

IPR2024-00984, -01052, -01164, -01165, -01186

PUBLIC VERSION

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

ARASHI VISION (U.S.) LLC (D/B/A INSTA360),
Petitioners,

v.

GOPRO, INC.,
Patent Owner

IPR2024-00984, -01052, -01164, -01165, -01186
U.S. Patent Nos. 10,015,413; 11,336,832; 10,958,840; 10,574,894

DECLARATION OF PABLO LEMA

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I, Pablo Lema, declare as follows:

1. I am currently the Senior Vice President of Product at GoPro, Inc. I have been with GoPro since 2014. Prior to joining GoPro, I founded a video editing startup. I have an undergraduate degree and an MBA from the Wharton School at the University of Pennsylvania.

2. At GoPro, I lead the company's product team and serve as a member of the senior leadership team. Since June 2018, I have served as GoPro's head of product, overseeing the development and launch of new cameras, features, and user experience innovations, including HyperSmooth stabilization. I was directly involved in defining the product experience for the HERO7 Black camera and every flagship HERO camera since. As GoPro's head of product, I am responsible for understanding customer demand for GoPro's features and how certain features impact customer demand for our products.

3. In my role, I work closely with our engineering, design, and marketing teams to define product requirements and features that address the real-world capture needs of our users. I also regularly review customer insights, survey data, and sales performance to inform GoPro's product development and strategy. My team and I use this data in the ordinary course of our work.

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4. GoPro’s HERO line of cameras is our flagship product line and has long represented the core of our camera business. Since at least 2016, the HERO line has accounted for an average of over 70% of our annual camera revenue. GoPro’s HERO camera line has been the top-selling action camera in the United States for nine consecutive quarters, capturing between 80 to 85 percent of the consumer market.

5. GoPro has historically enjoyed significant commercial success in the action camera market. In my experience, based on my role as head of product, GoPro’s success is largely attributable to our deep understanding of how people want to capture their experiences and the innovative features we have introduced to solve real capture problems.

6. In particular, a combination of features introduced in the HERO7 Black camera in September 2018 fundamentally transformed both GoPro and the broader action camera market. These features centered around the release of our first, in-house developed digital image stabilization system which we branded as “HyperSmooth.” HyperSmooth was and is enabled by our preexisting virtual lens technology which provides various wide-angle immersive video options. HyperSmooth was and is further enhanced by a preexisting aspect-ratio transformation technology that we have marketed since 2013 as “SuperView” (an enhanced version of SuperView was later referred to as “HyperView”).

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7. These features were not deployed for HERO7 in isolation. Rather, they were designed to work together as a package. HyperSmooth implements and relies upon our virtual lens control functionality, and its effect is enhanced when used in conjunction with features like SuperView. Each of these features complements the others, and the overall user experience is dramatically improved when they are used together.

8. While SuperView was available before HERO7, its impact increased significantly when combined with HyperSmooth. Specifically, GoPro's approach of *embracing distortion*, rather than avoiding it, allowed us to achieve surprising results, enhancing the dynamic and immersive feel of videos.

9. Horizon Leveling—a further enhancement to our digital image stabilization technology—was introduced as an in-camera feature for our HERO9 release in 2020. Horizon Leveling is a functionality that is implemented within HyperSmooth. In our earlier customer evaluation studies and surveys, the Horizon Leveling functionality was evaluated within the broader category of digital image stabilization technologies. Over time, however, we learned that the feature was so popular and impactful to customers that we began to isolate it and track it separately for purposes of marketing and analyzing customer demand.

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10. HERO7 Black was the first GoPro product to bring the combined HyperSmooth, SuperView, and digital lens package of features for customers (Horizon Leveling was released 2 years later with HERO9 Black). Internally, we considered HERO7 Black to represent a clear before-and-after moment for GoPro and for the action camera market more broadly.

11. The release of HyperSmooth was a “shock to the market.” HERO7 Black became the fastest-selling product launch in GoPro’s history at the time. Our sales jumped 170% compared to HERO6 in the same post-launch window, driven almost entirely by the introduction of HyperSmooth. From a feature standpoint, the HERO6 camera is nearly indistinguishable from the HERO7 Black with the exception of HyperSmooth.

12. At launch, we led with HyperSmooth in our marketing, based on the strength of its performance. In fact, during summer testing leading up to HERO7's release, HyperSmooth performed so well that we reoriented our entire launch campaign to showcase it. We created side-by-side comparisons and demonstrated HyperSmooth across a wide range of use cases, from skiing to biking to family moments. The initial public reaction was one of disbelief at the quality of the stabilization technology—some assumed we had faked the footage using mechanical

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stabilizers. But once users got the product in hand, their response was overwhelmingly positive.

13. HyperSmooth became the “marquee feature” of HERO7. The primary difference between HERO7 and HERO6 was HyperSmooth related, and this was reflected in both customer response and sales performance. GoPro won the 73rd Technology and Engineering Emmy award specifically for its in-camera sensor and software image stabilization, introduced with HERO7.

14. In 2022, GoPro’s consumer insights team conducted a hardware segmentation study, which I personally reviewed and used in product development discussions. A true and correct copy of this study was marked as “CX-590C” in the recent ITC hearing and is attached to this declaration as Exhibit A. This analysis segmented a global pool of more than 300 million potential camera customers into ten market subgroups based on product preferences and behaviors. These groups are depicted on page 6 of the study.

15. Of these ten market segments, GoPro’s core historical customer base is most closely aligned with four segments: Core HEROes, Lightweighters, Overcapturers, and Easygoing HEROes. These are the groups we have traditionally targeted with our flagship HERO product line.

