



NEWS RELEASE

Believe the Hype: GoPro Showcases Award-Winning HERO7 Cameras at CES 2019

1/7/2019

Visit GoPro in Central Hall #12413 and Get Hands on With The HERO7 Lineup

Experience HyperSmooth - the Industry's Best In-Camera Video Stabilization - TimeWarp, SuperPhoto, Live Streaming and more

LAS VEGAS, Jan. 7, 2019 /PRNewswire/ -- **GoPro, Inc.** (NASDAQ: GPRO) will showcase its award-winning HERO7 camera lineup at the CES 2019 tradeshow with a special focus on the flagship HERO7 Black, which is winning over vloggers, athletes and filmmakers around the world with its in-camera stabilization, HyperSmooth.

Since its debut in September 2018, HERO7 Black has earned multiple awards and industry accolades for its innovative firsts including HyperSmooth stabilization, TimeWarp and SuperPhoto – elements made possible by GoPro's custom-designed GP1 processor – as well as improved audio and Live Streaming. Visitors will enjoy stunning videos iconic of the brand on larger-than-life screens throughout the GoPro booth and within the onsite theater space, along with hands-on demos of HERO7 and "ask the expert" camera and software stations with GoPro team members.

GoPro will also host presentations in the booth's theater space on Tuesday, 1/8, and Wednesday, 1/9, open to all CES attendees. The schedule is:

- 11 a.m. and 2 p.m. – An overview of the features, modes and magic that make HERO7 Black the must-have

GoPro for 2019. No PowerPoint, we promise! Just stunning GoPro videos and an overview of the HERO7 lineup's standout features.

- 12:30 p.m. – "Meet the Makers" featuring a panel with three GoPro Award recipients from **GoPro's Million Dollar Challenge**—a crowd-sourced highlight video shot entirely by HERO7 Black users from around the world. Discussion moderated by GoPro Associate Creative Director Josh Currie.
- Outside of presentation times, the GoPro theater will showcase a reel of stunning video captured by its customers and internal production team for all attendees to enjoy. (Bonus: There's comfortable seats, dim lighting, and it's quiet!)

The GoPro Daily Giveaway will also take place at 3:00pm in the GoPro booth on all but the last day of the show. The raucous camera and gear giveaway is a long-standing company tradition started by founder and CEO, Nick Woodman, in the days when GoPro was just a tiny booth on the fringes of tradeshow exhibition areas. The giveaways draw hundreds of attendees each day and are a big part of GoPro tradeshow history. Attendees can sign up daily to enter-to-win on iPads throughout the booth.

Visit GoPro in Central Hall #12413 at the Las Vegas Convention Center to learn all about its groundbreaking HERO7 cameras and features. Follow news about the company on its blog, **The Inside Line**.

About GoPro

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