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**FOR IMMEDIATE RELEASE**

**GoPro® Debuts CineForm® Studio Product Line for 2D and 3D Post Production Workflows**

**Neo Product Line Renamed, New Pricing Announced**

**Half Moon Bay, CA, April 19, 2011** – CineForm®, ([www.gopro.com/cineform](http://www.gopro.com/cineform)) a division of GoPro, and the creators of high-fidelity compression-based workflow solutions for the post production marketplace, today announced a new, lower cost product line for both consumers and professional production and post production customers. As a new division of GoPro, the world's leading activity image capture company, CineForm's award-winning 2D and 3D production workflow solutions are being made more accessible to customers than ever before.

“So much has happened at CineForm in the past six months, including the acquisition by GoPro which has already influenced our product and market strategy. We're excited to demonstrate our CineForm Studio product line which is an updated, lower cost evolution of the Neo product line,” said David Taylor, GoPro's VP of Software Products. “Over the past year, the industry has seen significant and rapid development of production workflow technologies - from cameras to post production systems - and especially in stereo 3D production workflows. Now as a part of GoPro, we have the resources to accelerate our developments for the professional production marketplace while also extending our reach into the consumer and prosumer markets where GoPro is clearly a leader.”

## ***The New CineForm Product Lineup***

### **CineForm Studio:**

Availability: Immediate

Price: Free download at <http://gopro.com/3d-overview/>

CineForm Studio is a free 3D editing application specifically designed for use with GoPro's recently released 3D HERO® System, an accessory that allows HD HERO camera owners to combine two HD HEROs together to capture synchronized 1080p 3D videos and photos. Available for both Mac and Windows platforms, CineForm Studio converges videos and photos captured with the 3D HERO System and provides image adjustment tools including 3D convergence control with unlimited keyframing, frame-rate, exposure, contrast, saturation, color temperature, image rotation, frame resizing, as well as cropping and zooming. Users can export their content using the GoPro CineForm codec for further editing in other applications or as H.264 compressed .mp4 files for viewing in 3D on any active or passive 3D display, on a computer, or online at YouTube.

### **CineForm Studio Premium:**

Availability: May 1

Price: \$299.00 US

CineForm Studio Premium captures the most popular features of both Neo HD and Neo 4K into a singular, new solution ideal for 2D and 3D broadcast and feature film production. A fully-featured First Light application, CineForm Studio Premium adds two new important features previously unavailable, including Alpha Channel support, plus support for unlimited keyframing for color and 3D adjustments. CineForm Studio Premium will be a free upgrade to existing NeoHD and Neo4K v5 customers.

### **CineForm Studio Professional:**

Availability: May 1

Price: \$999.00 US

CineForm Studio Professional extends even more powerful stereo 3D post-production capabilities to 3D broadcasters and 3D feature filmmakers, and is optimized for multi-camera stereo rigs, such as SI, PHANTOM, RED, and ARRI ALEXA. Also a fully featured First Light application, CineForm Studio Professional enables individual eye adjustments required for multi-cam stereo productions, adds

keystone adjustments, ghost busting, and many other professional 3D features while enabling real-time 3D editing for both Windows and Mac-based editing applications.

For more information, please visit [www.gopro.com/cineform](http://www.gopro.com/cineform)

### **About CineForm**

CineForm, a division of GoPro, the world's leading activity image capture company, develops compression-based workflow solutions for film and video acquisition, post production, and archive applications. Offering the industry's highest-fidelity compression, CineForm software products are used by discerning film studios, television producers, and digital media artists to enhance their file-based workflows. CineForm products offer cross-platform compatibility, support most camera and file-based sources, and enable 2D and 3D editorial workflows with spatial resolutions up to 8K. [www.cineform.com](http://www.cineform.com).

### **About GoPro**

Based in Half Moon Bay, California, GoPro is the world's leading activity image capture company. GoPro's HD HERO line of wearable and gear mountable cameras are used by more consumers and video production professionals than any other camera in its class. GoPro's products are sold in over 60 countries and in the USA through professional channels and retailers including Sports Authority, Sport Chalet, Bass Pro Shops, Cycle Gear, Best Buy, and online at [gopro.com](http://gopro.com).

### **For GoPro**

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