

New JOBY Action Jib Kit & Pole Pack and Action Jib Kit Give Action Cam Users the Power to Grab Hollywood-Style Shots with Ease

Lightweight, Portable and Simple Action Cam Accessories Take Perspectives to New Heights

Petaluma, Calif. — April 7, 2015 — JOBY unveils the only ultra-portable, extendable jib kit that allows action cam videographers to capture amazing high and low shots with incredible ease by using the **Action Jib Kit & Pole Pack** and **Action Jib Kit**. Designed to be lightweight and portable, the Action Jib Kit & Pole Pack and Action Jib Kit enable users to take perspectives to new heights with action cams like GoPro®, Ion®, Contour® and the Sony® Action Cam.

“The mobility and versatility of action cams have gradually led to them being used far more widely than their original intended use, including in more professional settings where different perspectives and smooth video panning are required,” said Kate Farmer, JOBY brand director. “The Action Jib Kit & Pole Pack and Action Jib Kit enable action cam users the ability to capture expansive shots without the need for a heavy, bulky and expensive professional jib system. This makes it possible for GoPro and other action cam shooters to change their perspectives and capture professional-grade video footage from various angles ranging from low angle shots to birds-eye perspectives.”

The **Action Jib Kit & Pole Pack** (*US MSRP \$99.95*) is a complete out-of-the-box solution for action cam shooters wanting to achieve movie-quality shots from all angles effortlessly. The kit comes with three aluminum extension poles and two removable and adjustable pole clamps – with one clamp at the base acting as a handle and one higher up on the pole where the action cam is mounted. Connecting the pole clamps is an adjustable cording to fit any pole length, allowing the camera to rotate with the integrated pulley system. The kit handle is also versatile in connecting with other JOBY products such as a GorillaPod Arm or GripTight Mount for smartphones for remote video viewing. The poles are built with painter’s pole threading to allow for greater pole extensions. All components of the Action Jib Kit can be broken down into the accompanying compact bag for easy portability and storage. The entire product with extension poles weighs 23.5 oz. (665 g).

The **Action Jib Kit** (*US MSRP \$79.95*) is an ultra-portable, expandable jib kit letting you capture unique crane shots with any pole or monopod. The Action Jib Kit has all of the components of the Action Jib Kit & Pole Pack, with the exception of the three aluminum extension poles. Instead, the Action Jib Kit can be used with any pole or existing monopod with the inclusion of a ¼"-20 screw monopod end cap. The entire product without the poles weighs 11.03 oz. (320 g).

JOBY products are innovatively designed to address the needs of creative and active consumers. All of the Action Series products come with a standard GoPro mount adapter and a ¼"-20" attachment point for other action cams such as the Ion, Sony Action Cam or Contour cameras. The Action Jib Kit & Pole Pack and Action Jib Kit come

with a one year warranty and are designed with ABS plastic, Teflon®, nylon, steel, rubber, elastic and stainless steel for durability and seamless connections.

For more information, please visit JOBY.com or follow us on [Twitter](#), [Facebook](#), [Google+](#), and [Instagram](#).

ABOUT JOBY

JOBY changes perspectives with functional and adaptable products for action cam, smartphone, tablet, DSLR, and point and shoot camera users. JOBY redefined the tripod industry a decade ago when it developed the innovative GorillaPod™ flexible tripod. Today, the San Francisco Bay Area-based company continues to create solutions that empower creative, active, and fun lifestyles. For more information, please visit www.JOBY.com.