

## WeVideo Cloud Editor Offer Available To Sony Camcorder Owners for First Time



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- 500 free audio tracks & effects
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**New York, NY and Palo Alto, CA (February 19, 2013)** – WeVideo, Inc., the leading online video editing company, today announced a new collaboration with Sony Electronics to make cloud-based, online video editing a reality for select Sony camcorder customers in the U.S.

Owners of new Sony Handycam® camcorder and Action Cam models from 2012 through 2013 will be entitled to 90 days usage of WeVideo’s online editor, granting them access to powerful video editing features, including 30 minutes of Full HD 1080p export quality per month; real-time previews and fast rendering; 10GB of cloud storage; and 400 royalty-free audio tracks.

Eligible U.S.-based Sony customers will be able to access this unique offer through the Sony PlayMemories Home at <http://www.sony.net/pm>.

“This kind of cloud-to-hardware integration enables customers to create and share memories more effectively,” said Hidenori Toyoda, director of the camcorder business at Sony Electronics. “Today’s customer is not merely satisfied in capturing memories, they want to create sharable moments. Sony’s integration with WeVideo helps make that possible.”

WeVideo CEO, Jostein Svendsen says: “Since 1985, the Sony Handycam has been improving the way people record and share their memories and now, Sony and WeVideo are making it even easier for anyone with an online computer to create and share fully-edited video projects. In today’s constantly connected, social ecosystem, we believe the transition between creating and sharing has to be as seamless as possible, not only to ensure that customers continue creating

content, but also that the content is interesting enough to merit sharing. The integration of Sony's hardware and WeVideo's cloud-based video editor represents a significant step toward that goal."

WeVideo makes editing footage shot with a video camera easy and its intuitive editing interface adapts from novice through to advanced editors. WeVideo enables camcorder owners to turn raw video footage into professional-looking videos, making them more creative and compelling.

### **About Sony Electronics**

Headquartered in San Diego, Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, design, engineering, sales, marketing, distribution and customer service. Sony is noted for a wide range of consumer audio-visual products, such as the BRAVIA® LCD and 3D high-definition televisions, Cyber-shot® digital camera, Alpha Digital SLR camera, Handycam® camcorder and Walkman® personal stereo. Sony is also an innovator in the IT arena with its VAIO® personal computers, Reader devices and Sony Tablets; and in high-definition professional broadcast equipment, highlighted by the XDCAM® HD and CineAlta™ lines of cameras and camcorders, and the SXRD™ 4K digital projector. For more information, visit [www.sony.com/news](http://www.sony.com/news) or join the Sony Community: [www.sony.com/blog](http://www.sony.com/blog); [www.facebook.com/SonyElectronics](https://www.facebook.com/SonyElectronics); [www.twitter.com/SonyElectronics](https://www.twitter.com/SonyElectronics); [www.youtube.com/SonyElectronics](https://www.youtube.com/SonyElectronics); and [www.pinterest.com/SonyElectronics](http://www.pinterest.com/SonyElectronics).

### **About WeVideo**

WeVideo ([www.wevideo.com](http://www.wevideo.com)) is a unique cloud-based collaborative video editing service that helps people from all over the world simply create and share great-looking videos. The WeVideo editor is easy enough for first-time editors, and sophisticated enough to help anyone create a professional-looking video. WeVideo works through any browser and as an integrated video editor within YouTube and Google Drive. The company's headquarters are in Palo Alto, California and its services are based on technologies that originated in Scandinavia.

### **Contact WeVideo PR**

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