

WeVideo Launches Video Creation Environment for Everyone

New WeVideo Video Making Service Caters to Both Established and Would-Be Video Makers

Palo Alto, CA. February 6, 2013 - Leading online video editing company, WeVideo™ today announces its new video creation environment; a complete product line, designed to help anyone, from individuals to businesses, novices to advanced video makers, create professional looking videos, no matter what their skill level, hardware or budget. Today's announcement includes over two dozen "click and style" video themes, a sophisticated new Advanced Editing mode, a new media management interface called the WeVideo Hub, a wide assortment of publishing and storage options, and a professional embedded video editor for enterprise customers to customize, co-brand and share from their own websites.

"Until now, online video editors have mostly been gimmicky or limited," says WeVideo CEO Jostein Svendsen. "WeVideo lets anyone create professional-looking videos, or even full movies, with easy-to-use, collaborative, cloud-based software. The WeVideo product line is currently in use by everyone from school kids and parents, to media professionals and ad agencies. The new WeVideo creation environment completes the circle, giving customers a powerful video editor that anyone will be comfortable using."

An Editing Mode for Everyone: Storyboard, Timeline & Advanced

The new WeVideo creation environment now offers three integrated editing modes, to suit novices and experts alike. The Storyboard mode is ideal for beginners, the slightly more sophisticated Timeline mode introduces customers to timeline-based editing, and now, with the updated Advanced Editing mode, customers can step up to progressively more sophisticated editing features like multi-track video and audio editing. Users can now switch between these modes, at any time, in any project. The new WeVideo Advanced Editing mode offers sophisticated editing tools usually found only in expensive professional desktop software.

Two Dozen "Click and Style" Themes

The new WeVideo creation environment features over two dozen "click and style" themes that help customers stylize their videos with the click of a button. Each theme includes pre-selected filters, transitions, titles, color grading and music, whose aesthetics range from "vintage" and "punk rock" to "corporate" and "sleek." Themes are designed to suit both personal styles and the needs of businesses wanting to create a branded "look." See the new WeVideo template style examples here. (http://youtu.be/lb_l6T4vRTA)

The WeVideo Hub

The new WeVideo Hub, is a user-friendly online environment where customers can easily see and organize their media files, manage their accounts, connect through social media and collaborate on video projects with friends and colleagues. "The hub is probably my favorite part of the new WeVideo creation environment," says

Svendsen. “It’s visual, straightforward and the first-of-its kind; a mission control for video creators.”

New Storage and Publishing Options

WeVideo customers can now publish edited projects to YouTube, Google Drive, Vimeo, Facebook, Twitter or their own WeVideo profile page. “We’ve made social integration a significant part of the WeVideo experience,” says Svendsen. “The future of media creation is social. Tomorrow’s media will be crowdsourced, collaborative and connected in ways we can only just start to imagine.”

Professional Embedded Editors for Marketing and Social Campaigns

For enterprise customers, WeVideo enables its video editor to be embedded into campaign websites and social pages. The embedded WeVideo editor is highly configurable to meet the varied needs of companies marrying their content and video creation with those of their visitors and fans. “The embedded WeVideo editor is perfect for brands looking for a rich social engagement experience,” says Mark Floisand, Vice President of Marketing and Sales for WeVideo. “We spent a good deal of last year preparing WeVideo for extensive brand engagement and are now working with major brand promoters, media owners and social engagement companies.”

About WeVideo

WeVideo, Inc. (<http://www.wevideo.com>) provides a unique cloud-based collaborative video editing service that helps people from all over the world simply create and share great-looking videos. The WeVideo editor is easy enough for first-time editors, and sophisticated enough to help anyone create a professional-looking video. WeVideo works through any web browser. The company's headquarters are in Palo Alto, California and its platform is based on technology that originated in Scandinavia.