



MARKETING COPY DECK

HERO10 Black

Product Design

To commemorate this milestone camera and its revolutionary new GP2 engine, HERO10 Black has a special *GoPro Cyan Blue logo* on the front and a matching HERO10 Black logo on the side. This also helps it stand out from HERO9 Black, which shares the same form factor. HERO10 Black is completely compatible with all HERO9 Black Mods and accessories.

Product Story

Long	All-out speed and ultimate ease come together in the most powerful GoPro ever, HERO10 Black. Ready for twice the performance? The revolutionary new GP2 chip shoots 5.3K video with double the frame rate, ¹ 23MP photos, enhanced low-light performance and bar-shattering HyperSmooth 4.0 video stabilization in all modes. To simplify things, HERO10 is cloud connected—so the moment you charge it, your footage is automatically uploaded to the cloud. ² With your GoPro subscription and the Quik app, you get an ecosystem optimized for your GoPro with powerful, easy-to-use editing tools and a place to keep your best shots in one spot. And when the going gets rough, HERO10 Black’s rugged and waterproof design offers go-anywhere versatility.
Medium	All-out speed and ultimate ease come together in the most powerful GoPro ever, HERO10 Black. The revolutionary new GP2 chip shoots 5.3K video with double the frame rate ¹ , 23MP photos, enhanced low-light performance and bar-shattering HyperSmooth 4.0 video stabilization in all modes. To simplify things, HERO10 is cloud connected—so the moment you charge it, your footage is automatically uploaded to the cloud. ²
Short	All-out speed and ultimate ease come together in the most powerful GoPro ever, HERO10 Black.

Key Camera Specs

• Video: 5.3K60, 4K120, 2.7K240, and more / looping video / 8x slo-mo / 15.8MP frame grabs
• Photo: 23MP / 2x zoom / single photo / night photo / LiveBurst / 25 fps burst / RAW
• Time Lapse: TimeWarp video / time lapse video / time lapse photo / night lapse video / night lapse photo
• Removable rechargeable 1720mAh battery

Supporting Modes + Features

• GoPro Mod compatible
• Built-in mounting
• HyperSmooth 4.0 with in-camera horizon leveling
• TimeWarp 3.0
• SuperPhoto + HDR
• Night lapse video
• Digital lenses
• Live streaming in 1080p
• Webcam mode
• Power Tools: HindSight, LiveBurst, Scheduled Capture, Duration Capture
• Rugged + waterproof to 33ft (10m)
• Voice control with 13 commands in 11 languages + 6 accents
• 3 microphones with advanced wind-noise reduction
• Stereo + RAW audio
• RAW photos
• Presets + custom presets
• On-screen shortcuts
• Large 2.27" rear touch screen with touch zoom
• 1.4" front screen for preview or status
• Portrait orientation
• Timer
• HiLight Tag
• 8x slo-mo
• Protune for Photo, Video and Time Lapse modes
• 100Mbps bit rate
• H.265 (HEVC) + H.264 (AVC) MP4 video formats
• Data Overlays
• Face, smile, blink + scene detection
• Wi-Fi + Bluetooth® technology
• GoPro app
• Auto Upload to the cloud with a GoPro subscription
• Fast-charging ready
• Compatible with GoPro mounts + accessories

Feature Set

Revolutionary Processor	Faster. Smoother. Better. The powerful new GP2 engine changes the game—snappy performance, responsive touch controls and double the frame rate for amazingly smooth footage. Designed specifically for the demanding nature of the GoPro, the GP2 “system on a chip” is by far our fastest ever.
High-Res Photos + Videos, High Frame Rate	Step up to the sharpest-shooting GoPro ever. Upgraded to incredible 23MP photos and 5.3K video resolution at 60fps, HERO10 offers double the frame rate for amazingly smooth motion. Plus, there’s 8x slo-mo at 2.7K and you can pause videos and grab 15.8MP still photos from 5.3K video that look amazing.
Unbelievable Image Quality	Capture jaw-dropping 5.3K video with 91% more resolution than 4K and an incredible 665% more than 1080p. HERO10 Black captures finer detail, more realistic textures and better contrast than any HERO camera before it—even in low light. A new water-shedding hydrophobic lens cover that repels water and helps eliminate lens flare and other artifacts makes your photos and videos even more stunning.
HyperSmooth 4.0	HyperSmooth has never been smoother, and it’s easy to dial in the best stabilization at all times. Plus, get even better low-light performance and horizon leveling with a higher tilt limit, so your footage looks perfectly straight when you want it.
Fast, Reliable Connectivity	Super easy, super fast. Transferring photos and videos from your cloud-connected GoPro to your phone is simple and versatile, with your choice of effortless wireless upload via the Quik app or a lightning-fast wired connection via USB. ³ There’s also unlimited cloud storage with hassle-free auto upload. Just plug in your camera when connected to your home Wi-Fi and the camera does the rest. ⁴
New Front Screen + Performance Enhancements	Framing your shots for vlogging and selfies is better than ever with a high-quality front LCD screen with a smoother frame rate and crisp detail. Touch controls are snappy too, so the shutter is more responsive. Live streaming with HERO10 Black looks better than ever, and webcam functions are easy and seamless.

Rugged and Waterproof to 33ft	Completely waterproof and tougher than ever, HERO10 Black is versatile enough for any adventure. Its rugged build quality can take a beating and keep going, whether you're ripping through mud, snow or water (to depths of 33ft). The durable and scratch-resistant lens cover adds even more protection, and can be easily replaced if needed.
Long-Lasting Battery	A large-capacity, 1720mAh lithium-ion rechargeable battery provides tons of juice, so you can spend more time shooting and less time swapping batteries.
Max Lens Mod	Pop on Max Lens Mod for the widest-ever field of view on a HERO camera, an amazing 155°, plus get unbreakable Max HyperSmooth stabilization.
Webcam + Live Streaming	Use your GoPro as the hottest webcam in the game. This versatile functionality carries over to live streaming, where your shots look incredibly stable as you vlog your next activity with buttery HyperSmooth stabilization and sharp resolution.
Power Tools	Nail the shot the easiest way, with Power Tools like LiveBurst to record 1.5 seconds before and after your shot. And even if you press the shutter too late, HindSight captures up to 30 seconds of footage before you start recording—to never miss a moment. There are also scheduled and duration captures modes, so you can set it and forget it.
Built-in Mounting	Swapping mounts takes just seconds, thanks to built-in folding fingers. No frame needed—just open, connect and go. Better yet, every awesome accessory for HERO9 Black is compatible with HERO10 Black.
Presets	Make things super simple—just pick a Preset for any situation. HERO10 Black comes ready-to-rock with Standard, Activity, and Cinematic modes. You can even create custom presets for quick access to your favorite settings.
GPS Performance Stickers	Turn on this feature and get real-time animated overlays that display your speed, altitude, track position and G-forces. It's a visual way to show off your stats and give your videos a professional vibe.

Footnotes

¹Compared to HERO9 Black with GP1

²Within your home Wi-Fi network. GoPro Subscription required.

³ Requires standard USB-C to USB-C or standard USB-A to USB-C and Apple® Lightning to USB Camera Adapter, depending on device.

⁴Requires GoPro subscription. GoPro subscription available in select territories. Cancel anytime. Visit gopro.com for info and availability.

See more at partner.gopro.com

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