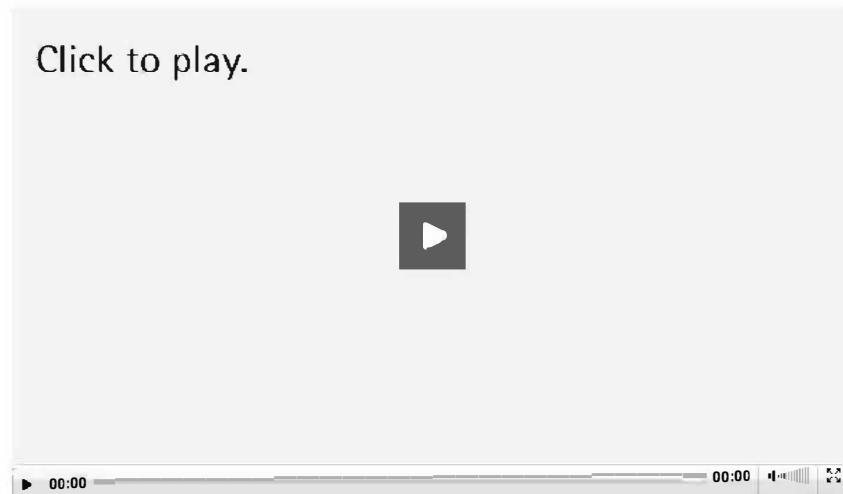


Red Dot Award: Product Design

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GoPro HERO5 Black

Action Camera

Manufacturer

GoPro, Inc., San Mateo, California, USA

In-house design

GoPro Industrial Design Team

Design

HUGE Design LLC, San Francisco, USA



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best of the best

Form for lifestyle

The uncomplicated creation of high-quality photos and video recordings is part of the technically highly advanced lifestyle of our time. The GoPro HERO5 Black action camera has been designed for convenient recording and sharing of our experiences. It offers a stabilised HD video recording function, stereo sound as well as a resolution of 12 MP for professional photos. Its innovative language of form results from the goal of creating a camera that remains waterproof up to ten metres of depth without the need of a separate housing. Due to its compact housing made of high-quality materials, it is robust with all controls arranged to be easily accessible for the photographer. The GoPro HERO5 Black also impresses with sophisticated operating comfort. One push of the shutter button suffices to switch the camera on and have it start recording automatically. A 2" LCD touchscreen on the rear as well as voice-activated operating controls make it easy to pick up the camera, quickly adjust the settings and start capturing images immediately. To help users get satisfying shots from virtually any activity or perspective, this camera is fully backwards compatible with all existing 30-plus GoPro mounts. Embodying a holistic design approach, the GoPro HERO5 Black is an impressive reinterpretation of the action camera – its special aesthetic is an enrichment to our contemporary lifestyle.

Statement by the jury

»The GoPro HERO5 Black action camera is marked by an impressive design with which it achieves a new, iconic quality. Its elegant design idiom is the result of a perfectly thought-through, user-friendly concept. Equipped with features such as a stabilised high-

definition video recording function, 12-MP photo resolution and stereo audio, it delivers capturing experiences of exquisitely high standard. »

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