



NEWS RELEASE

GoPro Updates MISSION 1 Series Cameras with Zero-Lag Photo Shutter Button Response, Continuous 50MP RAW Photos and Support for Anamorphic Lenses

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MISSION Monitor App Update Adds New Exposure Tools Plus Wireless Camera Connectivity

SAN MATEO, Calif., Oct. 13, 2026 /PRNewswire/ -- Today, GoPro, Inc. (NASDAQ: GPRO) released a free update that enhances **MISSION 1 Series** cameras' photography capabilities. Photo shutter response has been dramatically improved to provide hair-trigger sensitivity for improved photo capture accuracy, and holding the shutter button down will capture continuous photos in rapid succession.

GoPro also updated its recently debuted **MISSION Monitor** app with four new professional exposure tools and wireless camera connectivity, and released a new version of GoPro Labs firmware that adds anamorphic lens support to **MISSION 1 PRO ILS** for film and television professionals.

Since launching earlier this year, the MISSION 1 Series has earned 12 top industry awards from 10 leading consumer technology, photography, and outdoor publications, including Best Overall Action Camera from WIRED, Best Action Camera in the Tom's Guide Awards, and editor's choice awards from PCMag, Tom's Guide, Gizmodo, and The Shortcut.

MISSION 1 Series Photography Update: High-Performance Shutter Response + Continuous Photo Capture

MISSION 1 Series cameras have received a ground-up rebuild of how they capture photos, transforming them into rapid-fire photography solutions:

- **Rapid Photo:** With the free firmware update, all MISSION 1 Series cameras will now feature zero-lag, ultra-responsive shutter button response that results in photos being captured the instant the shutter button is pressed.¹
- **Continuous Shutter:** Press and hold the shutter button to capture photos continuously—more than 100 photos at 12MP or more than 20 RAW photos at 50MP.¹
- **Buffer Indicator:** A new on-screen indicator signals when the camera is approaching its buffer limit.
- **Updated Shutter Sound:** A modernized shutter sound delivers clear, distinguishable audio confirmation for each photo as it's captured.

This new photography experience makes MISSION 1, MISSION 1 PRO, and MISSION 1 PRO ILS a natural match for the **Point-and-Shoot Grip**. The grip's lightweight, rubberized metal frame turns the camera into a high-performance handheld point-and-shoot camera that's ideal for run-and-gun, on-the-go street and travel photography. Two cold shoe mounts accept accessories like **Light Mod 2**, making it a complete handheld setup for hikes, concerts, and road trips. The grip is available as a stand-alone accessory or as part of **MISSION 1 PRO Grip Edition**.

"For photographers, by photographers. That's how we approached updating the MISSION 1 Series photo experience," said Jensen Granger, GoPro's Creative Director of Photography. "This update opens an exciting new chapter for photography on GoPro. Put a MISSION 1 Series camera in the Point-and-Shoot Grip and you have a seriously capable travel camera that's durable, mountable and can even shoot 8K video. It's the camera everyone from first-time buyers to seasoned photographers will want in their bag."

MISSION Monitor: New Exposure Tools + Wireless Connectivity

MISSION Monitor, the free iPhone® and iPad® live-preview app for MISSION 1 Series cameras,² is being updated with four new professional monitoring tools that enhance exposure and color control, plus wireless connectivity and support for the aforementioned enhanced photography experience:

- **Histogram:** A real-time graph of every brightness level in the frame to confirm a balanced image, protect highlights, and avoid crushed shadows at a glance.
- **Waveform:** Maps brightness across the frame, showing exactly which parts of a shot are clipping or underexposed, not just whether something is off.

- **RGB Parade:** Displays the red, green, and blue channels side by side to confirm neutral tones are truly neutral and catch color casts before they become a problem in post-production. It's especially useful when shooting in GP-Log2, where a color cast is nearly invisible to the naked eye.
- **False Color:** Replaces the live image with a standardized color map that instantly shows which parts of the frame are clipping, which are underexposed, and whether skin tones are landing where they should.
- **Wireless Connectivity:** Connects to the camera wirelessly for cable-free live preview and image monitoring.
- **New Photography Experience:** Supports the all-new Rapid Photo and Continuous Shutter capture updates.

GoPro Labs: Anamorphic Lens Support for MISSION 1 PRO ILS

GoPro Labs, a public beta firmware program that enables GoPro camera capabilities beyond stock features and controls, now adds anamorphic lens support to **MISSION 1 PRO ILS** with the latest GoPro Labs firmware update. Paired with the camera's Micro Four Thirds™ mount, it brings anamorphic filmmaking to the world's smallest, most rugged compact cinema camera with interchangeable lenses.

Anamorphic lens support includes compatibility with GoPro's Emmy® Award-winning HyperSmooth video stabilization. GoPro Labs firmware also writes pixel aspect ratio metadata to the video file so desktop playback and editing tools like Adobe Premiere Pro and DaVinci Resolve recognize the true shape of the image and correct it automatically.

Squeeze ratios of 1.33x, 1.5x, 1.6x, 1.8x, and 2.0x are supported, with presets for fast switching between anamorphic and spherical lenses. An on-camera desqueeze preview for the rear screen is coming soon.

Availability

The all-new photography experience for MISSION 1 Series cameras is available now as a **free firmware update** via the GoPro Quik app or on **GoPro.com**.

The **MISSION Monitor** app update is free and **available today** on the Apple App Store® for devices running iOS 18 or later.

The updated GoPro Labs firmware supporting anamorphic lenses is **available to download** for free from **GoPro Labs**.

About GoPro, Inc. (NASDAQ: GPRO)

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This press release may contain projections or other forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as "anticipate," "believe," "estimate," "expect," "intend," "should," "will," "may," "plan" and variations of these terms or the negative of these terms and words of similar meaning are intended to identify these forward-looking statements. Forward-looking statements in this press release may include, but are not limited to, statements related to the Company's MISSION 1 Series camera and accessory availability, global retail availability, product performance and specifications, pricing and subscriber pricing, third-party lens and accessory compatibility, mobile application features and availability, and the Company's positioning in the premium and professional camera categories. These forward-looking statements are based on the Company's current expectations and assumptions and inherently involve significant risks, uncertainties, and changes in circumstances that are difficult to predict. The Company's actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of these risks and uncertainties, which include, without limitation, risks related to product launch timing and execution, supply chain and manufacturing disruptions, consumer demand and market acceptance, competition, the ability to manage product introductions, transitions, and pricing, and the ability to successfully enter and compete in professional and premium camera segments. A further description of the risks and uncertainties relating to the business of the Company is contained in the Company's Annual Report on Form 10-K for the year ended December 31, 2025, filed with the Securities and Exchange Commission (the "SEC") on March 12, 2026 as updated in filings with the SEC, including the Quarterly Report on Form 10-Q for the quarter ended June 30, 2026. Unlisted factors may present significant additional obstacles to the realization of forward-looking statements. Accordingly, for the foregoing reasons, the Company cautions the reader against relying on any forward-looking statements. These forward-looking statements speak only as of the date hereof or as of the date otherwise stated herein. The Company undertakes no duty or obligation to update any forward-looking statements contained herein as a result of new information, future events, changes in its expectations or otherwise, except as may be required under applicable securities laws.

Footnotes

1 Measured in 12MP Standard and 50MP RAW photo settings. Results vary based on lighting, camera motion,

camera settings, and microSD card performance. Rapid Photo and Continuous Shutter are not supported in SuperPhoto, Interval Photo, or Burst Photo modes.

2 iPhone, iPad, iOS, and App Store are trademarks of Apple Inc., registered in the U.S. and other countries.

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