

Train. Present. Persuade.

This is the power of screen recording.

With Camtasia Studio, anyone can easily record and edit high-quality screen videos to share on the Web, CD, and mobile devices. Use Camtasia Studio to create and share

- Training videos
- Tech support tutorials
- PowerPoint presentations
- Sales demos
- Screencasts
- Online lectures

“TechSmith’s Camtasia Studio is by far the easiest tool to use to create training and presentation videos.”

Jim Schilling
INFOMINDSOLUTION

“The ExpressShow format for Flash productions will allow me to quickly bring a fresh and stunning new look to my existing library of instructional videos.”

Bob Jones, President
Bob Jones Software

Five reasons to choose Camtasia Studio

Create great-looking videos with ease

With a simple interface and straightforward options, Camtasia Studio takes the guesswork out of capturing exactly what you want. There’s even a Camtasia Studio toolbar in PowerPoint, so recording every dimension of your presentation is just a click away.

Record your screen...and much more!

You can be confident that you’ll get perfect-quality screen recordings with Camtasia Studio, but it also gives you the tools to record so much more, including:

- Narration and other audio
- Webcam video
- PowerPoint presentations, including slide timing, audio, animation, and anything else displayed onscreen
- Special effects like cursor highlights and screen drawing

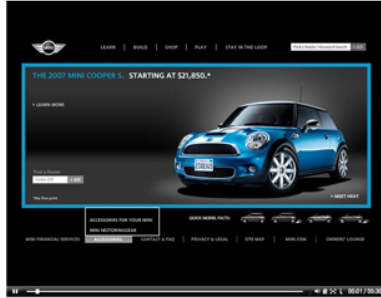
Engage your audience

Not a multimedia expert? Don’t panic. Anyone can quickly learn to use Camtasia Studio’s intuitive editing studio to create engaging videos with enhancements like

- Camtasia SmartFocus™
- Transitions and title clips
- Textual and interactive callouts
- Quiz and survey questions
- Closed captions and subtitles

Share your knowledge anytime, anywhere

You can create videos anywhere with Camtasia Studio – at your desk, the corner coffee shop, or in front of an audience. Then, easily publish your videos for the Web, CD-ROM, iPod and other mobile devices. Viewers can watch the videos online or download them — wherever they are, whenever they need to.



TechSmith ExpressShow
(Mini Cooper is a mark owned by BMW AG)

Look like a pro

Even if you're new to video production, Camtasia Studio gives you the tools to add professionalism to your videos:

- **TechSmith ExpressShow™ Flash output** — Create a single SWF that's easy to embed in a Web site, blog, or multimedia project.
- **Customizable playback bars and preloaders** — Match them to your corporate image, or use them to give your videos a personal style.
- **Tables of contents for Web or CD** — Help viewers navigate the chapters within a single video, or videos in a series.

"This is one that pleases the experts and the newcomers alike. There is simply no other screen capture and production tool in the same class. If you need to accurately capture what is displayed on your screen and then easily present it to a target audience in a professional manner then Camtasia Studio is the only choice. It always leaves my users wondering how I did it."

Geoff Spillane, Software Developer
Data Down Under

"Camtasia Studio is simply one of the best software packages I've used on any platform. It does what it's supposed to do and does it well, and at multiple levels of complexity. It's a great tool for both the beginning screencaster and for the professional trainer."

Charles Martin, PhD, Director
Center for Program Evaluation and Assessment
Georgia College & State University

How people are using Camtasia Studio

Technical support tutorials

Placing Camtasia Studio videos online lowers technical support costs, because customers can access answers to their most frequently asked questions at any time.

Training videos

Trainers use Camtasia Studio to create multi-language videos and supporting documentation. This reduces the effort, the number of training visits, and the cost involved in teaching tasks to staff in multiple countries.

IT administrators use Camtasia Studio videos to teach employees how to install and use new applications, especially software programs developed in-house.

Product demonstrations

Companies use Camtasia Studio videos to increase sales by helping people understand how a product or service works.

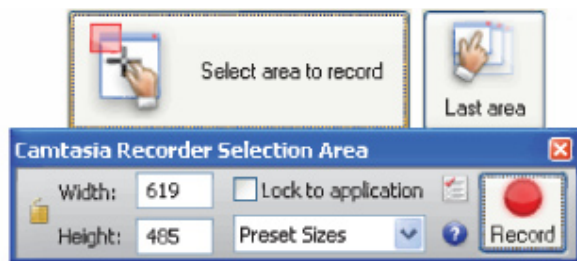
Online course materials

Placing instructional materials online removes the barriers of time and distance for students and faculty.

It's as simple as Record, Edit, Share

Record

Camtasia Recorder is a simple but powerful screen-recording component that allows you to capture cursor movements, menus, windows, text, and anything else you see on your screen. Recorder's more advanced features allow you to draw on the screen, and add text and special effects during recording.



