



## MARKETING COPY DECK

### HERO11 Black

#### Product Story

<b>Long</b>	Capture. Charge. Relax. That's all it takes to get incredible highlight videos sent to your phone automatically. <sup>1</sup> Start by capturing your adventures with HERO11 Black—the most powerful GoPro yet. It features front and rear LCD screens that let you frame your shots perfectly, plus a new image sensor that unleashes the tallest and widest field of view ever on a HERO camera. The result is higher image quality, better video stabilization and the flexibility to turn your footage into wide cinematic shots or extra-tall vertical shots for social posts. 5.3K video and 27MP photos help you relive your best moments in stunning detail, while Emmy® Award-winning HyperSmooth 5.0 stabilization with Horizon Lock keeps your footage straight even if your camera rotates a full 360°. After your adventure, simply plug in HERO11 Black to charge and kick back. While you're relaxing, your footage is uploaded to the cloud, automatically turned into an amazing highlight video and sent to your phone—ready to share. <sup>1</sup>
<b>Medium</b>	Get incredible highlight videos sent to your phone automatically. <sup>1</sup> Everything starts with HERO11 Black—the most powerful GoPro yet. Its new image sensor captures more of the scene with higher image quality, better video stabilization and the flexibility to turn your footage into wide cinematic shots or extra-tall vertical shots for social posts. It features 5.3K video and 27MP photos, plus Emmy® Award-winning HyperSmooth 5.0 stabilization and dual LCD screens for framing your shots. After recording, charge your camera and your footage auto-uploads to the cloud and a highlight video is automatically sent to you. <sup>1</sup>
<b>Short</b>	Ultra versatility meets maximum performance in the most powerful GoPro yet—HERO11 Black.

#### Key Camera Specs

<ul style="list-style-type: none"><li>• Video: 5.3K60, 4K120, 2.7K240 and more / looping video / 8x slo-mo / 24.7MP frame grabs</li></ul>
<ul style="list-style-type: none"><li>• Photo: 27MP / 2x zoom / single photo / night photo / 30 fps burst / RAW</li></ul>
<ul style="list-style-type: none"><li>• Time Lapse: 5.3K TimeWarp video / Star Trails / Light Painting / Vehicle Light Trails / 5.3K time lapse video / time lapse photo / 5.3K night lapse video / night lapse photo</li></ul>

## Supporting Modes + Features

<b>Video</b>
• 5.3K, 4K, 2.7K, 1080p resolution
• 240/200, 120/100, 60/50, 30/25, 24 fps
• 16:9, 4:3, 8:7 aspect ratios
• 8x slo-mo
• HyperSmooth 5.0 with AutoBoost
• Horizon Lock / Horizon Leveling <sup>2</sup>
• 8-bit + 10-bit color
• H.265 (HEVC) MP4 video format
• Webcam mode
• Live streaming in 1080p
• Frame grab with the GoPro Quik app
• Digital lenses
• HindSight
• QuikCapture
• Protune
<b>Photo</b>
• 27MP photos
• SuperPhoto, HDR + RAW
• 30fps Burst Photo
• Night Photo
• Digital lenses
• RAW photos
• Protune
<b>Time Lapse</b>
• 5.3K TimeWarp 3.0
• Time lapse photo (27MP) + video (5.3K)
• Star Trails, Light Painting + Vehicle Light Trails effects
• Night lapse photo (27MP) + video (5.3K)
• Digital lenses
• Protune
<b>Camera Control</b>
• Large 2.27" rear touch screen with touch zoom
• 1.4" front screen for preview or status
• Easy + Pro Controls
• Presets + custom presets
• Scheduled + Duration Capture

<ul style="list-style-type: none"> <li>• HiLight Tag</li> </ul>
<ul style="list-style-type: none"> <li>• Voice control with 13 commands in 11 languages + 6 accents</li> </ul>
<p><b>Content Specs + Offload</b></p>
<ul style="list-style-type: none"> <li>• Auto-upload to the cloud + get a highlight video automatically<sup>1</sup></li> </ul>
<ul style="list-style-type: none"> <li>• Wireless transfer to the GoPro Quik app</li> </ul>
<ul style="list-style-type: none"> <li>• Ultra fast wired transfer to your phone<sup>3</sup></li> </ul>
<ul style="list-style-type: none"> <li>• SD card transfer to a computer</li> </ul>

