



## MARKETING COPY DECK

### HERO9 Black

#### Product Story

<b>Long</b>	More power. More clarity. More stability. The groundbreaking HERO9 Black sports a beastly 23.6MP sensor for ridiculous 5K video and stunning 20MP photos. A dazzling new front display delivers a live preview for easy framing, while a large rear touch screen with touch zoom provides fast, intuitive control. HERO9 Black boasts a powerful new feature suite, including HindSight, and supports live streaming and Webcam <sup>7</sup> mode as well. Add in HyperSmooth 3.0, built-in mounting and 30% more battery life <sup>1</sup> for more of everything—in a camera that’s tough as nails and waterproof as ever. Available mods including the ultra-wide Max Lens Mod, Light Mod, Display Mod and Media Mod expand your creative options even more.
<b>Medium</b>	HERO9 Black sports a beastly 23.6MP sensor for 5K video and 20MP photos. Add a new front display, a rear touch screen with touch zoom, 30% more battery life <sup>1</sup> and HyperSmooth 3.0 and you get more of everything you love.
<b>Short</b>	The groundbreaking HERO9 Black sports a beastly 23.6MP sensor for more resolution, more pixels, more everything.

#### Key Camera Specs

<ul style="list-style-type: none"><li>• Video: 5K30, 4K60, 2.7K120, 1440p120, 1080p240 and more / looping video / 8x slo-mo / 14.7MP frame grabs</li></ul>
<ul style="list-style-type: none"><li>• Photo: 20MP / 2x zoom / single photo / night photo / LiveBurst / 25 fps burst / RAW</li></ul>
<ul style="list-style-type: none"><li>• Time Lapse: TimeWarp video / time lapse video / time lapse photo / night lapse video / night lapse photo</li></ul>
<ul style="list-style-type: none"><li>• Removable rechargeable 1720mAh battery</li></ul>

#### Supporting Modes + Features

<ul style="list-style-type: none"><li>• HERO9 Black mods<sup>2</sup></li></ul>
<ul style="list-style-type: none"><li>• Built-in mounting</li></ul>
<ul style="list-style-type: none"><li>• HyperSmooth 3.0 with in-camera horizon leveling</li></ul>
<ul style="list-style-type: none"><li>• TimeWarp 3.0</li></ul>
<ul style="list-style-type: none"><li>• SuperPhoto + HDR</li></ul>
<ul style="list-style-type: none"><li>• Night lapse video</li></ul>
<ul style="list-style-type: none"><li>• Digital lenses</li></ul>
<ul style="list-style-type: none"><li>• Live streaming in 1080p</li></ul>

• Webcam mode <sup>7</sup>
• Power Tools: HindSight, LiveBurst, Scheduled Capture, Duration Capture
• Rugged + waterproof to 33ft (10m)
• Voice control with 14 commands in 11 languages + 6 accents
• 3 microphones with advanced wind-noise reduction
• Louder speaker <sup>1</sup>
• 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.264 (AVC) + H.265 (HEVC) MP4 video formats
• Data Overlays
• Face, smile, blink + scene detection
• Wi-Fi + Bluetooth® technology
• GoPro app
• Auto backup to the cloud with a GoPro subscription <sup>3</sup>
• Fast-charging ready
• Compatible with GoPro mounts + accessories <sup>4</sup>

### What's Included

<ul style="list-style-type: none"> <li>• HERO9 Black Camera</li> <li>• Carrying Case</li> <li>• Rechargeable Battery</li> <li>• Curved Adhesive Mount</li> <li>• Mounting Buckle + Thumb Screw</li> <li>• USB-C Cable</li> </ul>
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## Features + Benefits

<b>5K Video</b>	Shoot stunning video with up to 5K resolution, perfect for maintaining serious detail even when zooming in. Packing a new 23.6MP sensor that's an absolute powerhouse, HERO9 Black brings lifelike image sharpness, fluid motion and in-camera horizon leveling that always impresses.
<b>20MP Photo with SuperPhoto</b>	Capture crisp, pro-quality photos with 20MP clarity. And with SuperPhoto, HERO9 Black can automatically pick all the best image processing for you, so it's super easy to nail the shot.
<b>Expandable Mods System</b>	With HERO9 Black mods, <sup>2</sup> you've got options. Want a lens that gives you horizon locked footage and unbreakable stabilization? Get Max Lens Mod. Want to illuminate your subject? Light Mod is for you. Want mics and even more connectivity? Just add Media Mod and customize your rig.
<b>Built-In Mounting</b>	No more carrying a separate frame. Just flip out the folding fingers, attach your camera to any mount and go.
<b>Front Display + Rear Touch Screen</b>	A new, larger rear touch screen with touch zoom on HERO9 Black should feel instantly familiar and a dazzling new front display makes for easy framing and intuitive camera control.
<b>Powerful Battery</b>	30% longer battery life is here thanks to a larger 1720mAh battery. <sup>1</sup> This lets you shoot more without having to swap out batteries and packs enough juice to power your camera through the cold.
<b>HyperSmooth 3.0</b>	Experience ultimate smoothness with our most advanced video stabilization ever. HyperSmooth 3.0 enables in-camera horizon leveling and boost in all settings.
<b>Horizon Leveling</b>	In-camera horizon leveling (up to 45% tilt) is now possible with the new Linear + Horizon Leveling digital lens—helping your footage stay stable and straight.
<b>TimeWarp 3.0</b>	Record mesmerizing time lapse scenes as you move on the road, on foot or anywhere else. TimeWarp 3.0 condenses time, capturing moments like nothing else. Speed Ramp is a new capability that lets you select Real Speed (now with audio) or Half Speed while recording.
<b>Intuitive Touch Screen</b>	Be a smooth operator. With a touch screen, it's easy to control your camera. Or frame up your shot, play back footage and snap a selfie in HERO mode.
<b>Live Streaming in 1080p</b>	Live stream in 1080p on social, get HyperSmooth stabilization as you broadcast via the GoPro app and save footage to your SD card to check out later.
<b>Webcam Mode</b>	Connect HERO9 Black to your computer to broadcast in 1080p full HD. Use GoPro mounts to create your ideal webcam <sup>7</sup> setup.

