



TechZulu Employs WeVideo to Slash the Time to Create Event Coverage

WeVideo's cloud-based, collaborative video creation platform key to professional HD SXSW Festival coverage

Sunnyvale, CA – March 14, 2012 – [WeVideo \(www.wevideo.com\)](http://www.wevideo.com), creators of the most powerful and easy-to-use, online, video editing platform, today announced that [TechZulu](#), an independent news organization showcasing the people behind the technology industry, will employ WeVideo to produce professional, high-definition coverage at the SXSW festival and at all future events it attends, for hosting on YouTube, Vimeo, and other venues.

By employing the WeVideo facility, the ZuluTech filming team can upload from the floor for the editing team to work on, and immediately move on to the next interview or live coverage.

"WeVideo made my CES editing a breeze, and we expect the same at SXSW. I had my entire team submit their video interviews and coverage into our WeVideo accounts," said Efren Toscano, TechZulu founder and CEO. "No matter where I was or how fast of an Internet connection I had, I was able to edit all our footage and export it directly to our YouTube account at 720p HD resolution. Not only did I not have to sit and wait for my machine to compress and export our footage, but being able to continue editing while one job was being exported in the cloud with WeVideo saved me hours of precious editorial time."

"TechZulu is an exciting new company that is pushing the boundaries of live, professional video creation, and it gives me great pleasure that they have chosen WeVideo as their cloud-based editing facility," said Jostein Svendsen, WeVideo CEO. "Together we are reducing the time to market for top-quality video coverage."

WeVideo employed at SXSW Festival

TechZulu will employ WeVideo cloud-based editing facilities to produce professional high-definition coverage at the [SXSW festival](#) in Austin, TX, March 9-18, 2012, and at all future events. To learn more about WeVideo, please visit www.wevideo.com. SXSW Coverage will be available at <http://techzulu.com/sxsw2012/>

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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