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16. For each group, the study evaluated which features matter most to each segment by ranking their responses to a set of key product features. All of these features are listed and defined on page 5 of CX-590C. While the purpose of the study was to analyze the relative strength of the 33 product features listed on page 5, *all* of those product features are things that the GoPro product group considers key drivers of customer demand. A typical GoPro action camera, for example, has in excess of 100 separate product features—far more than just the 33 listed on page 5.

17. Among the key product features, the “Advanced video stabilization” category at this time encompassed the digital stabilization capabilities provided by HyperSmooth and Horizon Leveling. As mentioned before, these technologies are enabled by GoPro’s virtual lens technology which I also consider part of this category. The “Wide variety of modes and settings” category at this time would have encompassed GoPro’s SuperView technology.

18. On page 10 of CX-590C, the Core HEROes segment ranked “Advanced video stabilization” as the number one most important feature, and “Wide variety of modes and settings,” which includes SuperView, as number seven. On page 12, the Lightweighters segment ranked “Advanced video stabilization” third and “Wide variety of modes and settings” twenty-first. On page 13, Easygoing HEROes ranked “Advanced video stabilization” third and “Wide variety of modes and settings”

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twelfth. And on page 14, Overcapturers also ranked “Advanced video stabilization” third and “Wide variety of modes and settings” eighth.

19. These rankings confirmed what we were seeing in customer feedback and sales data: HyperSmooth and immersive lens options were among the most important and valued features driving customer demand across our HERO customer base. Our product planning decisions—including resource allocation and feature prioritization—relied heavily on this data.

20. In a separate study conducted at the end of 2022, our consumer insights team surveyed actual purchasers of the HERO11 Black to identify which features drove their purchase decisions. A true and correct copy of this study was marked as “CX-649C” in the recent ITC hearing and is attached to this declaration as Exhibit B. This post-purchase study is summarized on page 14. According to the results, “Advanced video stabilization (HyperSmooth 5.0 with AutoBoost)” was the number one driver of purchase. “Horizon Lock and Leveling” ranked second, and “Digital Lenses (HyperView)”—which includes SuperView and immersive aspect-ratio functionality—ranked twelfth.

21. These studies reflect the role that GoPro’s patented stabilization and lens features play in driving consumer demand and purchasing behavior. In my view, the patented technologies in the ’894, ’840, ’832, and ’413 patents were directly

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responsible for GoPro's sustained commercial success with HERO cameras, especially from the HERO7 onward.

22. The market impact of HERO7 Black was also reflected in industry recognition. I had the honor of accepting a Technology & Engineering Emmy award on behalf of GoPro in 2022 for our in-camera sensor and software image stabilization—technology introduced in HERO7 Black. We also received a CES Innovation Award in 2019 and a Lucie Technical Award for best special-purpose compact camera, both recognizing HERO7 Black.

23. We have also received a vast amount of industry praise for HyperSmooth and HERO7 generally in the form of customer reviews, industry publications, tech blogs over the years. HyperSmooth continues to be a core part of GoPro's marketing and advertising strategy, as we recognize it is one of the most highly valued features that our cameras provide to our users.

24. While GoPro offers many features and product innovations, the features discussed in this declaration—specifically those associated with the '894, '840, '832, and '413 patents—played a pivotal role in the commercial and critical success of the HERO7 Black and our HERO camera line more broadly. These technologies enabled a step-change in how users could capture and share their experiences, which in turn drove consumer demand, sales growth, and recognition for GoPro's products.

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25. In signing this declaration, I recognize that the declaration will be filed as evidence in a contested case before the Patent Trial and Appeal Board of the United States Patent and Trademark Office. I also recognize that I may be subject to cross-examination in the case and that cross-examination will take place within the United States. If cross-examination is required of me, I will appear for cross-examination within the United States during the time allotted for cross-examination.

26. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on the information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code.