Camtasia Studio's intuitive recording options

Camtasia Studio's recording features allow you to

- Easily adjust recording area to an application, or to custom or preset dimensions.
- Record all or any portion of the screen, including mouse clicks and keystrokes.
- Record PowerPoint presentations including audio narration, slide transitions, animations, and ink annotations.
- Record audio from the microphone and applications, including Webinars, sound effects, mouse clicks, and keyboard typing.
- Draw and highlight on the screen using ScreenPad.
- Record annotation drawings with ScreenDraw.
- Use hotkeys to zoom in and out

Edit and Enhance

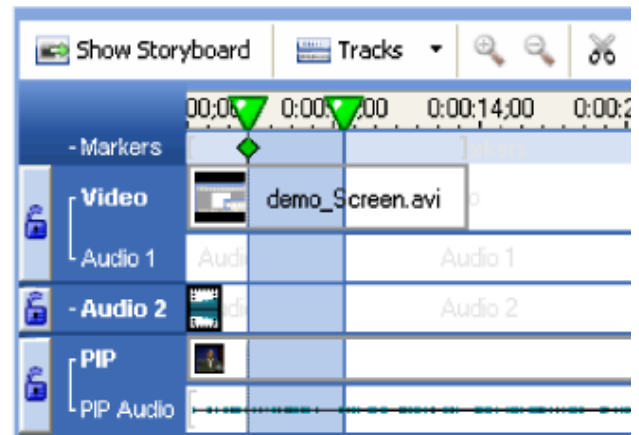
Within Camtasia Studio's main interface, you can import video, audio, and image files into a project. Imported files reside in the Clip Bin for easy access. Simply drag and drop the files along the Timeline, and then edit them as desired.

Camtasia Studio's recording features allow you to

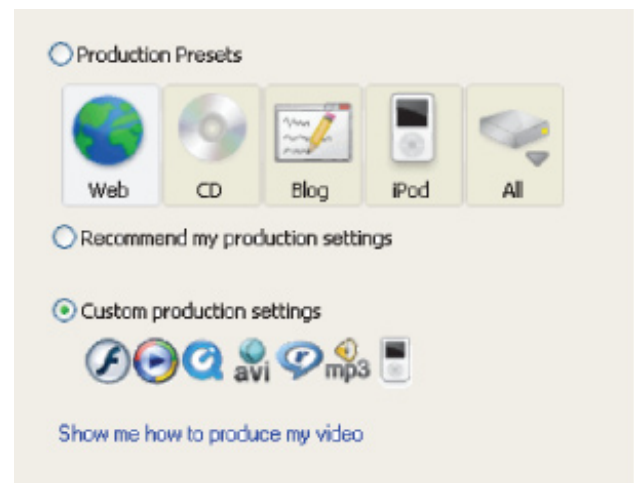
- Choose from preset project settings that are ideal for your desired output.
- Apply Camtasia SmartFocus to emphasize important moments and ensure crystal-clear playback.
- Select and cut portions of video clips.
- Zoom in on individual audio and video tracks for precise, frame-by-frame editing.
- Choose picture-in-picture or side-by-side presentation of camera and screen video windows.
- Add digital video files (WMV, MPEG, and AVI) and still images (BMP, JPG, GIF).
- Add audio clips (WAV, MP3) including a second audio track, for background music or a second language.
- Add Flash hotspots to continue video, jump to another frame, or go to a URL.
- Add quiz questions, callouts, transitions, and zoom and pan effects.

"Whether you're a technological amateur or professional, if you teach or train or communicate, TechSmith's Camtasia Studio is a tool that will get the job done easily and professionally. It's easy for beginners; it's versatile for advanced users. It works for me and for my clients."

Bill Haybyrne, President, CMC Group



Precision editing of multiple tracks



Production options in Camtasia Studio



System requirements

To run Camtasia Studio 5, your system must meet these specifications:

- Microsoft Windows XP or Windows Vista
- Microsoft DirectX 9 or later version
- GHz processor (2.5 GHz recommended*)
- 500 MB RAM (1 GB or more recommended*)
- Windows-compatible sound card, microphone and speakers (recommended)
- 60 MB of hard-disk space for program installation
- Camtasia Studio Add-in for PowerPoint requires PowerPoint 2000, 2002, 2003, or 2007
- Production to the Apple iPod format requires Apple QuickTime 7.1 or later version

* Strongly recommended for PowerPoint and camera recordings

To run Camtasia Player or MenuMaker Player, your system must meet these specifications:

- Microsoft Windows 2000, XP, Vista or later
- 300 MHz processor
- 64 MB of RAM

Publish and Share

By supporting all the popular video and animation standards, Camtasia Studio allows you to reach multiple audiences. You can distribute your videos in a variety of ways, including CD-ROM, Flash Web menu, DVD, iPod and more.

Use these exclusive production features to make your content look great:

- Select from over 80 custom background graphics.
- Use TechSmith ExpressShow to output a single SWF file that can be easily embedded in any Web site, blog or multimedia project.
- Create Web menus with Camtasia Theater or CD-ROM menus with Camtasia MenuMaker.

Then, use Camtasia Studio's publishing features to

- Customize color depth, frame rate, audio quality, and video dimensions.
- Publish in popular file formats: iPod video, Adobe Flash (SWF and FLV), Apple QuickTime (MOV), Silverlight compatible Windows Media (WMV), AVI, RealMedia (RM), and many more.
- Create HTML and XML output.
- Publish multiple videos simultaneously with batch production.
- Upload directly from Camtasia Studio to your server with built-in FTP.
- Seamlessly publish your videos to Screencast.com

Minutes from now you could be finished with your first video

Just download and install the 30-day trial from www.techsmith.com, and we'll help you through the rest. Camtasia Studio is smarter and easier to use than ever, and it does more for you. So, even if you've never created a video before, you can look like a pro.

Or, for more information, contact a Sales representative at +1.517.381.2300. We welcome the opportunity to speak with you.



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