



NEWS RELEASE

# GoPro Launches Entry-Level HERO Camera For \$199

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Proven Design at a Powerful Price

\$199 HERO Joins \$299 HERO5 and \$399 HERO6, Making GoPro Life-Capture Accessible to All

SAN MATEO, Calif., March 29, 2018 /PRNewswire/ -- GoPro, Inc. (NASDAQ: GPRO) has added a new **HERO** camera to the family. On sale now, HERO is a \$199, go-anywhere, capture-anything camera that makes it easy to share experiences that would be difficult to capture with a phone.

**HERO** features a 2-inch touch display, is waterproof to 30 feet and is extremely durable, making it the perfect GoPro for kids, adventurous social sharers and travelers.

"HERO is a great first GoPro for people looking to share experiences beyond what a phone can capture," says Meghan Laffey, GoPro's VP of Product. "HERO makes it easy to share 'wow' moments at a price that's perfect for first-time users."

Sharing cool experiences with HERO is simple. It offloads your photos and videos to the GoPro app which creates fun, shareable videos for you, automatically. No more fumbling with your SD card or plugging your camera into a computer. HERO makes it simple.

Those looking for the ultimate GoPro-experience can subscribe to GoPro's **PLUS** subscription service. Cloud backup, damaged camera replacement, 20-percent off accessory discounts and more are included with a PLUS subscription for just \$4.99 a month, cancellable anytime.

HERO is available today at retailers around the world and on GoPro.com. Key features include:

- Award-Winning Image Quality: HD Video (1440p60 and 1080p60) and 10MP photo performance
- 2-Inch Touch Display: Using HERO is as easy as using your phone thanks to its touch display
- Voice Control: Tell HERO to start and stop recording, take a photo, turn off and more
- Waterproof + Extremely Durable: Waterproof up to 30' (10M) and designed go everywhere your smartphone can't
- Video Stabilization: HERO features video stabilization that helps smooth out the shakes
- Smartphone Compatible: HERO offloads your photos and videos to the GoPro app which creates fun, shareable videos for you, automatically
- Body and Gear Mountable: compatible with 30+ GoPro mounting accessories

To learn more about the entire GoPro lineup including the \$399 HERO6, \$299 HERO5, \$199 HERO and \$699 Fusion 360-camera, visit **GoPro.com**. To see our new video announcing HERO, visit our **news page**.

## About GoPro, Inc. (NASDAQ: GPRO)

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

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