



NEWS RELEASE

GoPro's New HERO5 Lineup Hits Retail Shelves Today

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SAN MATEO, Calif., Oct. 2, 2016 /PRNewswire/ -- GoPro, Inc. (NASDAQ: GPRO) today announced its new cloud-connected cameras – HERO5 Black and HERO5 Session are now available at select stores and online retailers as well as at GoPro.com.

GoPro's all-new HERO5 line of cameras can auto-upload photos and videos to **GoPro Plus***, a cloud-based subscription service that makes it easy to access, edit and share GoPro content anytime, anywhere using a mobile phone or computer. Additionally, HERO5 cameras are now waterproof to 33 feet without the need for a separate waterhousing and feature voice control, image stabilization, simplified controls, and improved battery life. Also new to both HERO5 cameras is the ability to capture non-fisheye perspectives as well as the traditional wide-angle look GoPro has become famous for. Both HERO5 Black and HERO5 Session are compatible with GoPro's new Karma drone and handheld stabilization system, available on-shelf and online October 23, 2016.

HERO5 Black – The Best GoPro, Ever. \$399.99.

HERO5 Black is the most powerful, easy-to-use GoPro, ever. Exciting features include:

- 2-inch Touch Display + Simplified Controls
- Video Resolutions up to 4K at 30 Frames per Second
- Professional Quality 12MP Photos
- Auto-Upload of Photos and Video to Cloud when Camera is Charging*
- Voice Control with Support for 7 Languages (additional languages coming)
- Simple 1-Button Control
- Waterproof Without a Housing to 33 Feet (10m)

- Compatible with Existing GoPro Mounts, Including KARMA
- Stereo Audio Recording and Advanced Wind Noise Reduction
- Professional-Grade Electronic Video Stabilization
- Distortion-Free Wide Angle Video and Photos with New Linear-View Setting
- RAW and WDR Photo Modes
- GPS

HERO5 Black is available today for an MSRP of \$399.99. Learn more [HERE](#).

HERO5 Session – The Best, Only Smaller. \$299.

HERO5 Session shares the same small design and brilliant convenience of the original HERO Session camera, but benefits from significant performance upgrades:

- Video Resolutions up to 4K at 30 Frames per Second
- Professional Quality 10MP Photos
- Auto-Upload of Photos and Video to Cloud when Camera is Charging*
- Voice Control with Support for 7 Languages (additional languages coming)
- Simple 1-Button Control
- Waterproof Without a Housing to 33 Feet (10m)
- Compatible with Existing GoPro Mounts, Including KARMA
- Professional-Grade Electronic Video Stabilization
- Distortion-Free Wide Angle Video and Photos with new Linear-View Setting

HERO5 Session is available today for an MSRP of \$299.99. Learn more [HERE](#).

GoPro, Now an End-to-End Storytelling Solution

GoPro's new products and services dramatically simplify the capture, editing and sharing of engaging content, establishing GoPro as an end-to-end storytelling solution. To compliment its new HERO5 cameras and GoPro Plus, which went live today, GoPro also released new versions of its mobile and desktop apps.

Editing and sharing great videos is now easy thanks to Quik, GoPro's editing app for mobile and desktop. As the name implies, Quik enables users to quickly produce high-quality videos that are fun to create and easy to share. To learn more about Quik, click [HERE](#).

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 an end-to-end storytelling solution that helps the world share itself through immersive and engaging content.

GoPro, HERO, Karma, and Session, 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 or connect with GoPro on **Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube**, and GoPro's **The Inside Line**.

*GoPro Plus is a subscription service available for \$4.99 per month in select territories. Visit gopro.com/plus for info and availability. Only HERO5 cameras support auto-uploading to the cloud while charging. Other GoPro camera models can upload to GoPro Plus via the Quik App for desktop.

Photo - <http://photos.prnewswire.com/prnh/20160930/414087>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/gopros-new-hero5-lineup-hits-retail-shelves-today-300337559.html>

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pr@gopro.com