

NHL sends GoPro cameras onto the ice

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It's the first time that GoPro has struck a partnership deal with a professional sports league, the league said Friday.

"The NHL will use GoPro's innovative equipment and expertise to deliver hockey fans never-before-seen perspectives of the game," it said in a statement.

Players on Saturday will take to the ice with helmet-mounted GoPros—high-definition video cameras popular when filming extreme sports—at the NHL's all-star skills competition, then on Sunday at the widely-watch all-star classic.

Both games are being played in Columbus, Ohio.

Going forward, regular NHL games will be captured on GoPro for national and regional telecasts as well as online streaming on GoPro and NHL websites, the league said.

"On-ice footage of the best players in the world is among the point-of-view GoPro content fans can expect this season," it added.

In return, GoPro will enjoy what the league called "prominent brand exposure" on NHL broadcast, digital and social media platforms.

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