



Colors

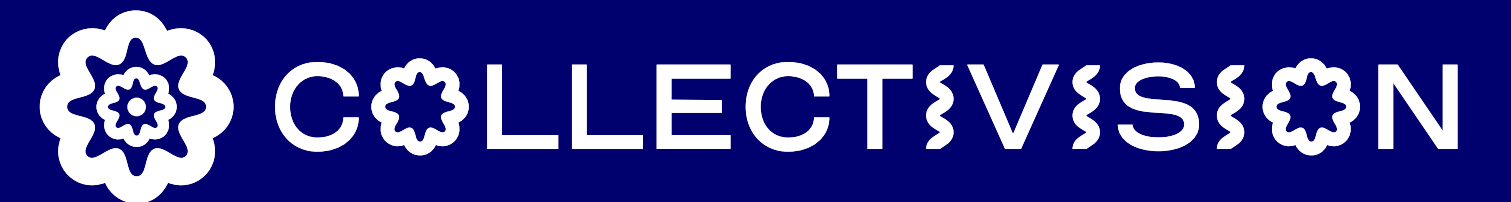


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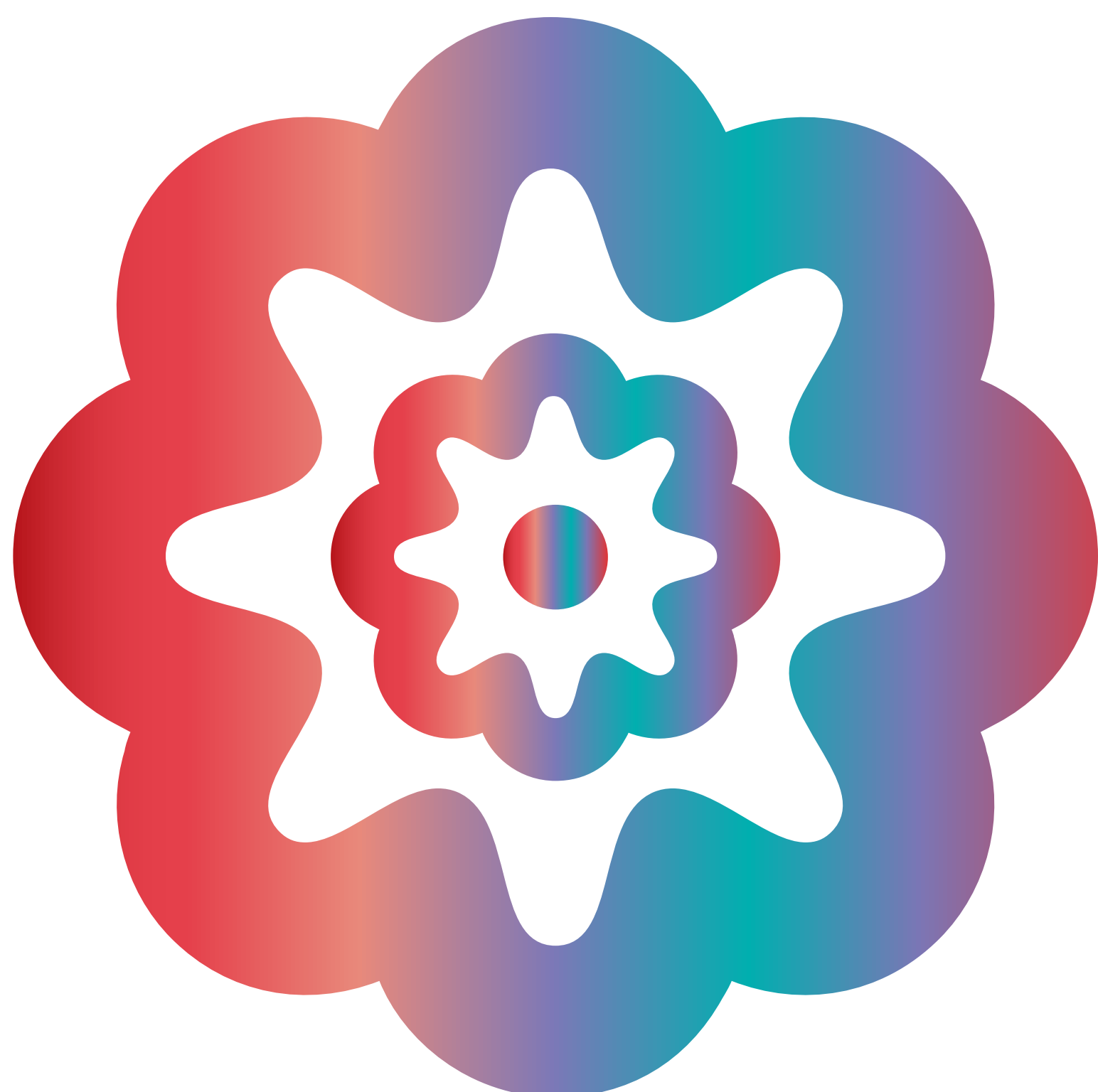
Brand Attributes

Fun and playful, interesting and unique - yet reliable, grounded and consistent
Enjoys solving challenges with elegant solutions
Wants to help elevate creativity
Wise beyond its years. Leverages technology in thoughtful ways.

Single words

Magical
Wonder
Powerful
Thoughtful

Elegant
Dynamic
Beautiful
Innovative



Mission Statement

Support creators, artists and performers in amplifying their gifts through powerful yet easily accessible live video technology. Create strong and mutually beneficial connections between artists and the people who enjoy their creations. Uplift local venues to be able to support themselves economically without relying on alcohol sales.

About the founder

As a kid in the 1980's I dreamed about TV cameras, broadcasting and putting on shows. Many years later I'm doing the same thing, and have spent the last 15 years putting the pieces together to form Collectivision.



I have always had a fascination with live video specifically. I have memories from early in life of getting my hands on whatever video equipment I could and connecting it all together to make my "TV station". At the time I didn't have anywhere to broadcast to - other than to the neighbors out the window - as I would play Beatles songs from a tape I found.

How video works was pure magic to me as a kid, and honestly it still is! As I've been on my own journey with videography and live video production, I've realized how much I absolutely love music and performance arts. Live art and music specifically! One of the things I love about making video live is there's no dealing with editing later that may or may not ever happen! It's happening now, and everyone that's tuned in is experiencing it together.

At the end of 2018 I volunteered for a position recording board meetings for the Oregon Country Fair. This led me on a magical mystery tour deep into Fair politics, which I quickly sidestepped, but when the pandemic hit, I found myself helping orchestrate livestreams for multiple "stages" during a virtual fair. While nobody loved the fact that there wasn't an in person fair that year, my experience helping build a virtual one connected me to lifelong friends and led me to help OCF video crew create a livestreaming setup at Main Stage that happens now every year and helps those who can't be at the event feel connected to the people and the vibe. Watching the live chat and hearing about the experiences of connection people were experiencing taught me a lot - how a true feeling of community can be created through watching the same thing together at the same time.

In today's world of "on-demand" everything, it's more rare to have collective experiences of media. Livestreams are one of those technologies that can still create this very human and important communal feeling.

As I've produced video for local venues, festivals and gatherings, I've looked around and have not been able to find the right streaming platform. So I built one. Welcome to Collectivision. I hope it serves you, whether you're actively being a creator yourself, or someone who just wants to enjoy others'