### What's Included

<ul style="list-style-type: none"> <li>• HERO11 Black Camera</li> <li>• Enduro Battery</li> <li>• Carrying Case</li> <li>• Curved Adhesive Mount</li> <li>• Mounting Buckle + Thumb Screw</li> <li>• USB-C Cable</li> </ul>
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### Features + Benefits

<p><b>Capture. Charge. Get a Highlight Video Automatically.</b><sup>1</sup></p>	<p>Simply plug in your GoPro when connected to your home Wi-Fi. While it's charging, your footage is automatically uploaded to the cloud and used to make a highlight video complete with beat-synced music and effects. Videos are automatically sent to your phone and ready to share.</p>
<p><b>Revolutionary New Image Sensor</b></p>	<p>HERO11 Black's powerful new image sensor delivers the most expansive field of view ever on a HERO camera out of the box. This gives you an extra-large canvas for your creativity by capturing more of the sky and horizon in every shot. Simply use the GoPro Quik app to zoom in, crop your shots, adjust aspect ratios and more while keeping the rich textures and sharpness of your footage.</p>
<p><b>Unbelievable Image Quality</b></p>	<p>With 5.3K video that gives you 91% more resolution than 4K and an incredible 665% more than 1080p, HERO11 Black captures the action with crisp detail and cinematic image quality. A water-repelling lens cover even helps eliminate lens flare and other artifacts to make your photos and videos even more stunning.</p>

<p><b>High-Res Photos + Videos, High Frame Rate</b></p>	<p>HERO11 Black’s new image sensor boosts photo resolution up to an incredible 27MP while delivering 5.3K60 video with amazingly fluid motion. You can also grab stunning photos up to 24.7MP of favorite shots from your videos using the GoPro Quik app. Plus, record 2.7K240 video that can be played back in 8x slo-mo to catch details that can’t be seen at normal speed.</p>
<p><b>Emmy® Award-Winning HyperSmooth Stabilization</b></p>	<p>HyperSmooth has never been better. And now it’s won a huge award for its insanely smooth footage—a 2021 Emmy® for In-Camera Sensor and Software Stabilization. HyperSmooth 5.0 raises the bar even more with Horizon Lock, improved stabilization for 4:3 aspect ratio footage thanks to our new image sensor, and AutoBoost for maximum stabilization with minimal image cropping. Bike, skate, ski, chase your kids through the park or get some awesome pet POV shots—even the shakiest footage comes out silky smooth.</p>
<p><b>Horizon Lock</b></p>	<p>Give your videos the look of professional productions by keeping the horizon steady, straight and smooth when using the Linear + Horizon Lock digital lens. HERO11 Black delivers Horizon Lock, which keeps your footage steady even if your camera rotates a full 360° during capture.<sup>2</sup> Combined with HyperSmooth, Horizon Lock delivers super smooth footage that looks perfectly straight when you want it to. You won’t need a gimbal or stabilization software for pro-quality results.</p>
<p><b>Rugged + Waterproof to 33ft (10m)</b></p>	<p>Completely waterproof and as tough as ever, HERO11 Black is versatile enough for any adventure. It’s built to take a beating and keep going, whether you’re ripping through mud, snow or water (to depths of 33ft/10m). The durable and scratch-resistant lens cover adds even more protection and can be easily replaced if needed.</p>
<p><b>Long-Lasting Enduro Battery Included</b></p>	<p>HERO11 Black comes with the ground-breaking Enduro battery. Using advanced technology, the 1720mAh Enduro dramatically improves camera performance in cold temperatures while also extending recording times by up to 38% in moderate temperatures over previous GoPro cameras and batteries.<sup>4</sup> It lets you power through ski, snowboard and other winter shots at lower temperatures than ever. It also charges faster so you’ll spend less time waiting and more time chasing your adventure.</p>
<p><b>Over 1 Billion Colors</b></p>	<p>HERO11 Black lets you choose between capturing 8-bit or 10-bit color. Capable of displaying over 1 billion colors, 10-bit color delivers</p>

