



WeVideo Makes Online Video Highly Affordable and Accessible to Businesses of All Sizes

WeVideo redefines video creation, providing powerful and easy-to-use online editing platform; Early user promotion further enhances affordability

Los Angeles, CA [Blogworld Expo] – November 3, 2011 – [WeVideo](http://www.WeVideo.com) (www.WeVideo.com), the first easy-to-use, cloud-based video editing platform, today announced the launch of its transformational video editor for business and commercial users. The new WeVideo Ultra, WeVideo Commercial and WeVideo Enterprise packages enable bloggers, online journalists, video professionals, marketers and other business content creators to affordably use video to deliver high-quality, engaging content. By providing powerful easy-to-use tools online, WeVideo eliminates the need for expensive hardware and software, and makes collaborative creation of HD, commercial-quality videos accessible to companies and professionals, large and small. Videos can be easily published to a corporate website, Facebook or popular video sharing sites such as [YouTube](http://www.YouTube.com) and [Vimeo](http://www.Vimeo.com).

“We are very excited by the business launch of our collaborative, cloud-based social editing environment, which redefines the way individuals and companies can create and deliver high-quality video messages,” said Jostein Svendsen, WeVideo co-founder and CEO. “Our WeVideo platform is built from the ground up for the cloud, yielding powerful functional and technical advantages. It can elegantly scale to serve the needs of one person or a full organization.”

WeVideo advantages include:

- Easy-to-use, yet robust video editing/story telling capabilities, complete with royalty-free audio, transitions, graphics, text options and more
- Advanced, professional effects including grey scale and blur
- A unique, collaborative/social editing environment, enabling others to participate in the aggregation of content and story creation
- Real-time rendering, reducing video creation time
- Browser-based editing, enabling anytime, anywhere editing
- Compatibility with Mac, PC, and Linux operating systems
- Support for a wide range of digital formats, regardless of the video capture device - from mobile phones to professional camcorders
- Support for Internet to HD-broadcast quality export



Available for Immediate Use

WeVideo has defined packages to address a range of business needs, including WeVideo Ultra, WeVideo Commercial and WeVideo Enterprise. Packages take differing user needs into account for storage, export quality and individual vs. team use. Commercial licensing is available for those who want to monetize the videos they create. The WeVideo Ultra package starts at \$39.99/month and includes 50 GB of storage, 720p HD resolution (1080p optional) and priority processing. The WeVideo Commercial package offers all the benefits of WeVideo Ultra but increases the storage to 100GB. The Commercial package also includes 24h email support and commercial licensing and starts at \$79.99/month. The WeVideo Enterprise package enables “team use” (including internal team members, partners and customers), shared storage and other features pertinent to the Enterprise environment. Pricing is available to customers upon request. WeVideo also offers the WeVideo Free and WeVideo Plus packages, designed for personal use, while delivering all of the features of the WeVideo Platform. For complete plan details and signup, please visit <http://www.wevideo.com/sign-up>

Introductory Promotional Offer

As a part of WeVideo’s launch, the Company is offering a special, limited time offer. Users have the opportunity to sign up for premium packages at a reduced rate for either personal and/or business use. The offer is valid until December 31, 2011 and applies to the first year of use. The WeVideo Plus package is now available for \$4.99/month or an annual subscription of \$49.99. The WeVideo Ultra package is available for \$29.99/month or an annual subscription of \$299.00, and the WeVideo Commercial package is available for \$59.99 per month or an annual subscription of \$599.00.

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 Inopera, 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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