

# The GoPro Camera – Become a Video Producer & Director Quickly

By Bernard Williams, Outdoor Writer



With the advent of YouTube anyone with a cell phone or video camera can upload, view, and share videos. Available content includes video clips, TV clips, music videos, and other content. Most content on YouTube has been uploaded by individuals, but other organizations offer some of their material via YouTube. Outdoor magazines are including more and more how-to video clips in their content. CrappieNow online magazine is one in particular that's loaded each month with video clips. **GoPro** cameras are used in lots of these extreme action videos. GoPro manufactures and markets high-definition personal cameras that are known for being compact, lightweight, rugged, wearable or mountable in unusual places. They capture still photos and/or video in HD through a wide-angle lens and can be configured to work automatically with minimum intervention and/or remotely.

The HERO3+ camera has “dramatically improved” low light performance, and a new waterproof enclosure is lighter and smaller than the original HERO3. It has major improvements in image sharpness, audio functionality which includes wind noise reduction, and increased battery life. The Black Edition has video modes up to 1440p48, up to 4Kp15 and can shoot up to 12MP stills at up to 30 frames per second. Using its new “Super View” to increase the field of view, you now have everything you can ask for in a compact camera.

I've tried to do outdoor videos with little or no success; wind noise and low-light conditions made my videos come out with poor quality. I had a friend suggest using a GoPro and my lord did things change. I couldn't believe the video and sound quality. I can now video my fishing adventures as well as capture still photos. If it's true that an outdoor article is no good without pictures, an article must be awesome with video clips.

GoPro's theme, “Wear it. Mount it. Love it.” could never be truer. Whatever your desire, there's a GoPro



mount that will help you capture film of moments that matter the most. My favorite “The Chesty” allows you to capture videos from your chest. It's perfect for fishing and other sports. It's fully adjustable and fits a wide range of adult sizes. If you look closely you're see them in almost every reality show on TV.

Another important aspect of the GoPro camera is the FREE GoPro Studio Software. If you're like me, video editing is difficult with most of the software on the market. Not this one; they took the most popular videos and turned them into Edit Templates. The Templates help you learn the editing software quickly. All you have to do is replace their video content with yours. Now you can trim, edit and mix clips, add titles, music, audio tracks and more. Make fisheye adjustments, change video playback speed (fast or slow motion). Then when finished, export your video still frames at full resolution. Oh, did I mention it's F-R-E-E. The GoPro App lets you control your camera and content; full remote control of camera functions such as take a photo, start/stop recording and settings adjustment. You see what your camera sees with a live preview. View your photos and share them by email, text, Instagram, Facebook, YouTube and more. The best feature is the wireless updates of your camera software with the latest features.

Finally, the top selling point for me was the SUPPORT. I purchase products all the time, good products, but when you don't comprehend some feature and you can't get someone on the phone to help, you become frustrated; I know I did. Not at GoPro; go to their website, if the FAQ (frequently asked questions) don't answer your questions, simply click the “CALL US” button to get a live person on the phone. It's actually and American person that speaks English, if you know what I mean; no call center in some distant country. **Bernard**