



NEWS RELEASE

GoPro and Adobe Collaborate to Bring Unique Content to Adobe Stock Users

10/15/2018

Creatives Now Have Access to Thousands of Curated GoPro Video Clips From Right Within Their Favorite Adobe Applications

LOS ANGELES, Oct. 15, 2018 /PRNewswire/ -- Today at Adobe MAX, **GoPro, Inc.** (NASDAQ: GPRO) announced a collaboration with Adobe to bring thousands of curated GoPro video clips to the Adobe Stock marketplace, giving content creators access to a deep catalog of unique perspectives.

"GoPro and Adobe have a lot in common — we both serve some of the most passionate content creators on earth," said Nicholas Woodman, GoPro's CEO and Founder. "We're excited to make a portion of our vast content library available to Adobe Stock, providing some of the world's most unique perspectives to the incredibly creative Adobe user community."

GoPro – fresh off the launch of its HERO7 line of cameras – will populate the Adobe Stock GoPro library with immersive POV footage, dramatic landscapes, aerial and underwater scenes and content captured from places only a GoPro can go.

The library of GoPro clips is available in Adobe Stock starting today for licensing and import directly from the Adobe Creative Cloud suite of applications. Clips are available in accordance with Adobe Stock enterprise subscription plans and can also be licensed a la carte for \$79.99 per 1080p clip, and for \$199.99 per 4K clip.

"At a time where consumers are looking for authentic content to support powerful visual storytelling, Adobe is committed to providing our customers with the broadest, most high-quality selection of content on the market," said Claude Alexandre, Vice President of Adobe Stock. "Adding GoPro's unique footage to Adobe Stock gives our community access to a library of immersive 'wow' moments that will take their audience to new places and deliver an additional level of depth and perspective to their creations."

Adobe Stock provides designers and businesses with access to 120 million high-quality, curated, royalty-free photos, vectors, illustrations, videos, templates, and 3D assets for all their creative projects. Adobe Stock services are built into Adobe desktop apps, such as Photoshop CC, Illustrator CC, and InDesign CC, and assets can be licensed directly from within the Creative Cloud desktop apps or through **stock.adobe.com**.

About GoPro, Inc. (NASDAQ: GPRO)

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

GoPro, HERO and their respective logos are trademarks or registered trademarks of GoPro, Inc. in the United States and other countries. All other trademarks are the property of their respective owners.

For more information, visit **www.gopro.com**. GoPro users can submit their photos, raw clips and video edits to GoPro Awards for social stoke, GoPro gear and cash prizes. Learn more at **www.gopro.com/awards**. Connect with GoPro on **Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube**, and GoPro's blog **The Inside Line**.

About Adobe MAX

Adobe MAX brings together the world's best creative minds, industry luminaries and celebrities. MAX 2018 keynote speakers and presenters include Academy Award-winning filmmaker Ron Howard, comic book artist Nicola Scott, one of the world's most prolific photographers Albert Watson and comedian Tiffany Haddish, who will host MAX Sneaks – a preview of technology innovation brewing in Adobe Research. A livestream of the Adobe MAX keynote presentations can be viewed here on Monday, October 15 starting at 9 a.m. PT and on Tuesday, October 16 starting at 10 a.m. PT.

View original content to download multimedia:<http://www.prnewswire.com/news-releases/gopro-and-adobe-collaborate-to-bring-unique-content-to-adobe-stock-users-300730718.html>

SOURCE GoPro, Inc.