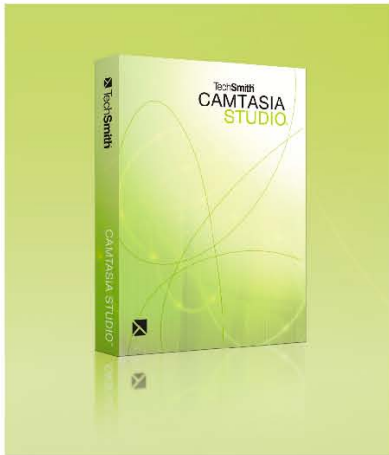


# TechSmith CAMTASIA STUDIO.



## 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.



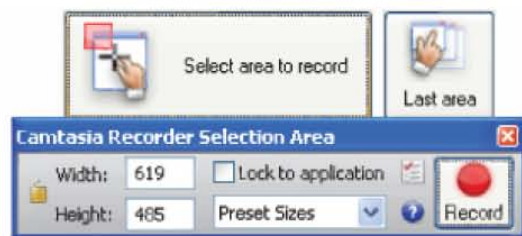
TechSmith ExpressShow  
(Mini Cooper is a mark owned by BMW AG)

"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



Camtasia Studio's intuitive recording options

## 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.

## 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.



