

 TechSmith®





With our screen capture and recording software, it's easy to communicate visually and look great doing it—anytime, anywhere, on any budget. Create eye-catching videos and images that help you explain any topic, process, product, idea... you name it. We've got the tools you need to create the engaging content viewers love. At TechSmith, we don't change what you do. We improve how you do it.

"What I appreciate most from your (company) is the quality and quantity of your tutorials. So often, good products go unappreciated because the user doesn't truly understand how to use them to advantage. You guys seem dedicated to solving this problem."

— **Bill Paradis**, CEO, Center for Leadership Excellence

"I truly don't know how I would do my job anymore without your products!"

— **Doug Shatzer**, Instructional Technology Specialist, Chambersburg, PA Area School District



"I absolutely love your company and your products. You guys are on the ball, and you can quote me on that!"

— **Garrett Todd**, Web Fusion 3



What is Snagit?

Snagit is a screen capture tool that works by focusing in on exactly what you want to capture... then grabs it for you. Edit and add effects to make your captures pop. Then share them with anyone.



"Snagit is my secret weapon. My co-workers are caught off guard by how quickly I can respond to their questions with a professionally marked up image. Snagit speeds up communication."

— **John Jackson**, *Customer Support Manager, NetManage Inc.*

What can you do with Snagit?

Make training documents clearer with images, add attention grabbing graphics to presentations, include visuals in your online conversations, easily share and mark up designs for feedback, and much more! Snagit turns any image into an eye-catching visual for quick and easy communication.

Try it free! www.techsmith.com/products



How Snagit Works

Capture

Snag a picture, a paragraph, or a scrolling window with Snagit's multiple capture options. Quickly and easily focus in on exactly what you want to capture and grab it straight off your screen.

"I'm finding any excuse I can to take screenshots with Snagit. I use them to show examples to colleagues, to copy information for visual reference, and of course, to use in documentation. I don't have to think about what kind of capture I do. I just do it, and figure out how I will use it later. Will I need the links? Do I want the whole scrolling webpage? Using All-in-One Capture in Snagit, I can have whatever I want."

— **Sandra Collins**, *Web Developer and Learning Program Manger, Hewlett-Packard*

Edit

Add some flair to what you capture, with editing features like arrows, edge effects, speech bubbles, combining captures, and more. It's easy to make your images unique, and they'll grab attention every time.



Share

Do more than just save your images, share them! Drag-and-drop or send captures to your documents and presentations, share through email, send directly to your Screencast.com account, and more!

Try it free! www.techsmith.com/products

Camtasia Studio®



What is Camtasia Studio?

Camtasia Studio is a screen recorder and editor that captures all your on-screen activity and turns it into an engaging video for you to share with the world.



“Camtasia Studio is so easy to use—it’s rock solid and allows me to produce professional training and support materials with total ease. My colleagues’ jaws drop every time I deliver a video produced using Camtasia Studio.”

— **David Hanley**, Solutions Architect, g2g Solutions Ltd.

What can you do with Camtasia Studio?

Show people what you’re talking about! Whether you’re giving a presentation, making a training video, or just recording a quick demonstration... Camtasia Studio will be right there with you, capturing exactly what you want recorded.

Looking for screencasting on a Mac? Try Camtasia for Mac!

Try it free! www.techsmith.com/products



How Camtasia Studio Works

Record

Capture perfect-quality screen recordings, along with audio and webcam video. Record the full screen, window or region. Add in music tracks, microphone, picture-in-picture, and more for a world-class screencast.

“Camtasia Studio extends the reach of my classroom-style teaching. I can show students step-by-step operations and explain general principles in a way that is simply not possible with a paper tutorial.”

— **Prof. Ed Doering**, Rose-Hulman Institute of Technology

Edit

Draw viewers' attention with graphical arrows and text callouts. Add digital video clips, photos, music and narration. Use title clips and transitions to introduce or divide content, and more.



Share

Produce and share your videos in virtually any format—Flash, iPhone, iPod, iPad, CD/DVD, Windows Media Player, QuickTime, YouTube, Screencast.com—the list goes on.

Try it free! www.techsmith.com/products

Camtasia[®]:mac



What is Camtasia for Mac?

Camtasia for Mac is screen recording and editing software you can use to capture any and all activity on your computer screen, edit to perfection, and share with the world.



