

# SNAGIT 9 OVERVIEW VIDEO

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## 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

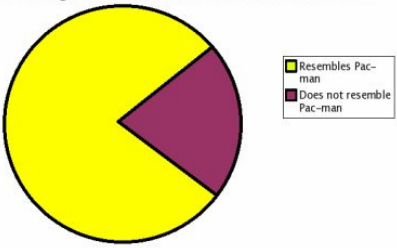
**Other:** use Trek site as content, where appropriate

## 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  |
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| [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.<br><br>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”...<br><br>But what about your <b>digital</b> life? How do you capture the stuff that happens here on your computer? |
| [Cut to closeup shot of large info graphic, made with Snagit: <a href="#">see prototype</a> . ]   | Snagit is software that lets you capture a “snapshot” of anything you see on your computer screen...<br>[pause]  |

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| <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?). <a href="#">See early prototype</a>]</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><a href="http://www.boingboing.net/2006/11/02/hilarious-piechartvi.html">http://www.boingboing.net/2006/11/02/hilarious-piechartvi.html</a></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: <a href="#">see sketch</a>. 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>   |

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| <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. <a href="#">See prototype</a>]</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 <b>button</b>] Learn more <b>link</b>.</p>  | <p>To jump straight to the download, just click the button on your screen!</p>  |