Executed: April 19, 2025

/s/ Pablo Lema

Pablo Lema
San Mateo, California

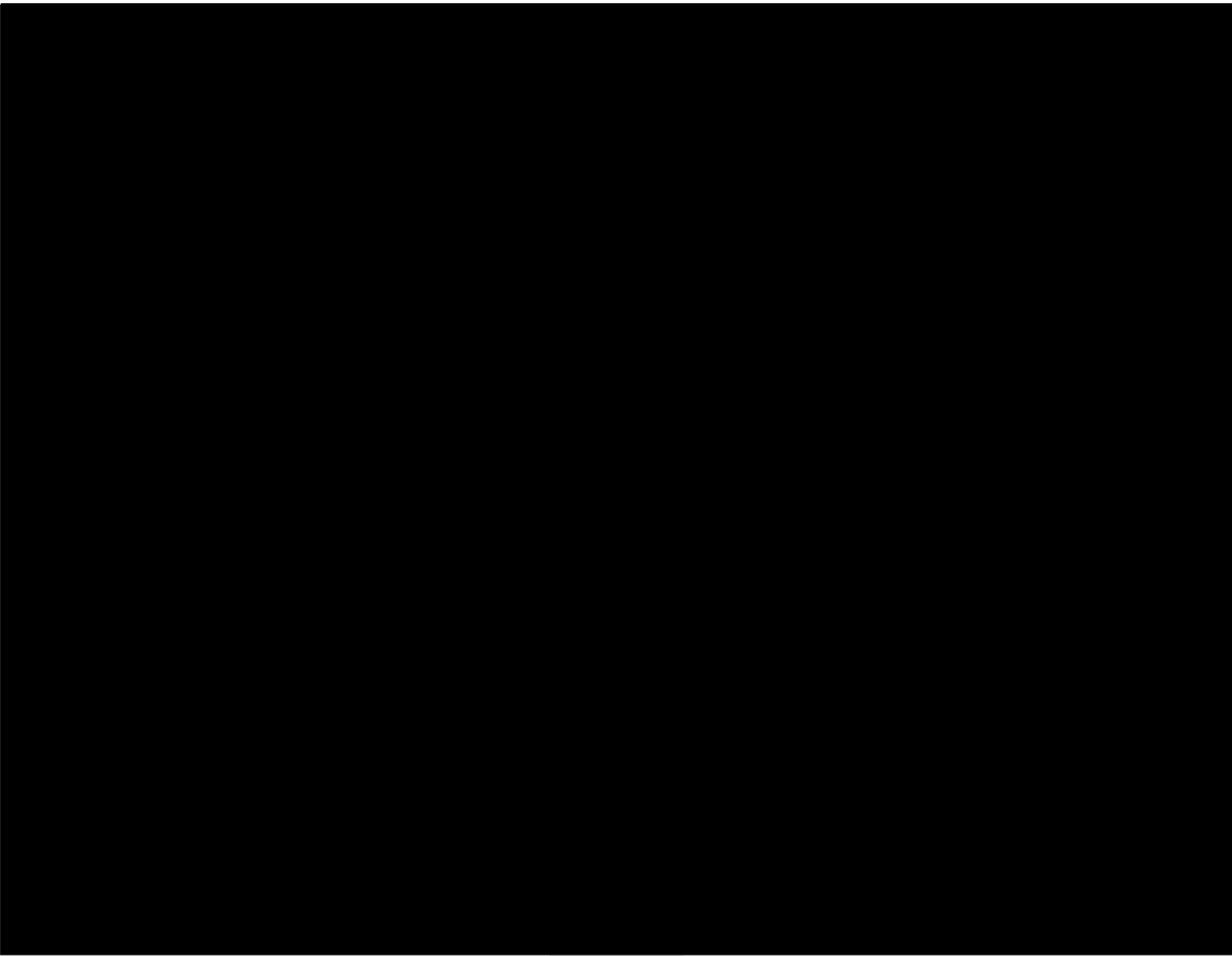
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Exhibit A

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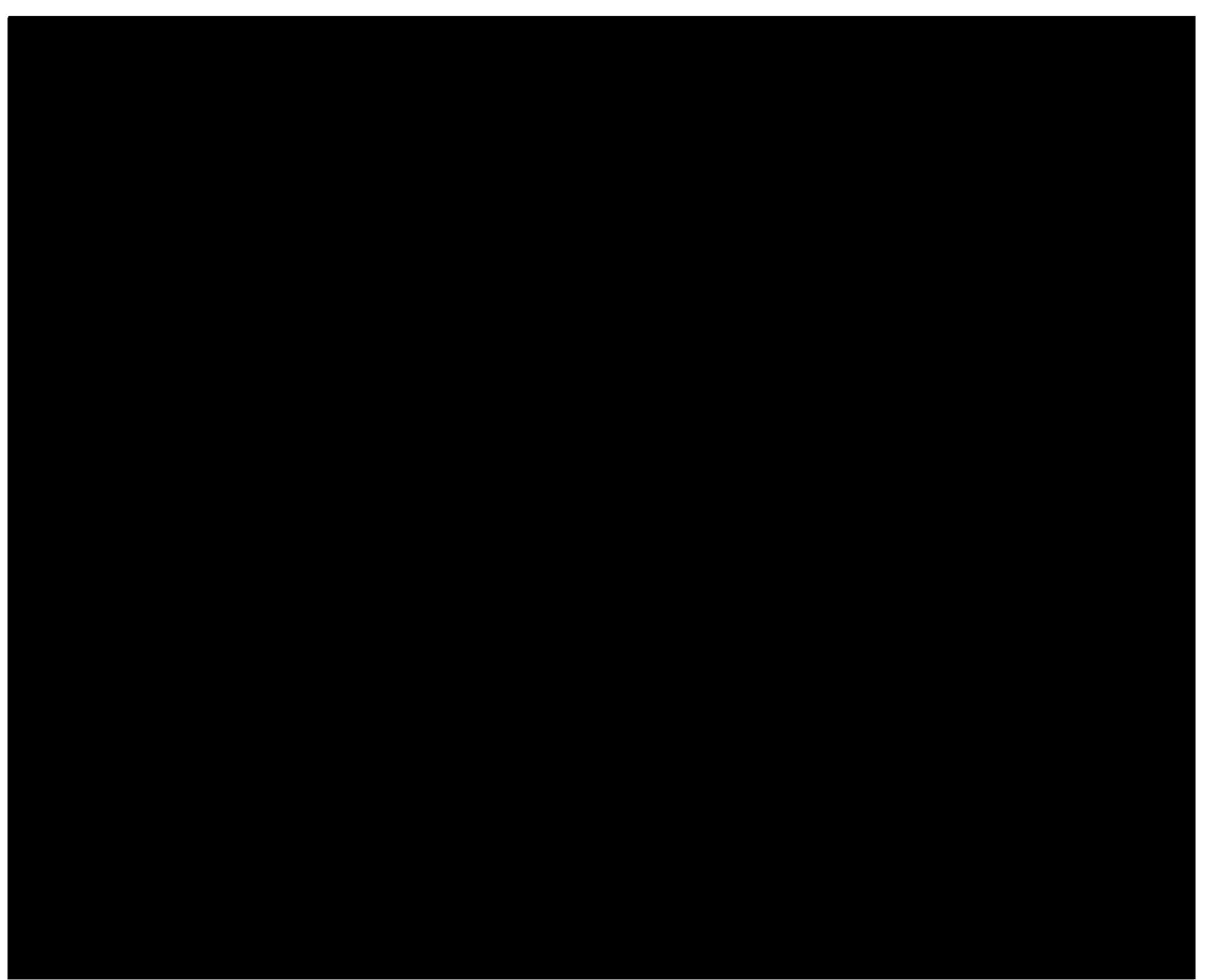














