



WeVideo Offers Deep Discounts to Education

Free service spurs rapid adoption of video in the classroom

Palo Alto, CA – Sept. 13, 2012 - WeVideo (www.WeVideo.com), the world's most powerful and easy-to-use online video editing platform, today announced a new line-up of education pricing plans and discounts for its service, further underlining its leadership in the education market. WeVideo's collaborative video-editing technology has its roots in the education market in Europe and has seen rapid adoption in classrooms across the U.S. over the last year as significant number of teachers embrace the drag-and-drop system to incorporate video in their classrooms.

"In the past year, we've seen several hundred thousand educators and students use WeVideo's online, collaborative video editing software to bring dynamic storytelling into the classroom," said Jostein Svendsen, WeVideo's CEO. "Everyday we are amazed to hear about the creative ways educators are using WeVideo to enhance the learning environment."

Examples of exciting ways educators are putting WeVideo to use include:

- Students bring lessons to life by creating video trailers to share book summaries with their literature classmates, "commercials" highlighting interesting geography facts about their state and interactive interviews with historical characters.
- A group of students collaborates on a video orientation on the school's library; another group shares highlights and lessons learned during a science field trip.
- Teachers record and edit short, compelling video clips for their lesson plans, allowing students to watch at their own pace at school or at home and then discuss in class the following day.

Michael J. Curtin, Director of Curriculum and Instructional Technology at Edgemont Union Free School District, NY, said: "For a long time, we've understood that producing video is a highly engaging activity that helps students to develop critical thinking, problem-solving, and collaboration skills. In recent years, the availability of inexpensive video cameras and video-enabled cell phones has helped to make it easier for students to capture video at the front end of the process. Unfortunately, the cost and complexity of desktop video editing software have prevented many schools, including ours, from rolling it out to teachers and students on a wide scale.

Additionally, storing and sharing the large files associated with video editing has made it difficult to implement and manage traditional video editing solutions on school networks. An inexpensive, web-based solution that can be accessed from school or home, supports collaborative editing, and relegates file storage to the cloud is exactly what we have been looking for."

Understanding that budgets are tight and school districts are watching every penny, WeVideo is introducing a free offering that will get teachers and students creating and exporting up to 15 minutes of videos per month and comes with 5 GB of storage. If more usage is needed, WeVideo has introduced heavily discounted subscriptions of its Plus version which offers 60 minutes of 720p HD video exports per month and 10 GB of storage, for \$19.99 per year (regular price is \$49.99 per year); and its Ultra version which offers 120 minutes of 720p HD video exports per month and 20 GB of storage at \$29.99 per year (regular price is \$99.99 per year). The price drops even further for volume licenses for a class, school or district.

"Today's students have grown up with technology, and video remains the most engaging medium for them," said Svendsen. "We want to enable them to use their skills in the classroom by removing any price barriers that

are limiting schools from access to collaborative video editing."

WeVideo is also available on Google ChromeBooks as part of a partnership between Google and select software providers, and is included in the Google Back to School Collection available on the [Google Chrome Web Store](#)

More information on WeVideo is available at www.wevideo.com. For volume license pricing inquiries, please contact sales@wevideo.com.

About WeVideo

Based in Palo Alto, CA, WeVideo eliminates the cost and complexity of online video creation with powerful, easy to use web-based tools. Founded in 2011, WeVideo is built upon market-proven technology that originated in Scandinavia. The company raised \$19.2M in a series A funding round in April 2012. WeVideo is available in any browser or as an integrated video editor within YouTube and Google Drive. To learn more, please visit www.wevideo.com.

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