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## WeVideo Debuts First Cloud-based, Collaborative Video Editing Platform

*WeVideo redefines video editing: fast, easy-to-use and social*

Santa Clara, CA – DEMO Fall 2011 – September 14, 2011 – [WeVideo](http://www.WeVideo.com) ([www.WeVideo.com](http://www.WeVideo.com)), the first cloud-based social editing solution provider, today launched the open beta of its revolutionary editing platform at DEMO Fall 2011. Designed to make video storytelling and collaboration accessible to everyone, WeVideo is taking down the barriers traditionally associated with video editing, while introducing amazing performance and convenience by harnessing the strength of the cloud.

A key observation of video sharing sites today is that the majority of uploaded videos have not been edited and don't tell a real story. This is largely because of the cost, editing complexity and required computing resources associated with today's available desktop editing software such as [Final Cut](#). Other online editing providers such as [Animoto](#) have simplified editing through automation but have taken away creative freedom. WeVideo is redefining video editing through its cloud-based platform, which is accessible to users from the web browser of their smartphone, tablet or computer. The platform supports most digital formats regardless of the device used for video capture, including mobile phones, cameras and professional camcorders.

"WeVideo captures all your video content from any device and places it into the cloud," said Matt Marshall, executive producer, [DEMO](#). "Empowering people to take true control of their video content – and making video editing capabilities standard and accessible to anyone – will be the mantra of WeVideo as a new household name in the world of online video."

WeVideo provides a robust, yet simple to use, suite of editing tools with all of the essential capabilities any video user could desire – royalty-free audio, transitions, and graphics; personalized text options; and professional effects like grayscale and blur. WeVideo is the first to offer a collaborative or social editing environment that lets users form their own video editing community. This enables easy collection of video content from multiple contributors as well as the opportunity to co-create and/or develop individual videos based on the same clip library. Videos can be easily shared to popular video sharing sites such as [YouTube](#) and [Vimeo](#), and social networking and online sites.

"The WeVideo platform was built ground up for the cloud, yielding powerful functional and technical advantages," said Jostein Svendsen, founder and CEO of [WeVideo](#). "In addition to providing social editing, we have tackled the issue of rendering time, making for eye-popping performance."

WeVideo's offerings are geared to affordability and start with a completely free package



and scale to meet the export quality and storage needs of any individual, business, or professional user. To check it out, please go to [www.WeVideo.com](http://www.WeVideo.com).

**About WeVideo**

Based in Sunnyvale, CA, WeVideo is redefining video editing and the craft of storytelling. Leveraging the strength of the cloud, WeVideo's video editing platform enables unique social editing collaboration and breaks down the traditional video creation barriers of cost, editing complexity, and heavy computing resource needs. Founded in 2011 as an independent, private company, WeVideo is based on nearly a half decade of online video experience through the Company's parent organization, Inspera, which is based in Norway and provides video learning for K-12 students in Europe. To learn more about video storytelling and the WeVideo platform, visit us at [www.WeVideo.com](http://www.WeVideo.com).

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