How to write about Clairvoyance

A short guide for journalists, analysts, and partners. Use this for names, capitalization, product language, and press contact. Tagline: AI Staff for Everyone.

> Preferred one line: Clairvoyance is the desktop environment where AI Staff do real work on your computer.

Official names

USE	WRITE	NOTES
Product	Clairvoyance	One word, capital C. Never Clairvoyence, ClairvoyanceAI, or CV.
Developer	Stardock Software	First mention: "Clairvoyance, developed by Stardock Software."
Tagline	AI Staff for Everyone	Use with this capitalization.
Website	clairvoyanceai.com	Canonical: https://www.clairvoyanceai.com

Pronunciation: clair-VOY-ance.

Product terms

These are proper product names. Capitalize them in headlines and in running copy when you mean the Clairvoyance feature.

TERM	MEANING
Staff, Staff member, AI Staff	A named AI colleague with a role, memory, and a workspace. Plural: Staff, or Staff members.
Workspace	The project context Staff work in, including local files.
Note / Notes	Markdown documents in the workspace.

TERM	MEANING
Report / Reports	Longer written documents Staff file and keep.
Canvas / Canvases	Visual boards and diagrams.
Exhibit / Exhibits	Interactive pages: dashboards, presentations, tools, small apps.
Binder / Binders	A structured collection of records and assets that can be viewed many ways.
Home Desk	The day-to-day dashboard of tiles and tools.
Scheduled Tasks	Work that runs later or on a repeating schedule.
Gallery	Published work people can start from or share.
Concierge	The router that chooses which model and machine handle a request.
Locama	The local inference host. GPUs, NPUs, and other machines plug in as guests.
Orchestrator	The coordination service that owns turns, schedules, and side effects.
Hivemind	Shared local inference among peers who opt in.

How to describe the product

Clairvoyance runs on the user's computer so Staff can reach the files that already live there. A Staff member can open a project, build it, run it, and hand back finished work. People hire a team: each member has a name, a job, and memory that lasts from one session to the next. They work in parallel and can hand work to one another.

Staff connect to the AI tools already installed (Claude Code, Codex, Gemini, Copilot, Cursor, Grok), to Hosted AI inside Clairvoyance, or to models that run on local hardware. The core app is free. Clairvoyance ships on Windows, macOS, Linux, and the web, with an iPhone app for directing Staff and reading results.

Good sentences

- Clairvoyance puts AI Staff on your computer, where your files already are.
- Each Staff member has a name, a role, and memory.
- Staff produce Notes, Exhibits, Canvases, Reports, and Binders you can keep and share.
- Clairvoyance is developed by Stardock Software, a desktop software company with three decades of shipping products.

50-word boilerplate

Clairvoyance is desktop software that puts named AI Staff on the user's own computer, where the files already are. Each Staff member has a role and memory, opens real projects, and hands back finished work. It ships on Windows, macOS, Linux, and the web. It is developed by Stardock Software.

Language to use

- Describe Clairvoyance as it works today.
- Call it Clairvoyance, developed by Stardock Software.
- Use Staff, not bots or agents. A Staff member has a name, a role, and memory.
- Call Clairvoyance desktop software for named AI Staff. Copilot is one tool Staff can connect to.
- Write for every role that ships work. Developers are one audience.
- State what Clairvoyance is, in plain sentences. Use a period, a colon, or a comma.

Brand color

Drawn from the Clairvoyance orb icon. Full logo files live in the press kit.

Navy #14213a Deep #0a2a8c Brand blue #1a6ff0 Cyan #5cc4ff

On a dark field, gold #ffc040 is the site accent for buttons. Keep the wordmark Clairvoyance. Do not recolor the orb into a rainbow or flatten it to a generic chat bubble.

Founder

Brad Wardell is CEO of Stardock Software. He has spent thirty years building, shipping, and selling desktop software. He founded Stardock from a dorm room, grew it into a profitable multi-product company, and remains its CEO. Stardock products used by millions include Object Desktop, WindowBlinds, Fences, and Start11. He still writes code. Clairvoyance is developed by Stardock Software.

Press contact

For media, article, or interview inquiries: **press@stardock.com**

Product site: https://www.clairvoyanceai.com Download: https://www.clairvoyanceai.com/download

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