

# **MARKETING COPY DECK**

# **HERO11 Black Mini**

## **Product Story**

Long	Get the incredible video performance of HERO11 Black in a smaller, lighter, simpler design that's ready for action. HERO11 Black Mini's compact size makes it more comfortable to wear when capturing immersive point-of-view footage while its new dual mounting fingers boost your body and helmet mounting options. Just as waterproof as ever and even more rugged, it's made to capture any adventure. Simply press the Shutter button to power up and start recording with our best settings. After recording, all you have to do is charge your camera and relax. Your footage will be automatically uploaded to the cloud, turned into an amazing highlight video and sent to your phone—ready to share.¹ Its new image sensor ensures you'll get 5.3K video with stunning image quality and the silky-smooth steadiness of award-winning HyperSmooth 5.0 video stabilization.
Medium	Get incredible HERO11 Black video performance in a smaller, lighter, simpler design. HERO11 Black Mini's size makes it more comfortable to wear when capturing point-of-view footage while its new dual mounting fingers boost your body and helmet mounting options. As waterproof as ever and even more rugged, it's ready for any adventure. Simply press the Shutter button to power up and record with our best settings. Plug it in to charge after recording and your footage auto-uploads to the cloud and a highlight video is automatically sent to you.¹ Its new image sensor ensures you'll get stunning 5.3K video with silky-smooth HyperSmooth 5.0 video stabilization.
Short	Get the incredible video performance of HERO11 Black in a smaller, lighter, simpler design that's ready for action.

## **Key Camera Specs**

- Video: 5.3K60, 4K120, 2.7K240 and more / 8x slo-mo / 24.7MP frame grabs
- Time Lapse: 5.3K TimeWarp video / Star Trails / Light Painting / Vehicle Light Trails /
   5.3K Time Lapse video / 5.3K Night Lapse video

## **Supporting Modes + Features**

# Video

- 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
- Live streaming in 1080p
- Up to 24.7MP frame grab with the GoPro Quik app
- Digital lenses
- Protune

#### Time Lapse

- 5.3K TimeWarp 3.0
- 5.3K Time Lapse video
- Star Trails, Light Painting + Vehicle Light Trails effects
- 5.3K Night Lapse video
- Digital lenses
- Protune

#### **Camera Control**

- 1-Button QuikCapture
- Easy + Pro Controls
- Change modes + settings with camera buttons or the GoPro Quik app
- Voice control with 6 commands in 11 languages + 6 accents

## **Content Specs + Offload**

- Auto-upload to the cloud + get a highlight video automatically<sup>1</sup>
- Wireless transfer to the GoPro Quik app
- Ultra fast wired transfer to your phone<sup>3</sup>
- SD card transfer to a computer

#### What's Included

- HERO11 Black Mini Camera
- Carrying Case
- Curved Adhesive Mount
- Mounting Buckle + Thumb Screw
- USB-C Cable

## Features + Benefits

Features + Benefits	
The Power of HERO11 Black. Only Smaller + Lighter.	Get the same high-performance 5.6K60 video and HyperSmooth 5.0 video stabilization of HERO11 Black in a smaller and lighter design. HERO11 Black Mini's size makes it ideal for capturing amazing point-of-view footage using helmet and body mounts. It can be worn comfortably without getting in your way while mountain biking, skiing, skating and more.
Unprecedented Mounting Versatility	HERO11 Black Mini is the first GoPro with two sets of folding mounting fingers—giving it more mounting options than any other GoPro ever made. Use the new rear fingers whenever you want a more subtle low-profile mount. It's perfect for streamlined helmet mounting while still giving you the flexibility to adjust your camera angle on the fly. Use the bottom mounting fingers with grips, tripods and gear mounts.
Extra Rugged + Waterproof	Taking legendary GoPro durability to the next level, HERO11 Black Mini is entirely wrapped in a tough outer shell. This makes it even more impervious to the elements and anything else you can throw at it. It easily rips through mud, snow, dirt and more. Just rinse it off and get back out there. Just as waterproof as ever (to depths of 33ft/10m), it also has a scratch-resistant lens cover that adds even more protection and can be easily replaced if needed.
1-Button Simplicity with Easy + Pro Controls	HERO11 Black Mini makes capturing amazing footage of your adventure incredibly easy. Just point and shoot. Using the Easy Controls, all you have to do is press the Shutter button to power up your camera and starting recording stunning 5.3K video—our highest resolution. Switch over to Pro Controls if you want to adjust resolutions, frame rates, digital lenses and image quality settings to set up shots exactly the way you want them.
Capture. Charge. Get a Highlight Video Automatically. <sup>1</sup>	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.
New Image Sensor	HERO11 Black Mini'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.
Unbelievable Image Quality	With 5.3K video that gives you 91% more resolution than 4K and an incredible 665% more than 1080p, HERO11 Black Mini captures the action with crisp detail and cinematic image quality. Plus, you can record 2.7K video at 240 frames per second and play it back in super-fluid 8x slo-mo to catch details that can't be seen at normal speed. A water-repelling lens cover even helps eliminate lens flare and other artifacts to make your photos and videos even more stunning.
High-Res Video + Frame Grabs	HERO11 Black Mini's amazing 5.3K footage gives you more than incredible high-resolution videos. It lets you capture high-quality photos up to 24.7MP from your videos with the GoPro Quik app or other editing software. All it takes is a tap when you see a great shot in your video. The app grabs the exact frame you want and saves it as a photo that's ready to share and post.
Emmy® Award- Winning HyperSmooth 5.0 Video Stabilization	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.
Horizon Lock	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 Mini 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.
Long-Lasting Enduro Battery Technology	Using advanced GoPro Enduro battery technology, the integrated HERO11 Black mini battery makes the most of its 1500mAh of power by improving cold-weather performance while extending recording times moderate temperatures. 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.
Over 1 Billion Colors	HERO11 Black Mini lets you choose between capturing 8-bit or 10-bit color. Capable of displaying over 1 billion colors, 10-bit color delivers enhanced color depth, smoother gradations and more realism for your videos.
New HyperView Digital Lens	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 point-of-view footage by capturing more of you and your surroundings.
Ultra Versatile 8:7 Aspect Ratio	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. You can also zoom in on the best sections of your videos to create high-resolution punchouts of the action while cropping out the rest using the GoPro Quik app or other editing software.
New Night Effects	HERO11 Black Mini 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.
Live Streaming	Use HERO11 Black Mini to live stream your next activity in full HD 1080p video as you vlog with buttery HyperSmooth video stabilization and sharp resolution.
Easy Transferring + Unlimited Cloud Backup <sup>1</sup>	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.

#### **Footnotes**

<sup>1</sup>Within your home Wi-Fi network. GoPro subscription required. GoPro subscription available in select territories. Cancel anytime. Visit **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<sup>®</sup> Lightning to USB Camera Adapter, depending on device.

#### See more at partner.gopro.com

## 3025 Clearview Way | San Mateo CA 94402

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