



NEWS RELEASE

GoPro MISSION 1 PRO ILS Named to TIME's List of the Best Inventions of 2026

2026-10-20

Recognition Marks the MISSION 1 Series' 14th Top Industry Award from 12 Leading Publications Since Launching

SAN MATEO, Calif., Oct. 20, 2026 /PRNewswire/ -- Today, GoPro, Inc. (NASDAQ: GPRO) announced that **MISSION 1 PRO ILS**, the world's smallest, most rugged compact cinema camera with interchangeable lenses, has been named to TIME's list of the **Best Inventions of 2026**. TIME's annual list features 300 extraordinary innovations changing the way people live. To compile it, TIME solicited nominations from its editors and correspondents around the world and through an online application process, then evaluated each contender on originality, efficacy, ambition, and impact.

TIME's recognition marks the MISSION 1 Series' 14th top industry award from 12 leading news, lifestyle, consumer technology, photography, and outdoor publications since launching earlier this year. MISSION 1 PRO ILS has also been named Best Camera on SlashGear's Hot List 2026 and earned a TechRadar Recommends award, while the MISSION 1 Series has collected Best Action Camera in both the Tom's Guide Awards 2026 and Esquire's 2026 Gadget Awards, Best Overall Action Camera from WIRED, and editor's choice awards from PCMag, Tom's Guide, Gizmodo, and The Shortcut, among other recognitions.

MISSION 1 PRO ILS gives content creators and professional filmmakers the legendary versatility of GoPro combined with the creative flexibility to pair it with interchangeable Micro Four Thirds™ lenses.¹ Built around a new 50MP 1"

sensor and GoPro's ultra-efficient GP3 processor, the camera captures up to 8K60 and 4K240 video, plus Open Gate modes up to 8K30 and 4K120 that use the full image sensor for maximum post-production flexibility. At just 6.95 oz (197g), it's small enough to fit a camera and lens into tight spaces like the interior of a car, at a fraction of the cost and size of comparable 8K camera systems. Last week, GoPro also added anamorphic lens support to MISSION 1 PRO ILS.

"Being named one of TIME's Best Inventions is an incredible honor, and it goes to the GoPro team that built MISSION 1 PRO ILS," said Nicholas Woodman, GoPro's Founder and CEO. "It puts the creative freedom of interchangeable lenses into a camera small and rugged enough to take almost anywhere, at a price that puts true cinema capability within reach of just about anyone. We're proud to see it recognized among the most impactful innovations of the year."

MISSION 1 PRO ILS is available now at **GoPro.com** and at retailers globally for \$699.99 MSRP. Annual **GoPro Premium and Premium+ subscribers** save \$100 at **GoPro.com**² and get the most out of their GoPro with unlimited cloud storage, automatic highlight videos, exclusive savings and a lot more.

The rest of the **MISSION 1 Series** lineup and the full suite of MISSION 1 Series mounts and accessories are also available now at **GoPro.com** and at retailers globally.

The **MISSION Monitor** app, free on the **Apple App Store®**, turns an iPhone® or iPad® into a bigger live preview screen for MISSION 1 Series cameras.³ Tools like Focus Peaking, Zebra Pattern and real-time LUT preview make it easy to frame, focus and expose every shot, and the latest update adds wireless connectivity plus new exposure tools including Histogram and Waveform.

About GoPro, Inc. (NASDAQ: GPRO)

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

Connect with GoPro on **Instagram**, **YouTube**, **TikTok**, **Facebook**, **X**, **LinkedIn**, and GoPro's blog, **The Current**. Members of the press can access official logos and imagery on our **press portal**. For more information, visit <https://gopro.com/en/us>.

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Note on Forward-looking Statements

This press release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act, including statements related to the Company's product availability, pricing, specifications, and

compatibility. These statements are based on the Company's current expectations and involve risks and uncertainties that could cause actual results to differ materially, including risks related to product launch execution, reliance on third-party suppliers and partners, supply chain disruptions, consumer demand, and competition. Additional risks are described in the Company's Annual Report on Form 10-K for the year ended December 31, 2025, filed with the SEC on March 12, 2026, and subsequent SEC filings, including its Quarterly Report on Form 10-Q for the quarter ended June 30, 2026. These statements speak only as of the date hereof, and the Company undertakes no obligation to update them.

Footnotes

1 MISSION 1 PRO ILS is compatible with Micro Four Thirds lenses designed to cover a 1" or larger sensor with manual focus and a fixed aperture (no greater than f/4.5) or manual aperture adjustment. MISSION 1 PRO ILS does not have electronic contacts and is not compatible with lenses that require electronics to control focus, aperture and other camera features. Micro Four Thirds lenses are sold separately.

2 Subscriber pricing is available to yearly GoPro subscribers only upon subscription renewal. GoPro subscription available in select territories. Cancel anytime. See **terms + conditions** for more details.

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