

# Ping! given a boost by BBC report

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The Ping! initiative received a worldwide boost when it was featured in a BBC report.

An outdoor table at the BBC's headquarters in London was used as a 'prop' in an item on the BBC News Channel's World Business Report, which is shown around the globe.

The feature was about the GoPro camera, which enables people to film their sporting activities, and has made company founder and CEO Nick Woodman a billionaire.

The gadget was designed with extreme sports such as skiing and surfing in mind, but the Ping! table was put to use to demonstrate the camera while Woodman was interviewed by BBC technology correspondent Rory Cellan-Jones.

The feature can be seen on the BBC iPlayer by [clicking here](#). The item begins approximately 7min 20sec into the programme.

**Paul Stimpson**  
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