	enhanced color depth, smoother gradations and more realism in your videos.
<b>New HyperView Digital Lens</b>	This GoPro-exclusive lens takes the 8:7 aspect ratio footage served up by our new image sensor and delivers it as a wide-angle 16:9 shot. The result is ultra immersive video that amps up action-oriented POV footage by capturing more of you and your surroundings.
<b>Ultra Versatile 8:7 Aspect Ratio</b>	The 8:7 aspect ratio captures more of the scene in each shot. The added height makes it perfect for creating extra-tall 9:16 vertical shots or any other size you need for any social media platform with less cropping using the GoPro Quik app or other editing software. Using the app, you can zoom in on the best sections of your videos to create high-resolution punchouts of the action while cropping out the rest. Also great for photos, this versatile format makes it easy to change the aspect ratio and make other adjustments to fine-tune your shots after you've taken them.
<b>Front + Rear LCD Screens</b>	Frame your shots perfectly with either the front or rear LCD screen. Use the large rear touch screen to capture the scene in front of you or turn your camera around and use the front screen for vlogging and self-capture. The front screen features smooth live preview with crisp detail, while the rear screen's snappy touch controls make it easy to swap capture modes and adjust settings on the fly.
<b>New Night Effects</b>	HERO11 Black features three new Time Lapse modes that let you get creative after dark. Star Trails uses the Earth's rotation and stars to capture beautiful light trails across the night sky. Light Painting lets you create brilliant brush stroke effects with moving light. Vehicle Light Trails uses night-time traffic to record stunning light trail footage.
<b>Easy or Pro Controls</b>	HERO11 Black features two control options that let you choose from point-and-shoot simplicity or full camera control with the ability to adjust every mode and setting. The easy controls are preloaded with ultra versatile capture settings that are great for most shots. Just frame your shot and hit the Shutter button for amazing results. The pro controls unlock preset settings that let you choose the best settings for your shot (Standard, Activity, Cinematic, Slo-Mo and more), plus the ability to fine-tune all modes, settings and features.

<p><b>Customize Your GoPro with Mods</b></p>	<p>HERO11 Black mods<sup>5</sup> let you customize your GoPro to fit your needs. Media Mod features a direction mic, a standard 3.5mm mic port for adding your own external mic, HDMI-out for playback on external monitors, plus two cold-shoe mounts for lights and LCD screens or other accessories. Want to illuminate your subject? Light Mod lets you brighten the action and illuminate your next adventure with wide, smooth, even light. Pop on Max Lens Mod to get an even wider field of view—an amazing 155°. Plus upgrade to Max HyperSmooth, the ultimate in unbreakable video stabilization.</p>
<p><b>Power Tools</b></p>	<p>Nail shots the easy way with Power Tools. HindSight captures up to 30 seconds of footage before you start recording—even if you press the shutter too late, you’ll still get the shot. There’s also Scheduled Capture, which lets you set your GoPro to turn itself on and capture a shot up to 24 hours in advance, and Duration Capture, which makes it easy to capture video clips from 15 seconds to 3 hours long.</p>
<p><b>Mounting Flexibility</b></p>	<p>Swapping mounts takes just seconds, thanks to built-in folding fingers. No frame needed—just flip them open, attach your camera and go. Better yet, every awesome accessory for HERO9 Black and HERO10 Black is compatible with HERO11 Black.</p>
<p><b>Webcam + Live Streaming</b></p>	<p>Use the HERO11 Black as an ultra versatile webcam or live stream your next activity as you vlog with buttery HyperSmooth video stabilization and sharp resolution.</p>
<p><b>Easy Transferring + Unlimited Cloud Backup<sup>1</sup></b></p>	<p>Super easy, super fast. Transferring photos and videos from your cloud-connected camera 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.<sup>3</sup> 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. You can also use your SD card to transfer your content to a computer for backup to the cloud.</p>
<p><b>GPS Performance Stickers</b></p>	<p>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.</p>

## Footnotes

<sup>1</sup>Within your home Wi-Fi network. GoPro subscription required. GoPro subscription available in select territories. Cancel anytime. Visit [gopro.com](https://gopro.com) for info and availability.

<sup>2</sup>Horizon Lock is unavailable when recording 5.3K60, 4K120, 2.7K240 and 1080p240 video. Horizon Leveling will be used for these high-performance settings.

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

<sup>4</sup>Result based on testing with HERO11 Black using the included Enduro Battery recording 4K120 video compared to HERO10 Black using the included standard battery at a temperature of 77°F (25°C).

<sup>5</sup>Sold separately.

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

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