

**GOPRO HD HERO2**

Mount me anywhere (that's what she said)

**MSRP:** \$299.99 USD

**Weight:** 167 g  
**Max Video Resolution:** 1080p  
**Max Field of View:** 170 degrees  
**Photo Resolution:** 11 MP  
**Power Source:** Rechargeable internal battery (expandable battery pack optional)  
**Storage:** SD Card  
**Available Mounts:** Chest mount, suction-cup mount, helmet/head mount, adhesive mount, PCS-compatible surf mount and more  
**Manufacturer's Warranty:** One year  
**Other Features:** External mic input, optional LCD back, WiFi back allowing wireless video streaming, time-lapse mode

**More Info:** [gopro.com](http://gopro.com)**VIO POVHD**

For the high-end video maker

**MSRP:** \$599.95 USD

**Weight:** 514 g  
**Max Video Resolution:** 1080p  
**Max Field of View:** 142 degrees  
**Photo Resolution:** 2 MP  
**Power Source:** 4 AA batteries  
**Storage:** SD Card  
**Available Mounts:** Helmet mount, adhesive mount, suction cup mount, standard tripod mount adaptor  
**Manufacturer's Warranty:** One year  
**Other Features:** Built-in LCD screen, optional manual control of exposure/audio levels, built-in wireless operation

**More Info:** [vio-poc.com](http://vio-poc.com)**DRIIFT HD**

"Say hello to my little friend..."

**MSRP:** \$369 USD

**Weight:** 100 g  
**Max Video Resolution:** 1080p  
**Max Field of View:** 170 degrees  
**Photo Resolution:** 9 MP  
**Power Source:** Built-in rechargeable  
**Storage:** Micro SD  
**Available Mounts:** Helmet mount, curved/floot sticky mount  
**Manufacturer's Warranty:** One year  
**Other Features:** Replaceable lenses, external mic input, built-in remote that can be worn on wrist, LCD screen, 300-degree rotatable lens

**More Info:** [driftinnovation.com](http://driftinnovation.com)**5 THINGS YOU NEED TO KNOW TO SELL A POV CAMERA**

We talked to Matt Fitzhardinge of North Vancouver's Launch Helmet Cams shop, who has been dealing in the POV camera game for eight years and counting. He gave us some tips to keep these cameras from collecting dust in your backroom.

**TRY IT**

"The obvious thing is to get out and use one," says Fitzhardinge. "You'll get questions about things like battery life and image quality." Just like the latest boards and boots, the easiest and most fun way to inform customers is from personal experience. You can even take a rental or a loaner for a spin before committing to stock the product.

**BEAT THE BIG BOX**

With big players stocking these units, a grassroots shop has the advantage because of your unique knowledge of the sports customers are going to use them for. The guy down the street in the blue dress shirt won't know which camera mount is best for which runs at your local hill—you should.

**GIVE CUSTOMERS A HANDS-ON EXPERIENCE**

Talk to your sales rep about borrowing a camera and set up an in-shop demo day for customers. "Just putting it into someone's hands and showing them how to start recording goes a long way," Fitzhardinge says.

**REMEMBER THE MEMORY**

Most cameras require memory cards to record onto and most don't come included. Think about stocking things like SD cards so your customers can walk out of your shop and straight to the slopes—not into another store. Fitzhardinge even suggests supplying a memory card as a loss leader—another advantage you can get over your local big box electronic store.

**GET THE WORD OUT**

Use your online presence to your advantage—part of the fun of these cameras is sharing the results. Share the footage you, your team and your customers capture with them on your Facebook page or website after they have a ripping session to help create buzz about the product and to give people a taste of the product in action.