“Camtasia for Mac looks and feels like a Mac application, is very stable, feature rich, and I’m happy to recommend it to anyone looking to create good screencasts. In fact, I hereby pronounce Camtasia to be the current best screen capture application for the Mac.”

— **Milind Alvares**, *Smoking Apples*

create good screencasts

What can you do with Camtasia for Mac?

Make training videos, on-demand presentations, marketing demos, how-to screencasts, and much more. You can capture anything on your computer screen and turn it into a stunning video. People want to see what you’re talking about, so show them!

Looking for screencasting on a PC? Try Camtasia Studio!

Try it free! www.techsmith.com/products



How Camtasia for Mac Works

“Camtasia for Mac solves the problem of working with a global community. Rather than have three separate community meetings to reach all our software users, we have one meeting but record the audio and video with Camtasia for Mac. Users who can’t attend the live session can watch the replay at their convenience.”

— **Joyce Davis**, *Software Community Manager, A Global Technology Corporation*

Record

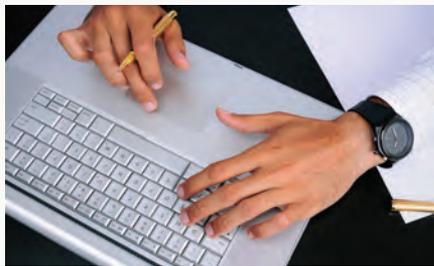
Capture exactly what you see on your computer screen, whether it’s the entire desktop, a window, or a specific region. You can even add yourself to the recording with webcam and audio. It’s up to you.

Edit

It’s drag-and-drop easy to edit and add polish to your screencast videos. Give flow to your content with motion and visual effects. Apply shapes and text to draw the eye. Or transition between segments.

Share

Directly upload your screencasts to video sharing sites like YouTube, send straight to Screencast.com, or generate the files you need to put your screencasts on Apple devices, send to iDVD, and more.



Try it free! www.techsmith.com/products

Camtasia Relay[®]



What is Camtasia Relay?

Camtasia Relay is screen recording software that runs off of your organizations server. It records any live lectures, presentations, or meetings then produces and publishes them into shareable, high-quality videos for viewers to access on-demand.



"These days, students who miss an important point the first time have a second chance. After class, they can pipe the lecture to their laptops or MP3 players and hear it again while looking at the slides that illustrate the talk."

—**Garry Brand**, Director of Distance Learning & Instructional Technology, Grand Rapids Community College

What can you do with Camtasia Relay?

Give students the ability to replay lectures, or keep remote employees up-to-date. People across your organization can use Camtasia Relay to record live lectures, presentations, or meetings and turn them into a video you can easily distribute to all viewers.

Try it free! www.techsmith.com/products



How Camtasia Relay Works

Record

It's 3-click easy for anyone to capture a live presentation or meeting and turn it into a shareable video. Capture audio, on-screen activity, and keyboard/mouse input on your Mac or PC.

"The incredible time savings and ease-of-use make Camtasia Relay the single greatest find for our IT department this year."

—**Eric Coffman**, *Network Manager, West Virginia University: Health Sciences Center*

Produce

The Camtasia Relay server can produce multiple recordings for multiple users in a wide range of video and audio formats. Produce and share your video in Flash or Silverlight, or produce them with built-in presets perfect for iPods, Windows Media Player, YouTube, and Screencast.com.

Publish

Camtasia Relay automatically publishes your videos to your media servers and destinations like iTunes U and Screencast.com. Videos can also be set up for playback on sites like YouTube, Moodle, and Blackboard, as well as portable devices, DVDs, and more.



Try it free! www.techsmith.com/products

ScreenCast.com[®]



What is ScreenCast.com?

ScreenCast.com is a website where you can store and share all of your high-quality videos, images and documents.



"I use ScreenCast.com/Jing on multiple platforms to show bugs and set up scenarios for our development to see and reproduce. It's an invaluable tool in demonstrating the problem."

— **Stephen Donner**, *Web QA Engineer, Mozilla Corporation*

show off to anyone

What can you do with ScreenCast.com?

Use ScreenCast.com to collect and share feedback on a design or development project, share your sales demo or promotional video, embed images and videos into your blog, and more. It is the perfect place to upload, manage and share all of your content securely.