<b>Rugged + Waterproof</b>	Shoot in the gnarliest conditions imaginable. HERO9 Black can take it. It's tough as nails, and waterproof down to 33ft right out of the box.
<b>Power Tools</b>	HERO9 Black comes with Power Tools—a full suite of smart capture settings that extend the capture options beyond simply pressing the shutter button. Power Tools include HindSight, LiveBurst, Scheduled Capture and Duration Capture.
<b>HindSight</b>	HindSight is designed so that you'll never miss a moment again. This powerful new feature captures video from 30 seconds before you press record. Imagine your little leaguer gets her first base hit. As she sprints for first, you press record. HindSight will capture the 30 seconds of video before you hit the shutter button—and everything after—until you stop recording.
<b>LiveBurst</b>	Record what happens 1.5 seconds before and after your shot, then pick your favorite single frame for the best pic or a shareable video.
<b>Scheduled Capture</b>	This feature lets you schedule the start time for your shot in advance.
<b>Duration Capture</b>	This feature lets you choose how long HERO9 Black records before automatically stopping.
<b>Night Lapse Video</b>	Shoot awesome time lapse videos at night in 4K, 2.7 4:3, 1440p or 1080p, all processed in-camera.
<b>Presets + Custom Presets</b>	HERO9 Black comes preloaded with recommended video presets for Standard, Activity, Cinematic and Slo-Mo shots. You can even create custom presets for quick access to your favorite settings.
<b>Digital Lenses</b>	Epic shots are as easy as tapping a digital lens. Now you can switch between Narrow, Linear, Wide, SuperView and Linear + Horizon Leveling.
<b>Voice Control</b>	Go hands-free with 14 voice commands like "GoPro, take a photo." Even if the camera is off, you can say, "GoPro, turn on." HERO9 Black understands English (US, UK, AU and India), Chinese (Mandarin), French, German, Italian, Japanese, Korean, Portuguese (BR), Russian, Spanish (EU and NA), and Swedish.
<b>Portrait Orientation</b>	Capture photos and videos in portrait orientation—perfect for your Snapchat and Instagram Stories.
<b>Timer</b>	Get yourself in the group shot—or group video. Timer makes it easy to grab a GoPro selfie or get your whole gang in the frame.
<b>RAW Photo</b>	RAW mode delivers the most flexibility, is available for time lapse and burst photos, plus it works in single- or multi-shot sequences.
<b>8x Slo-Mo</b>	Everything looks epic in slo-mo. Ultra high frame rate 1080p240 video—with HyperSmooth 3.0 stabilization—allows up to 8x slow motion for this ever-popular effect.

<b>USB-C Offload to Android™ Devices</b>	Transfer pics and videos fast via USB-C cable. Perfect for when you want that old-school connection. Compatible with Android devices.
<b>100Mbps Bit Rate</b>	Create studio-quality footage with bit rate options of up to 100Mbps.
<b>HEVC Video Format</b>	Don't hog up the entire SD card. Use High Efficiency Video Coding (HEVC) to shrink file sizes without losing picture quality.
<b>Data Overlays + GPS</b>	Showcase your location, altitude and speed—on screen—by adding Data Overlays to your videos in the GoPro app. Options include Speedometer, GoPro logo, GPS Path, Altitude, Map, Speed chart and G-Force. <sup>5</sup>
<b>Face, Smile, Blink + Scene Detection</b>	HERO9 Black recognizes smiles, blinks and more. The GoPro app uses those details to intelligently picks your best photos and videos to create amazing video stories.
<b>GoPro App</b>	The app lets you control your camera remotely, start and stop recording and offload media. Plus, you can make single and multi-clip edits and share—all from your phone.
<b>Subscribe to GoPro</b>	Back up everything you shoot to the cloud—automatically. A GoPro subscription also gives you the ultimate peace of mind with damaged camera replacement. <sup>3</sup>
<b>Fast-Charging Ready</b>	Get back out there faster. The optional Supercharger power adapter charges your battery up to 35% quicker. <sup>6</sup>
<b>Supports GoPro Mounts + Accessories</b>	Capture your world with 45 compatible mounts and accessories, <sup>4</sup> including mods to create your HERO9 Black portable powerhouse.

### Footnotes

<sup>1</sup>Compared to HERO8 Black.

<sup>2</sup>Sold separately.

<sup>3</sup>GoPro is a subscription service available in select countries.

<sup>4</sup>Not compatible with Karma Drone or Karma Grip.

<sup>5</sup>You must enable GPS on your camera to add GPS Data Overlays to videos in the GoPro app.

<sup>6</sup>Compared to using a conventional 5V 1A USB charger.

<sup>7</sup>Windows expected to be in Beta at launch

See more at [partner.gopro.com](https://partner.gopro.com)

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