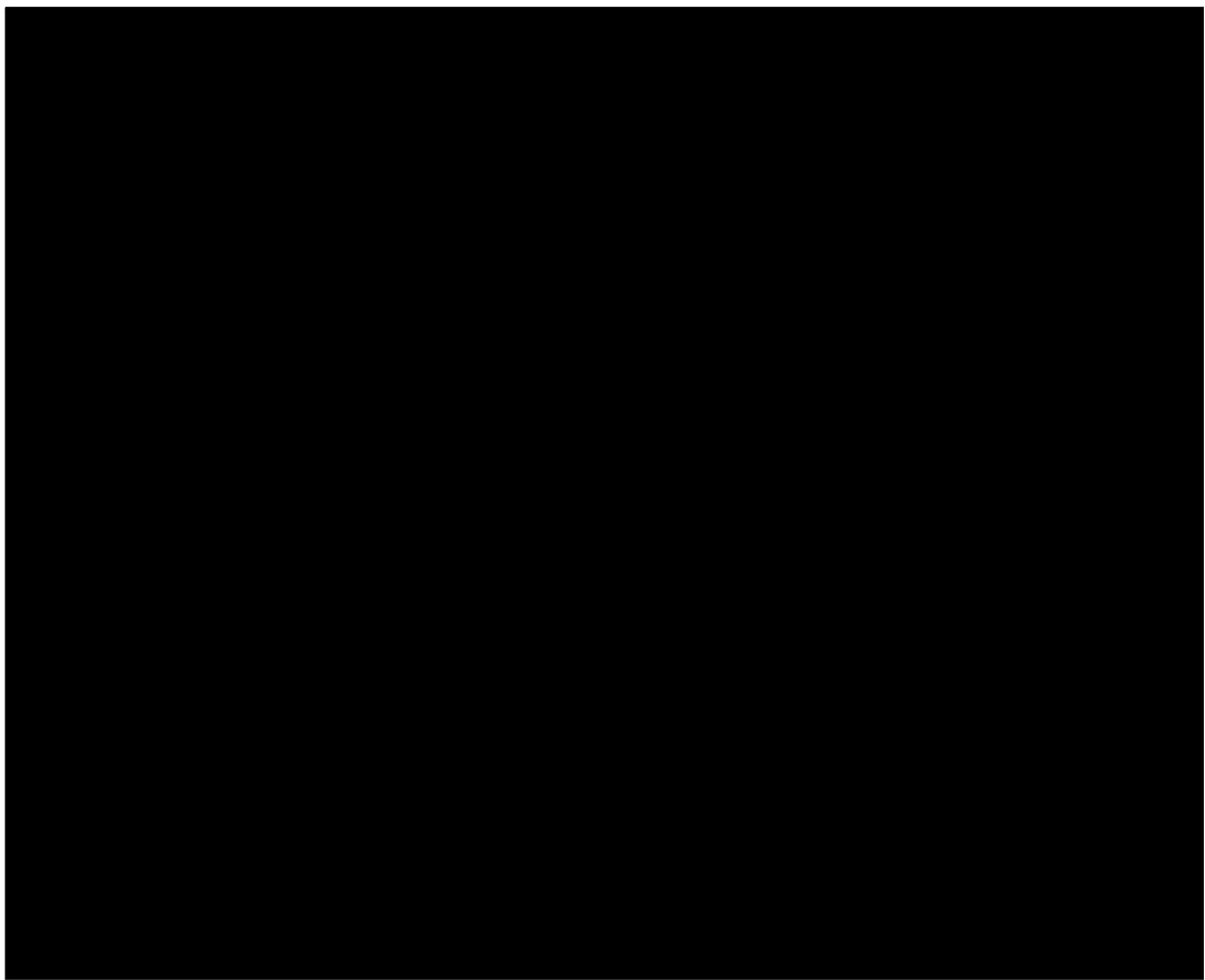
















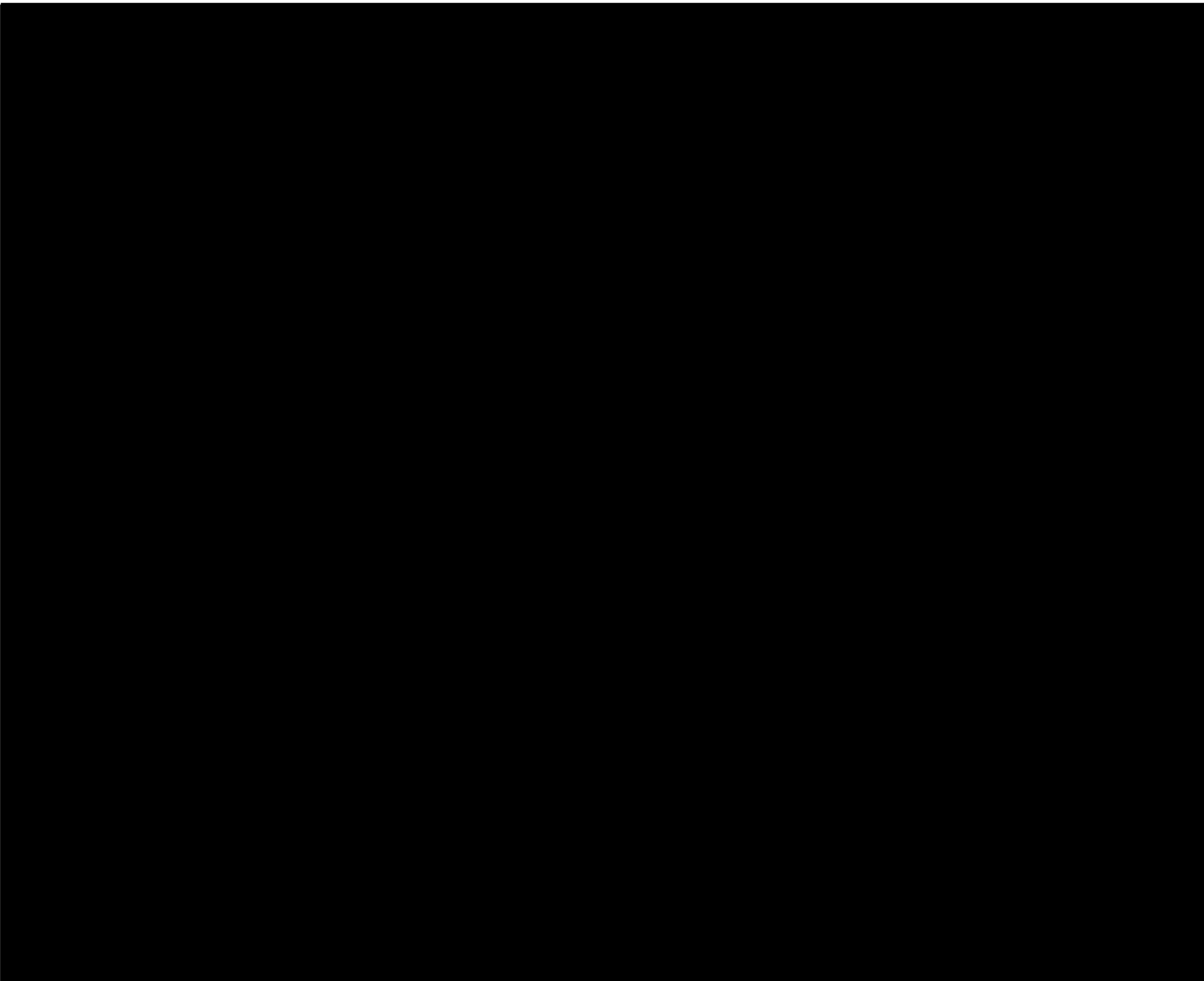




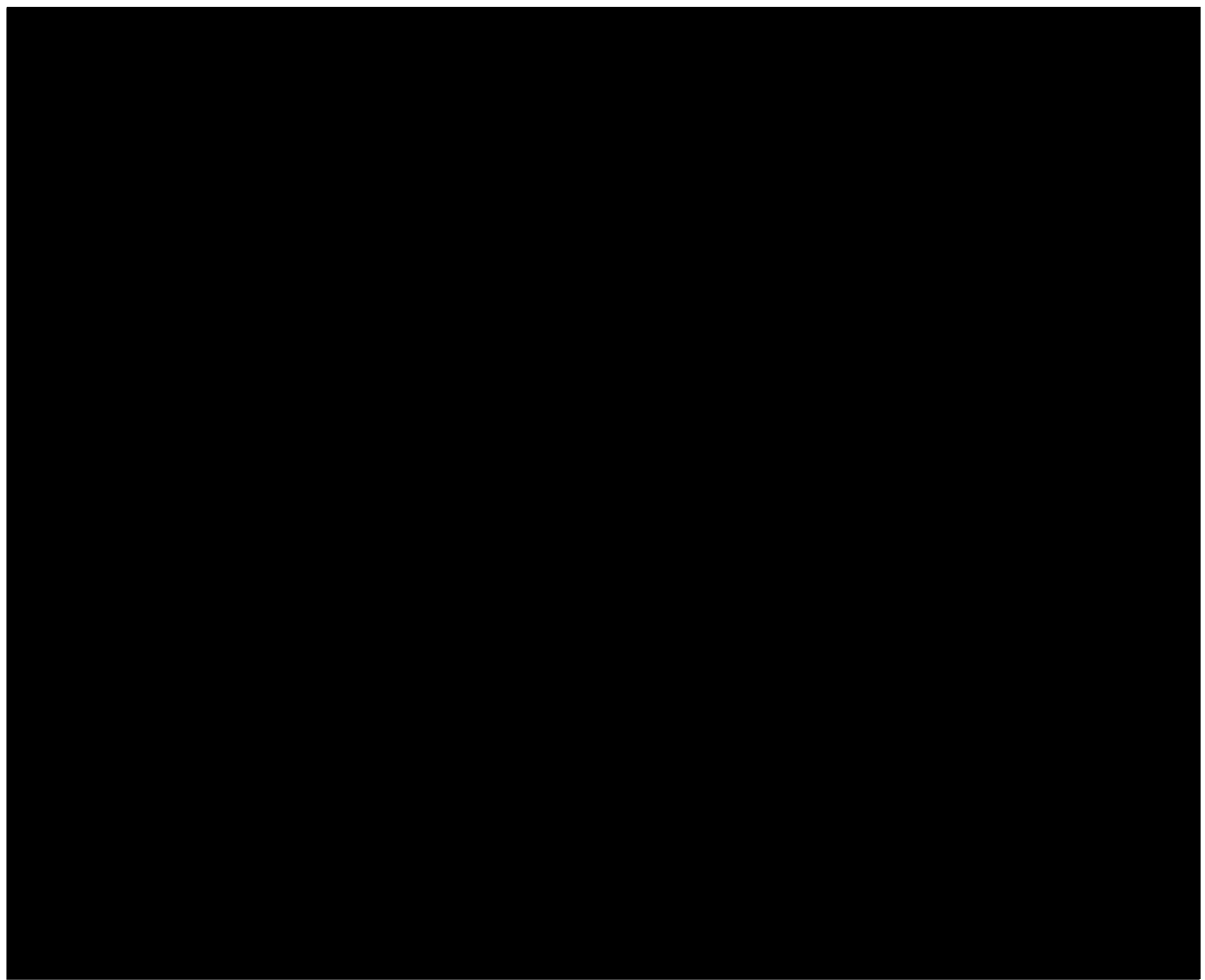


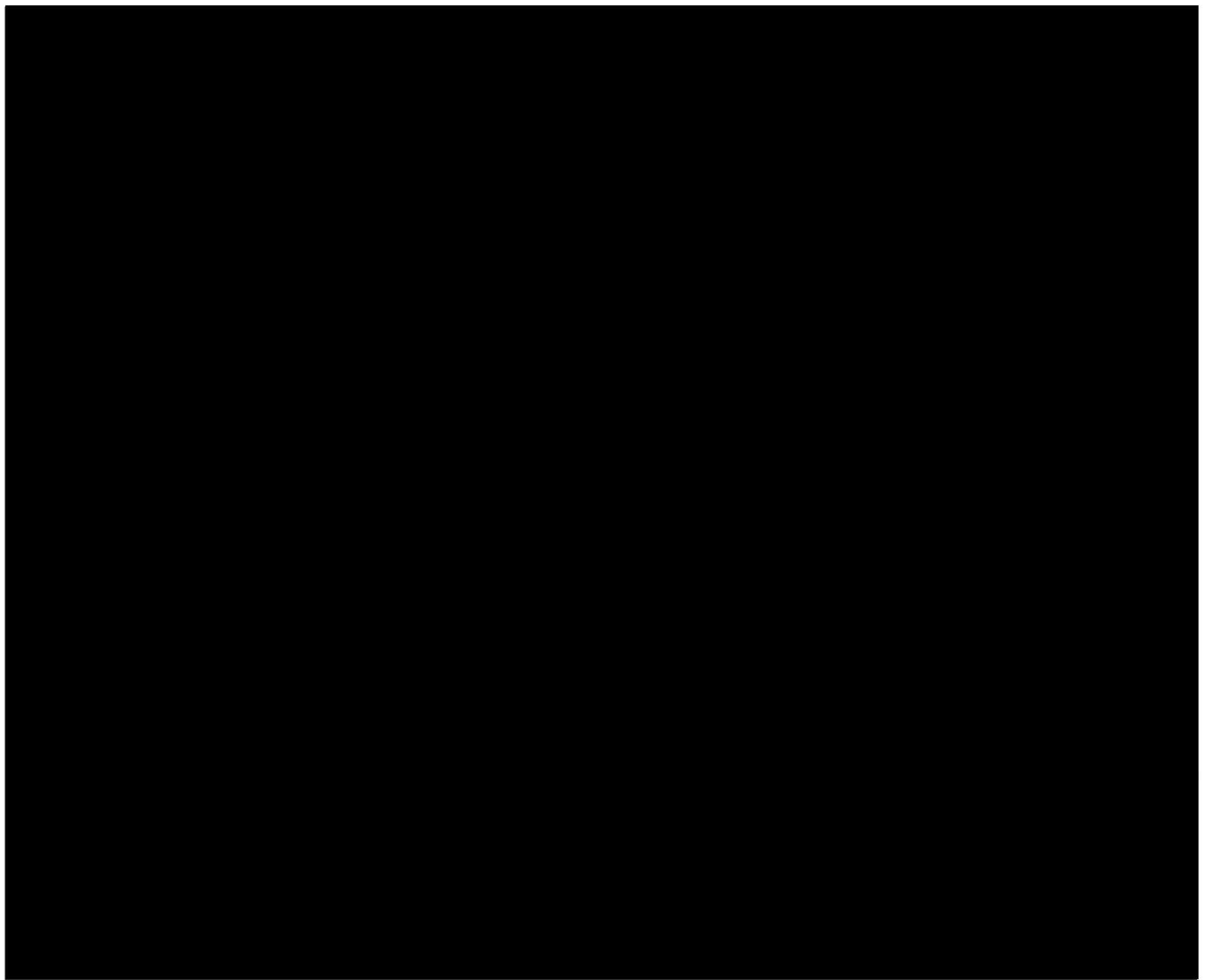










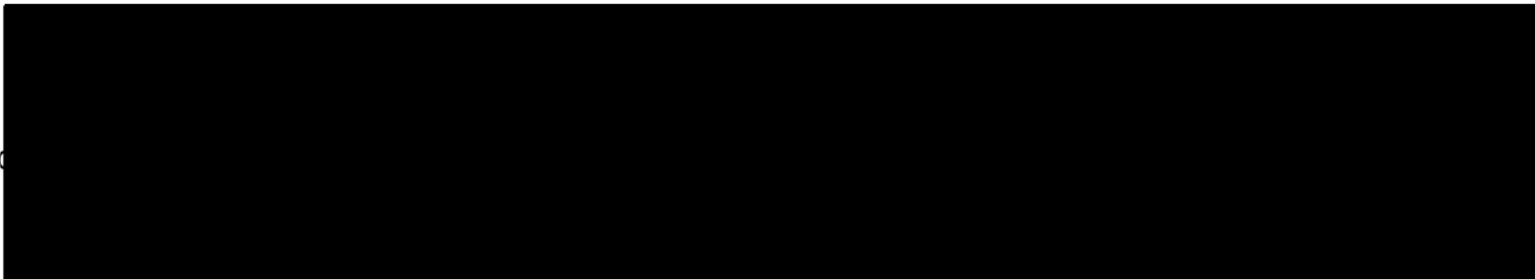
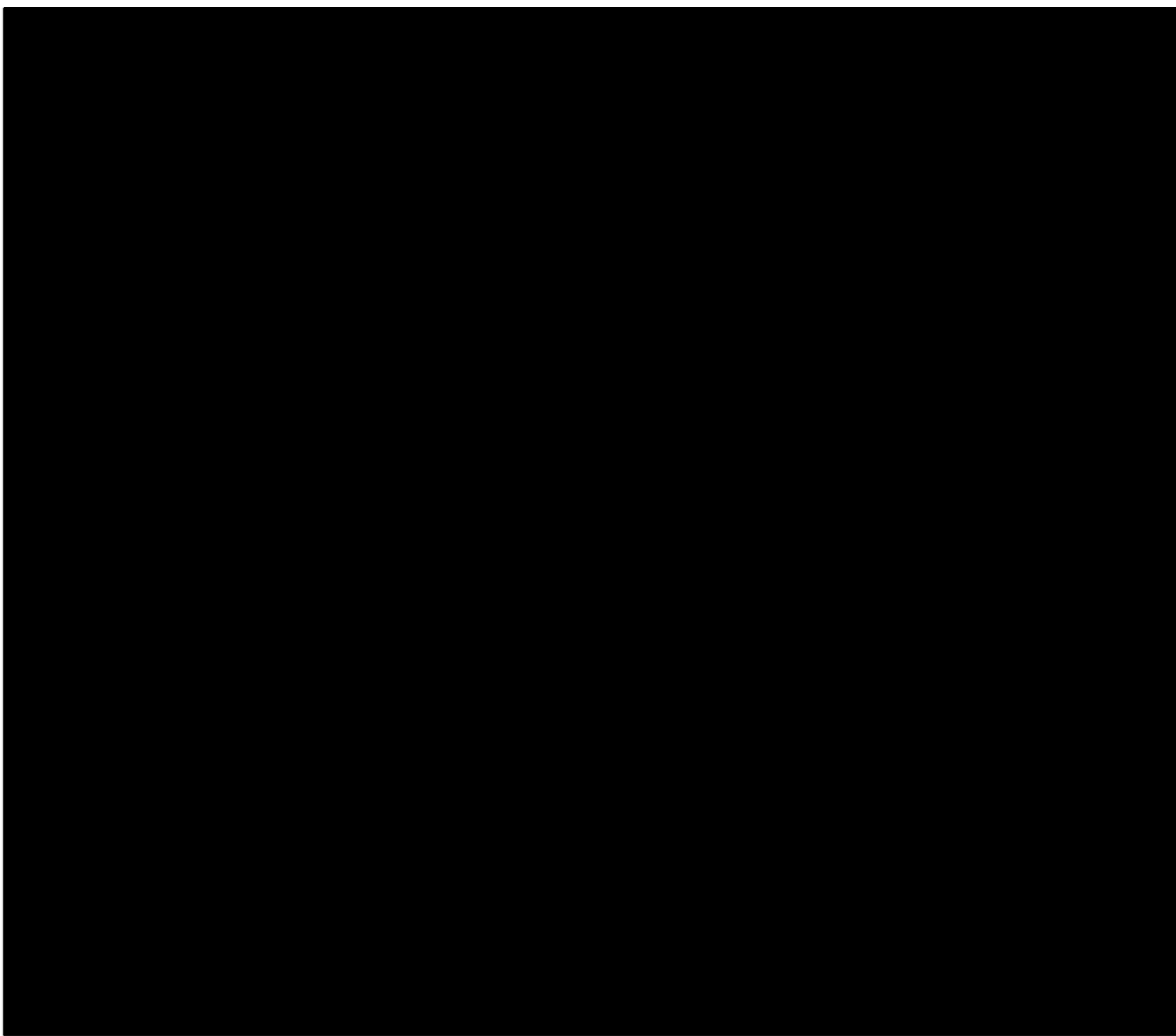




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Exhibit B

REDACTED



The first part of the paper discusses the importance of the research and the objectives of the study. It then presents a literature review of the existing research on the topic. The second part of the paper describes the methodology used in the study, including the data collection and analysis techniques. The third part of the paper