

SNAGIT 9 OVERVIEW VIDEO

BACKGROUND

Video length: 1:00–1:30

Goal: Show what Snagit does and how the viewer can use and benefit from it. Drive downloads.

Audience: Both new potential users and previous version users

Themes: versatile, easy to use, proven track record

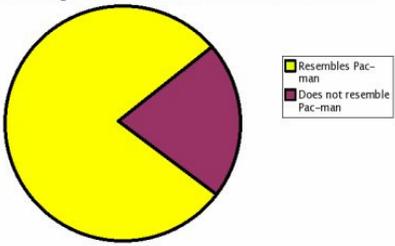
Other: use Trek site as content, where appropriate

CUSTOMER NEEDS

- Get more work done, faster.
- Look awesome.
- Make my department or organization look awesome.
- Capture the screen easier.
- Capture only part of the screen.
- Capture a very tall page.
- Edit and manipulate images easily.
- Create info graphics.
- Place images in documents or projects.
- Share something visual, quickly.
- Keep track of things I've seen and might forget.
- Capture/bookmark/archive something that might go away or that I might need later.

SCRIPT DRAFT -- [read-aloud test](#)

Visuals	Narration
[Snapshots appear on screen, accompanied by shutter clicks...maybe a slight “flash” lighting effect]	Cameras are great! They make it easy to capture and show details of your life.
[Camera video of Tony, at standing-height table, with a camera and a laptop on the table.] Picks up digital camera from table. Puts camera down. Turns to laptop. The same content that appears in the “capture” part of the info graphic below is visible on the laptop screen.	I've had a lot of fun snapping photos of my family over the years. You know what they say...“a picture is worth 1,000 words” ... But what about your digital life? How do you capture the stuff that happens here on your computer?
[Cut to closeup shot of large info graphic, made with Snagit: see prototype.]	Snagit is software that lets you capture a “snapshot” of anything you see on your computer screen... [pause]

<p>pan from L to R within graphic</p> <p>pull back to show entire graphic</p>	<p>edit that capture (if you want to)...</p> <p>[pause]</p> <p>and send the capture in an email, to a website, presentation, blog post, anywhere!</p> <p>People use SnagIt in about a million ways. But you might use it to do something like...</p>
<p>[use timelapse: start with 2-3 images in the tray that already have edge effects, combine them to build a realistic-looking info graphic that includes an arrow and text callout. Subject matter could be a map and photo of the location (cycling meet-up?). See early prototype]</p> <p>Freeze action briefly at first frame and then after dragging both images onto canvas, adding arrow, and adding note.</p>	<p>Create a detailed graphic that combines a few captures</p> <p>[2-second pause to show dragging onto canvas]</p> <p>an arrow</p> <p>[2-second pause to show adding arrow]</p> <p>and a note...</p> <p>[2-second pause to show adding note]</p> <p>to communicate an idea both powerfully...and visually.</p>
<p>[start on Boing-Boing webpage, region capture, send by email]</p> <p>Percentage of Chart Which Resembles Pac-man</p>  <p>http://www.boingboing.net/2006/11/02/hilarious-piechartvi.html</p>	<p>Or capture and share a helpful pie chart that you find online. Quick and easy.</p> <p>[2-second pause]</p>
<p>[SnagIt Editor showing Library with Recent captures; search pane is closed. Animated captures fly into the top row of the Library: see sketch. Simple clock animation with sweeping minute hand hints at passage of time between each capture. Subject matter of captures</p>	<p>Or you might use SnagIt constantly throughout the day, to grab and store things you see.</p> <p>[pause]</p>

<p>should be mix of work and play.]</p> <p>[Open search pane, scroll down to a website in the list. Click an image from that site. Click the URL hotlink above to open that page in browser.]</p>	<p>When you need them later, they're easy to find. SnagIt remembers, so you don't have to.</p> <p>And that's SnagIt for you: always there, always ready, and never in the way.</p>
<p>[photos of users holding up "I ♥ SnagIt" signs...photos are cropped, desaturated and put in frames. Start with some visible, others drop onto the screen. See prototype]</p>	<p>Maybe that's why people seem to love SnagIt so much.</p> <p>With about 7 million users worldwide, we get a lot of fan mail.</p> <p>I hope you give SnagIt a try...because I think you'll love it, too.</p>
<p>graphic:</p> <p>Capture your digital lifestyle.</p> <p>Try SnagIt free for 30 days!</p> <p>[Download now button] Learn more link.</p>	<p>To jump straight to the download, just click the button on your screen!</p>