Try it free! www.techsmith.com/products



How Screencast.com Works

Upload

Send video and image content directly to Screencast.com from other TechSmith products, or upload any of your other media into Screencast.com through the desktop uploader.

"Screencast.com is extremely fast, easy to use, and produces top notch videos. I am very satisfied with how clean the whole system is and the way you lay out the capabilities."

—Gil A., Product Marketing Manager

Manage

When you upload content to Screencast.com, you maintain complete control. You can categorize it into different folders you create, and select from 1-of-4 privacy levels—ranging from public to authenticated—so you can decide who views your content.

Share

Easily show off your content to any audience! You can use Screencast.com to create a shareable URL, embed on your website or blog, view on mobile devices, share via iTunes or RSS feed, and more!



Try it free! www.techsmith.com/products



What is Jing?

Jing is a fast, easy and fun way to capture images and videos of what you see on your computer screen. Add visual elements—like notated screenshots or a short video demonstration—to all your online conversations.



“Jing is one of my top 3 tools. It’s the single best product in the past 5 years. It eliminates a lot of phone time and email time. I don’t have to visit customers to understand what they are seeing or vice versa.”

— Jason Sherrill,
InetSolutions, Inc.

What can you do with Jing?

Jing focuses on instant sharing, and it’s perfect for the fast-paced online conversations we have every day. Collaborate on a design project, share a snapshot of a document, capture that pesky bug in action, comment on students’ homework ... the list goes on!

Try it free! www.techsmith.com/products



How Jing Works

Capture

Get started by clicking Jing's happy, always-ready "sun" icon. Then use Jing's tools to take a screenshot of anything you see on your computer screen, whether it's the entire desktop, a window, or a small region.

"We found Jing a while back and I now have my entire office using it. We tell people about Jing anytime we want to 'see' something they're seeing."

—Kim Fenolio, *Interface and New Media Manager, America's Best Companies*

Record

Select a window or region and Jing will record everything that appears in that area for up to five minutes. Point to things with your mouse, scroll, flip through photos, click around in a website or application... Jing captures it all.

Share

Jing sends the recordings and images instantly to Screencast.com and gives you a link to your content so you can

share it anywhere. You can also send your content straight to Flickr, Twitter, Facebook or even to your own FTP/SFTP.



Try it free! www.techsmith.com/products

TechSmith® in healthcare



We understand that every minute counts. That's why our screen capture, recording, and usability testing software is geared to help you communicate clearly and effectively each and every day. When you need an efficient way to share critical information, TechSmith's visual communication tools can help.

Get meaningful use of EMR technology

TechSmith product solutions help meet and accelerate the adoption of meaningful use. Our software gives people the ability to deliver on-demand information and training with greater impact and clarity.

Keep patient information confidential

Use real examples in training materials, all while keeping patient information private. Our software makes it easy. Applying a built-in blur feature blocks out a patient's name and can keep you HIPPA compliant.

Create training documents and videos for staff

Replace the need for expensive, instructor-led training. With TechSmith software, you can create on-demand training materials—like documents and videos—that clinicians can view at their convenience.

www.techsmith.com/healthcare

TechSmith®

Archive meetings and lectures

TechSmith gives you the tools to create a digital version of any classroom or meeting experience. Just record the presentation and share it with viewers online, through portable devices, DVDs and more.

Share digital X-rays with colleagues

With our screen capture software, you can grab a picture of anything on your computer screen. So whether it's a digital X-ray or an electronic file, you can quickly and easily send it to anyone who needs it.

Improve system adoption

Guarantee the success of new EMR systems implementation with usability software from TechSmith. Capture and analyze user interactions and make adjustments to the system before it goes out to a broad group.

"In the end, all our work comes back to creating a better 'day in the life' for healthcare patients—shorter waits, improved safety, better care. TechSmith software plays a role in helping us achieve those goals."

—**Luke Schnoebelen**, *Trainer,*
Cerner Corporation

From shift-to-shift, images and videos show people exactly what they need to know. And with TechSmith's visual communication tools, you can easily communicate the most important information, 24/7.

