

THREE TASTES OF TAMARINDO

*Concepts and assumptions
about*

*the **WHAT***

*the **WHO** and*

*the **WHY***

*for our next generation
product.*



TAMARINDO

CONCEPT 1. Margaret River with a Touch Screen

"Tiny size, monster camera"

WHAT?

- **NEW and IMPROVED!**
Frame the shot. Review it, keep it or delete it.
- Modes and settings largely unchanged
- Full access to settings on camera
- Latest improvements on connectivity, QuikCapture latency, battery life

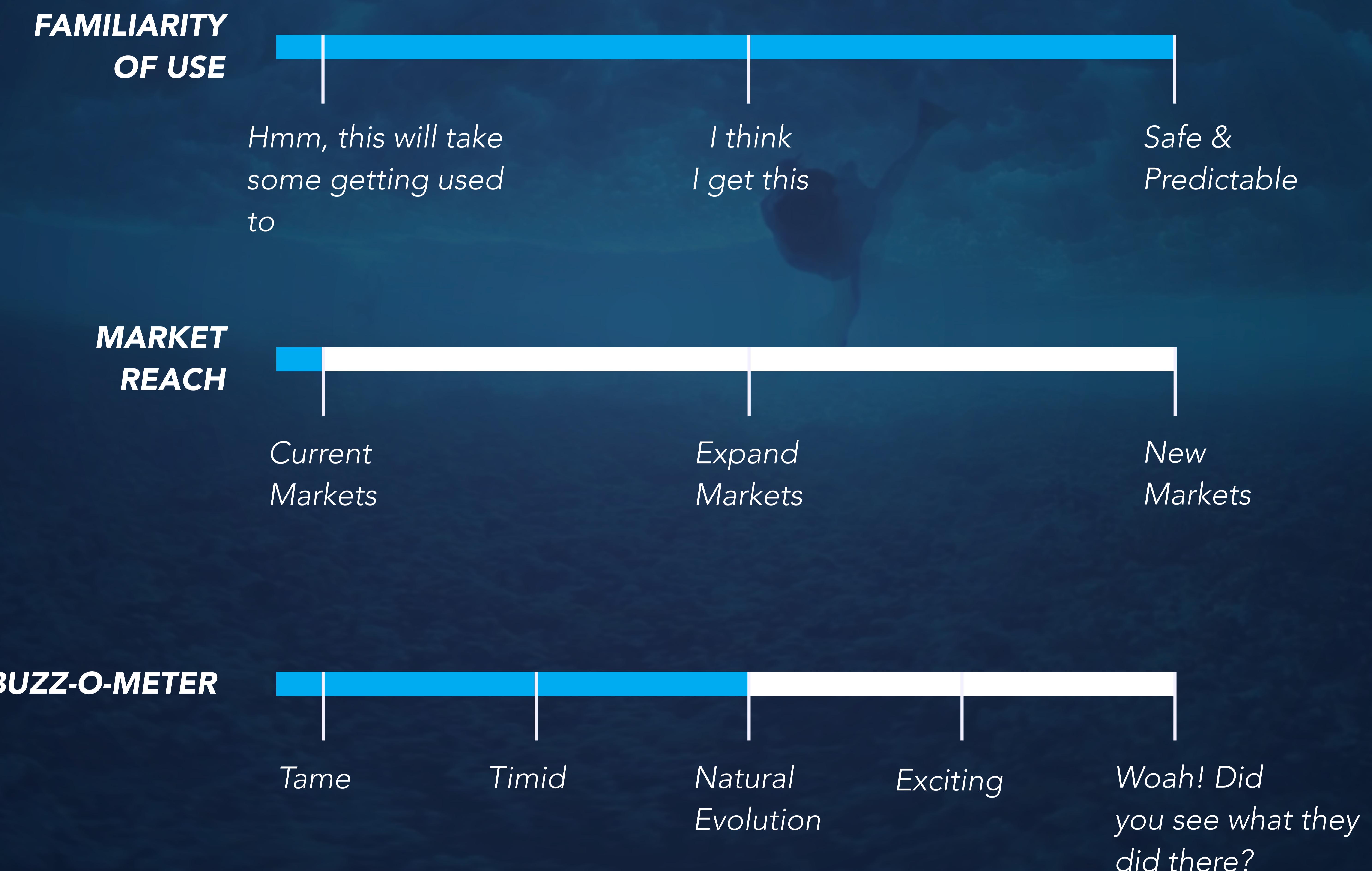
FOR WHOM?

- Existing markets
- People who did not buy a session for lack of screen

WHY?

- Natural evolution of our product line
- Increase ease of use for Margaret River

ASSUMPTIONS



TAMARINDO

CONCEPT 2. Optimized for quickly sharing

"Shoot and Share, Sucka!"

WHAT?

- Pared down modes and settings, based around commonly shared formats and sizes
- HD is king. 4K is not a necessity, because sharing 4k is not easy or instant
- Simplified Supermode, where Timelapse, photo and video can be extracted from same capture
- Point and shoot is just right, like an iPhone.
- Largely improved connectivity

FOR WHOM?

- Instant sharers, cost-conscious younger crowd.
- People intimidated by the complexity and image of GoPro

WHY?

- An effort to expand into a market that captures media, but does not see GoPro as a fit

ASSUMPTIONS



TAMARINDO

CONCEPT 3. Break the mold and gain new ground

WHAT?

- Potential for new form factor, wearable, pocketable with a color screen.
- Smart media management. Bring back the memories and good times.
- One mode to rule them all. Super-capture everything, sort it out in post.
- Opportunity to expand voice interaction and feedback

FOR WHOM?

- Current users, as well others not yet attracted to GoPro for various reasons (research based)
- Families, cost conscious, low-impact sports?

WHY?

- By releasing classical constraints (mounts, 10m-waterproofing, etc), we can target new groups, expand the market and continue to innovate in groundbreaking ways.

"Ask people what they want, and design it for them"

ASSUMPTIONS