presents the results of the study, and the fourth part discusses the conclusions and implications of the findings.

The study was conducted using a quantitative research design. Data was collected from a sample of 100 participants using a survey questionnaire. The data was then analyzed using statistical software to determine the relationships between the variables.

The results of the study show that there is a significant positive relationship between the variables. This finding is consistent with the previous research on the topic. The implications of the findings suggest that the variables are important factors in the study of the topic.

In conclusion, the study has shown that the variables are important factors in the study of the topic. The findings have implications for future research and for the understanding of the topic.

the 'information' and 'communication' fields. The 'information' field is defined as:

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The study was conducted in a laboratory setting, and the data were collected using a series of questionnaires and interviews. The results of the study show that there is a significant relationship between the variables studied, and the findings are consistent with the previous research. The study also identified some limitations and suggested areas for further research.

In conclusion, the study has provided valuable insights into the topic and has contributed to the existing knowledge in the field. The findings of the study can be used to inform policy and practice, and the study has identified some areas for further research.

The first part of the paper discusses the importance of the research and the objectives of the study. It then moves on to a literature review, which provides a background on the topic and identifies the gaps in the existing research. The methodology section describes the research design, data collection, and analysis. The results section presents the findings of the study, and the conclusion summarizes the main points and offers suggestions for future research.

