innovation Awards program celebrates outstanding product design and engineering in brand-new consumer technology products. HERO7 Black collected honors in the digital imaging category.
- **CHIP Photo Awards 2018** – Honoring the best photo products and manufacturers of 2018, CHIP selected

HERO7 Black as Best Compact Camera of the Year.

- **PCMag Best of the Year 2018** – In 16 top categories, PCMag highlighted the very best products tested all year. HERO7 Black and GoPro's 360-degree camera, Fusion, were both honored in the camera category.
- **Popular Science 2018 Best of What's New Awards** – A definitive list of the 100 greatest innovations of 2018. To win, a product or technology must represent a significant step forward in its category, and HERO7 Black's HyperSmooth technology demonstrated exactly that in the Gadgets category.
- **The Lucie Technical Awards** – Aims to honor the large and small companies, as well as the individuals who have advanced the photographic industry in a given year. HERO7 Black was honored as the Best Action Camera.
- **2018 USA Today 10Best** – Carefully selected by a panel of experts and voted on by the public, HERO7 landed the No. 1 spot in the "Best Gift for Family Travelers" category.

HERO7 Black has also been the recipient of more than a dozen Editor's Choice Awards from publications around the world, including PCMag, Mashable, Wired, Digital Photo, Kaden Hihyo and Xataka, and Fusion was honored as "**Best Specialty Camera**" by Videomaker in its Best Products of the Year 2018 awards.

GoPro also received several additional awards relating to innovations in its business:

- **IEEE's ICIP 2018 Visual Innovation Awards** – "The company has continuously pushed the limits with its HERO line of cameras with ground-breaking features like 4K60 video recording, electronic image stabilization and QuikStories."
- **IEEE Spectrum's Consumer Electronics Hall of Fame** – "Woodman and GoPro democratized sports photography. Their simple, rugged camera allowed anyone to share their experiences in a way that was just not possible before."
- **Newsweek: America's Best Customer Service** – "As we examined the larger, impersonal forces that are transforming retail, it seemed like a good time to recognize a more personal factor in business success: The ways in which many companies nurture their relationships with customers."
- **Sequoia Consulting: Top-5 Healthiest Bay Area Workplaces** – "A culture of well-being for employees to keep them healthy, happy and stoked on life."

About GoPro, Inc. (NASDAQ: GPRO)

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