



NEWS RELEASE

GoPro Launches Pilot Program For Its New 5.2K Spherical Camera, Fusion

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Applications now available for content professionals to be among the first to use GoPro's new camera for Virtual Reality and OverCapture

SAN MATEO, Calif., April 20, 2017 /PRNewswire/ -- **GoPro, Inc.** (NASDAQ: GPRO) today announced a pilot program for **GoPro Fusion™**, its 5.2K spherical camera designed to be the ultimate capture device for both fully immersive virtual reality content as well as conventional non-VR video and photo formats. Starting today, professional content creators can apply to participate in the pilot program which is expected to roll-out during the summer of 2017.

"Fusion is just that, the ability to capture every angle simultaneously...as though you had six GoPro cameras fused into one," said GoPro founder and CEO, Nicholas Woodman. "Whether filming for VR or traditional fixed-perspective content, Fusion represents the state-of-the-art in versatile spherical capture."

Fusion is the ultimate spherical capture solution for innovative, envelope-pushing content creators. In addition to high performance spherical capture for fully immersive VR experiences, Fusion's 5.2K resolution enables a new OverCapture creative solution that gives content creators the flexibility to produce conventional non-VR video and photos in HD-quality "punched out" from the spherically captured angles. Not just a VR capture solution, Fusion ensures that traditional content creators will get the shot, while also capturing the unexpected.

To get a glimpse of the possibilities of Fusion, visit the Inside Line to watch "Relive Reality", an **exclusive 360° video** featuring JT Holmes, Jeb Corliss, and an African safari.

Fusion is compatible with a broad range of GoPro's mounts and handheld accessories.

This summer, GoPro will be working closely with a selection of pilot partners – including brands, agencies and content professionals – to further refine the user experience and produce inspiring content that demonstrates the creative potential of Fusion.

GoPro plans a limited commercial release of Fusion by the end of 2017. Details on pricing and other specifics will be provided at launch.

Those interested in participating in the pilot program can apply now at www.GoPro.com/Fusion.

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

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