The research was conducted in a systematic and rigorous manner, following the principles of good research practice. The data were collected from a representative sample of the population, and the analysis was carried out using appropriate statistical methods. The results of the study are presented in a clear and concise manner, and the conclusions are based on the evidence gathered.

The findings of the study have important implications for the field of research, and they provide valuable insights into the issues being studied. The research also highlights the need for further investigation in this area, and it offers suggestions for how this can be achieved.

In conclusion, the research has shown that there is a need for further investigation in this area, and it has provided valuable insights into the issues being studied. The findings of the study have important implications for the field of research, and they provide valuable insights into the issues being studied.

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In conclusion, the study has shown that the research objectives have been achieved, and the findings are consistent with the hypotheses. The results of the study provide a clear understanding of the relationship between the variables, and they have important implications for the field of research.

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the 1990s, the number of people in the UK who are employed in the public sector has increased by 1.5 million, from 2.5 million in 1980 to 4 million in 1995 (Department of Health 1996).

There is a growing emphasis on the need to improve the efficiency of the public sector, and to ensure that the public sector is able to deliver the services that are required by the public. This has led to a number of initiatives, including the introduction of competition, the restructuring of public services, and the introduction of new management practices.

One of the main challenges facing the public sector is the need to improve the efficiency of the services that it provides. This is a complex task, and it requires a number of different approaches. One of the most important is the introduction of competition, which can help to drive down costs and improve the quality of services.

Another important approach is the restructuring of public services, which can help to eliminate duplication and improve the coordination of services. This can be done in a number of ways, including the merging of different departments or agencies, and the introduction of new management practices.

Finally, it is also important to introduce new management practices, which can help to improve the efficiency of the public sector. This can be done in a number of ways, including the introduction of new performance measures, and the use of new management techniques.

There are a number of challenges facing the public sector, and it is important to address these challenges in a timely and effective manner. This requires a number of different approaches, and it is important to ensure that these approaches are implemented in a coordinated and effective manner.

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The study was conducted in a laboratory setting, and the data were collected using a series of experiments. The results of the experiments were analyzed using statistical methods, and the findings were compared with the results of previous studies. The study found that the research objectives were achieved, and the results were consistent with the findings of previous research.

The study has several limitations, and there are some areas that need to be explored in future research. The study was limited to a specific population, and the results may not be generalizable to other populations. The study also had a limited sample size, and the results may be affected by sampling error.

In conclusion, the study found that the research objectives were achieved, and the results were consistent with the findings of previous research. The study has several limitations, and there are some areas that need to be explored in future research.

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The study was conducted using a quantitative research design. Data was collected from a sample of 100 participants using a survey questionnaire. The data was then analyzed using statistical software to identify patterns and trends.

The results of the study show that there is a significant positive correlation between the variables studied. This finding is consistent with previous research in the field.

The implications of the findings suggest that the research has practical applications in the field. Further research is needed to explore the relationship between the variables in more detail.

In conclusion, the study has provided valuable insights into the topic. The findings have implications for both theory and practice.

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The first part of the paper discusses the importance of understanding the cultural context of the research. It highlights the need for researchers to be sensitive to the values and beliefs of the communities they are studying. This is particularly important in the field of education, where cultural differences can significantly impact learning outcomes.

The second part of the paper focuses on the methodology used in the study. It describes the process of selecting participants, collecting data, and analyzing the results. The authors emphasize the importance of using a mixed-methods approach to capture both quantitative and qualitative data.

The third part of the paper presents the findings of the study. It shows that there are significant differences in learning outcomes between students from different cultural backgrounds. These differences are attributed to a variety of factors, including language barriers, social norms, and access to resources.

The final part of the paper discusses the implications of the findings for education. It suggests that educators should take steps to create a more inclusive and culturally responsive learning environment. This can be achieved through a variety of strategies, such as using culturally relevant materials, providing language support, and fostering a sense of community.

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The results of the study suggest that the research objectives have been achieved. The findings provide valuable insights into the topic and have implications for future research.

In conclusion, the study has shown that the research objectives have been achieved and that the findings have implications for future research.

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the 1990s, the number of people in the UK who are employed in the public sector has increased by 1.5 million, from 2.5 million in 1980 to 4 million in 1995. The public sector has also become an important employer of women, with 5.5 million women employed in the public sector in 1995, compared with 4.5 million in 1980.

There are a number of reasons why the public sector has become an important employer of women. One reason is that the public sector has a high proportion of women in its workforce. In 1995, 88% of the public sector workforce were women, compared with 78% in 1980. This is due to a number of factors, including the fact that the public sector has a high proportion of jobs that are traditionally held by women, such as teaching, nursing, and social work.

Another reason why the public sector has become an important employer of women is that it has a high proportion of jobs that are full-time and permanent. In 1995, 68% of the public sector workforce were employed on full-time contracts, compared with 58% in 1980. This is due to the fact that the public sector has a high proportion of jobs that are essential to the functioning of the state, such as those in the health and education sectors.

Finally, the public sector has become an important employer of women because it has a high proportion of jobs that are well-paid. In 1995, the average salary of a public sector employee was £18,000, compared with £15,000 in 1980. This is due to the fact that the public sector has a high proportion of jobs that are in the higher grades of the public sector pay scale, such as those in the senior management and professional grades.

The public sector has also become an important employer of women because it has a high proportion of jobs that are in the public sector. In 1995, 88% of the public sector workforce were employed in the public sector, compared with 78% in 1980. This is due to the fact that the public sector has a high proportion of jobs that are in the public sector, such as those in the health and education sectors.

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