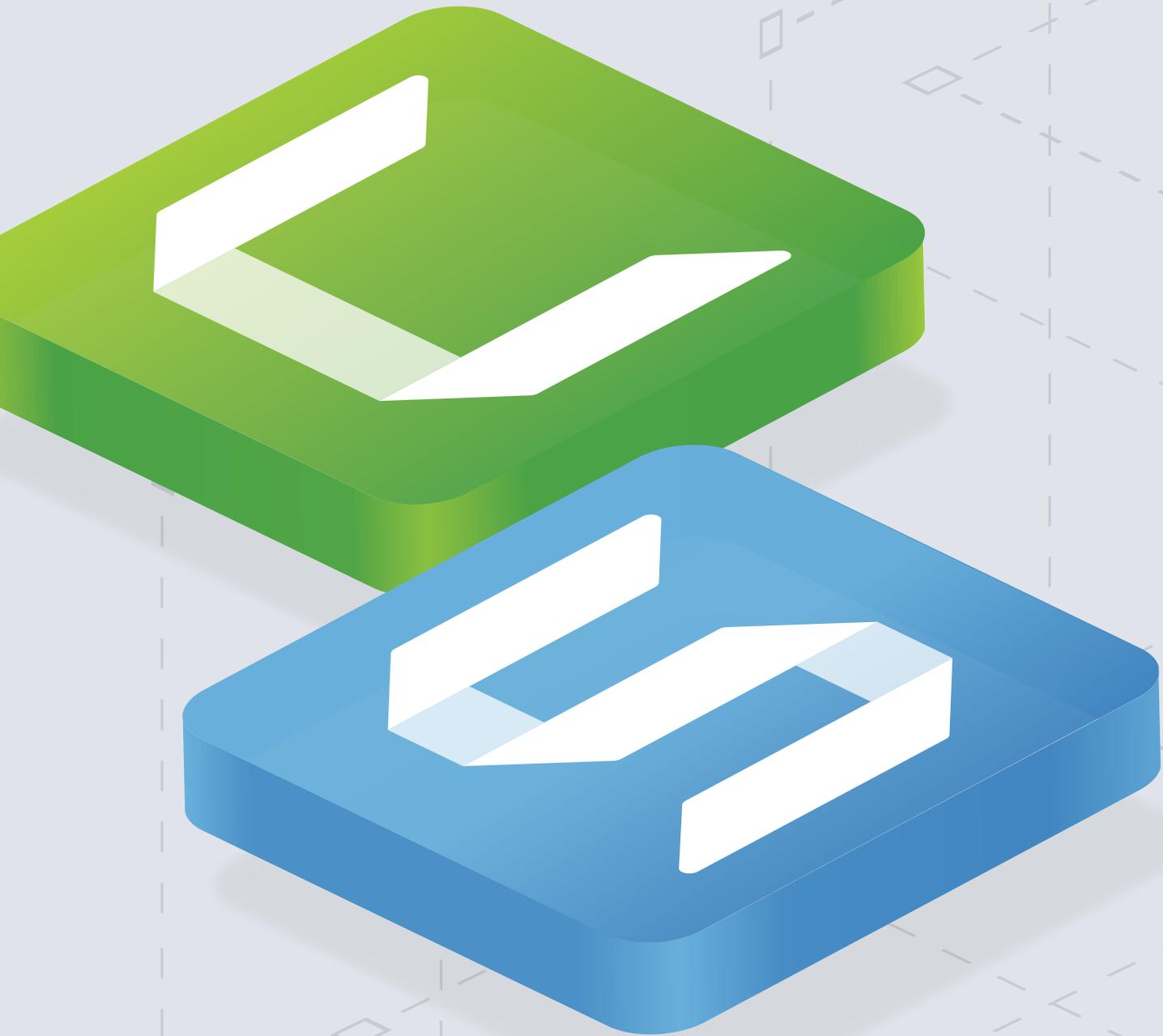


 TechSmith®



Camtasia®

Snagit®

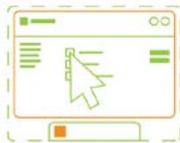
Visual communication tools for real productivity gains.

The best all-in-one screen recorder and video editor

Camtasia makes it easy to create tutorials, software demos, presentation recordings, and training videos.



Video tutorials



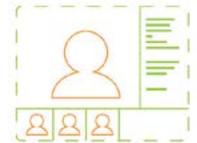
Software demos



Training videos



Presentation recordings



Webinar recordings

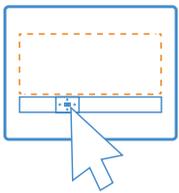
Non-video professionals can create professional-looking videos that instruct and explain, without the need for excessive training.

When instructional videos are needed, companies turn to Camtasia because:

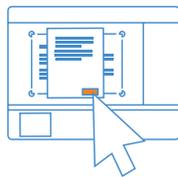
- Internal onboarding and learning is drastically improved when experts create video training.
- Customer satisfaction and retention reach new heights with easy-to-follow instructional videos.
- Remote workers never have to worry about missing training or presentations.
- New customer acquisition is accelerated with comprehensive demo videos.

Go Beyond Basic Screen Capture

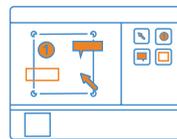
Snagit 2019 is the only screen capture software with built-in advanced image editing and screen recording.



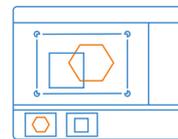
Capture scrolling content with Panoramic Capture



Extract text from screenshots or existing images (OCR technology)



Annotate, blur, highlight, and manipulate images with dozens of editing tools



Combine multiple images into a convenient step-by-step document



Create short screen videos (screencasts) and GIFs

Anyone can easily create high-quality images, visual guides, and videos with this all-in-one program. Communicate faster and more effectively with Snagit.

Companies buy Snagit because:

- Companies can recover about \$1700-\$2400 per employee per year.
- Up to 30% of content produced is intended for an audience outside the organisation so it needs to be professional.
- Easy to standardise on ONE tool that meets the needs of every department and works the same on both Windows and Mac.

How TechSmith and visual communication help your company

Visual communication could unlock \$167 billion in productivity globally

Research has shown that employees complete tasks better and absorb information faster when communicated with visually. TechSmith offers the tools, expert training resources, and unmatched customer support that make it easy for your organisation to implement visual communication practices and increase productivity.

Snagit and Camtasia help companies use visual communication to recover productivity that is often lost in long email chains, back-and-forth confusion, and unclear communication.

Visual communication results in real productivity gains...

- Each employee can gain 6 minutes per day, 33 minutes per week, 28 hours per year
- Companies can recover about \$1700-\$2400 per employee per year
- 79% of employees say using screenshots or video would improve their business
- 67% complete tasks better when instructions are provided as screenshots or videos instead of text alone

Learn more: techsmith.com/visual-communication-research

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