Making video social

WeVideo Camera App Now Available on Google Play

WeVideo launch of new "Shoot'nShare"
mobile app for Android devices at SXSW

Austin, TX (SXSW 2012) – March 12, 2012 – WeVideo (www.wevideo.com), creators of the worlds most powerful and easy-to-use, online video editing platform, today announced the beta launch of a new mobile application, the WeVideo Camera App for Android. The new WeVideo offering, which will be showcased at SXSW in Austin, TX at booth 335, 434, optimizes the mobile experience, truly making video story telling an anywhere, anytime event.

The WeVideo Camera App for smart phones streamlines and simplifies the process of sharing content to a user's personal WeVideo content library or shared project. It moves the content upload process from a static to a dynamic activity, letting users literally upload as they shoot. This means content is ready and waiting when the user wants to create their story.

This capability can also power unique commercial applications through the development of a branded Camera App, which can be made available to a company or organization's users to dynamically carry out content to that group's library or project.

"We are excited to release our Camera App to Android users," said Jostein Svendsen, WeVideo co-founder and CEO. "Our objective has always been to make video uploading extremely accessible, and this new WeVideo mobile App brings us a step closer to that vision."

The WeVideo Camera App is now available for free download from Google Play (formerly Android Market) for Android versions 2.3 and higher. Users can upgrade from WeVideo's free offering to paid subscriptions, which offer additional capabilities. To learn more about WeVideo, please visit www.wevideo.com.

About WeVideo
Based in Sunnyvale, CA, WeVideo eliminates the cost and complexity of collaborative video publishing with powerful, easy to use web-based tools. Founded in 2011 by Norwegian-based Inspera, WeVideo leverages years of developing online video learning experiences for K-12 students. To learn more about cloud-based video collaboration, please visit www.wevideo.com.

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