For free trials and more information, visit us at
www.techsmith.com/healthcare

For purchasing information, contact sales:
www.techsmith.com/sales

www.techsmith.com/healthcare

TechSmith® pricing

Corporate Pricing

Snagit®, Camtasia Studio®, Camtasia Studio/Snagit Bundle (priced per user), and Camtasia® for Mac

# of Users	Snagit	# Users	Camtasia Studio	Snagit/CS Bundle	Camtasia for Mac
1-4	\$49. ⁹⁵	1-4	\$299. ⁰⁰	\$324. ⁰⁰	\$99. ⁰⁰
5-9	37. ⁹⁵	5-9	249. ⁰⁰	269. ⁰⁰	99. ⁰⁰
10-24	29. ⁹⁵	10-14	199. ⁰⁰	219. ⁰⁰	99. ⁰⁰
		15-24	175. ⁰⁰	199. ⁰⁰	87. ⁰⁰

Government/Non-Profit Pricing

Snagit, Camtasia Studio, Camtasia Studio/Snagit Bundle (priced per user), and Camtasia for Mac

# of Users	Snagit	# Users	Camtasia Studio	Snagit/CS Bundle	Camtasia for Mac
1-4	\$42. ⁹⁵	1-4	\$249. ⁰⁰	\$269. ⁰⁰	\$99. ⁰⁰
5-9	32. ⁹⁵	5-9	212. ⁰⁰	229. ⁰⁰	99. ⁰⁰
10-24	25. ⁹⁵	10-14	169. ⁰⁰	186. ⁰⁰	84. ⁰⁰
		15-24	149. ⁰⁰	169. ⁰⁰	74. ⁰⁰

Education Pricing

Snagit, Camtasia Studio, Camtasia Studio/Snagit Bundle (priced per user), and Camtasia for Mac

# of Users	Snagit	# Users	Camtasia Studio	Snagit/CS Bundle	Camtasia for Mac
1-4	\$37. ⁹⁵	1-4	\$179. ⁰⁰	\$199. ⁰⁰	\$99. ⁰⁰
5-9	28. ⁹⁵	5-9	159. ⁰⁰	179. ⁰⁰	80. ⁰⁰
10-24	22. ⁹⁵	10-14	149. ⁰⁰	164. ⁰⁰	74. ⁰⁰
		15-24	131. ⁰⁰	149. ⁰⁰	65. ⁰⁰

Please contact a sales representative at +1.888.750.0685 (U.S. & Canada), +1.517.381.2300 ext. 771 to learn more.

Pricing subject to change without notice.

www.techsmith.com/products

TechSmith®

Camtasia Relay® Pricing

A one time fee. No monthly or annual contracts.

Simultaneous Encodings	Education	Business
1	\$4,995.00	\$7,995.00
3	9,995.00	15,995.00
7	14,995.00	23,995.00

Screencast.com®

Pro Account (Monthly or Annual)

Additional storage/bandwidth available.

\$9.⁹⁵ / month 25 GB Storage, 200 GB Bandwidth

\$99.⁹⁵ / year 25 GB Storage, 200 GB Bandwidth

Jing®

Priced per user

Jing Standard Free

Jing Pro \$14.⁹⁵/year

Morae®

Priced per user (includes one license of the Manager, Recorder, and Observer)

Corporate \$1,495.00 Government/Non-Profit \$1,270.00 Education \$1,120.00

Additional licenses of Manager, Recorder, and Observer may be purchased online.

Maintenance Agreements

To stay current with the latest from TechSmith, please consider a Maintenance Agreement. They are available at 25% of the product cost per year and entitle the licensee to software releases, priority technical support, and discounted pricing on additional licenses during the year of coverage.

www.techsmith.com/products



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People everywhere use TechSmith's screen capture and recording software to communicate clearly and creatively, deliver engaging multimedia presentations, and analyze product usability and customer experience. For over 20 years, we've helped people communicate visually and look great doing it.

Camtasia, Camtasia Studio, Camtasia Relay, DubIt, EnSharpen, Enterprise Wide, Expressshow, Jing, Morae, Rich Recording Technology (RRT), Snagit, Screencast.com, SmartFocus, TechSmith, TechSmith and T Design logo, TSCC, and UserVue are registered marks of TechSmith Corporation. Other trademarks and registered trademarks are the properties of their respective companies. The absence of a name, mark or logo in the above list does not constitute a waiver of any intellectual property rights that TechSmith Corporation has established in any of its product, feature, service names, marks or logos.
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