



WeVideo Spurs Creative Video for Social Change

WeVideo used as collaborative video editing platform for citizen journalists during Contact Summit and Occupy Wall Street demonstration

New York, NY [Contact Summit] – October 20, 2011 – WeVideo (www.wevideo.com), the first company to offer a full featured, cloud-based collaborative video editing platform, is serving as the primary video creation platform for social change during Contact Summit, taking place this week in New York City. Contact Summit is a working festival of innovation with a focus on people solving real problems through distributed, peer-to-peer technologies. Participants will upload their video clips from the event and time spent at Occupy Wall Street into a collaborative video project to create a series of videos that highlight the event. WeVideo uniquely enables citizen journalists to tell their stories by allowing multiple users to upload videos to a unique URL; the videos can then be edited collaboratively using any web-enabled device.

“WeVideo provides a revolutionary tool for collaborative creation,” said Jostein Svendsen, WeVideo Founder and CEO. “Video is clearly a powerful medium of communication, and we believe WeVideo provides citizen journalists and those driving for social change with a unique opportunity to tell their stories.”

“We approached WeVideo for the event because of its unique collaborative video creation capabilities,” said Venessa Miemis, Executive Director of Contact Summit. “What WeVideo has created has a lot of potential. It is part of the ‘next phase of the web’ in terms of evolving from social media to participatory media, which is central to social change.”

Contact Summit gathers business, builders and individuals who will transform commerce, learning, and society through social evolution and takes place on October 20 in New York City.

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 Inspira, 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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