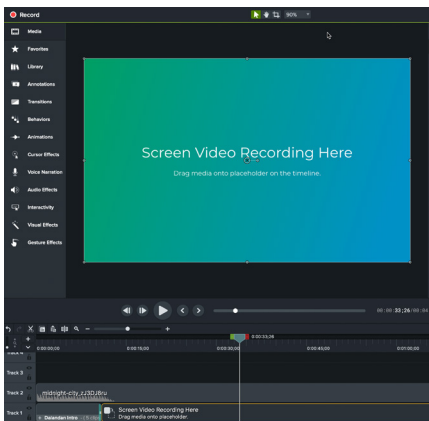


Why Upgrade?

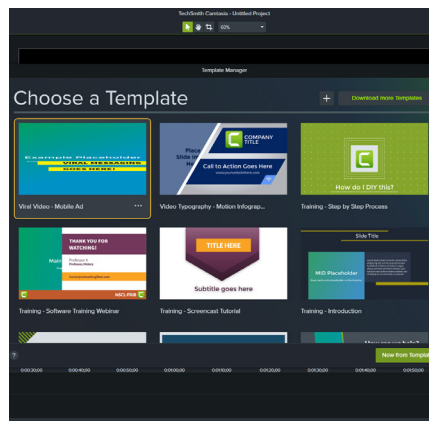
What's New in Camtasia 2020?

Camtasia 2020 simplifies the video creation process, making it easier than ever for you or your entire team to create engaging, impactful videos.

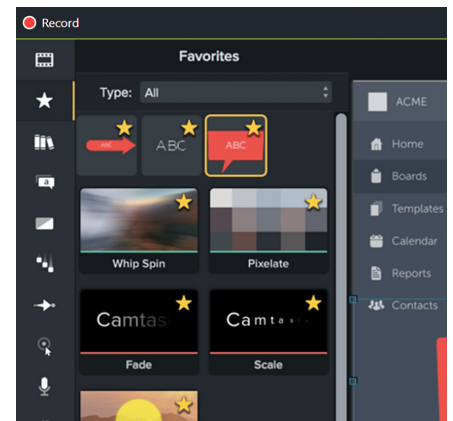
- Video templates help you and your team achieve new levels of speed and consistency when creating videos
- Favorites allow you to keep all of your most frequently used tools, annotations, and effects in one place for quick access and faster editing
- Easily maintain consistency across all of your videos by bundling Templates, Libraries, Themes, Shortcuts, Favorites, and Presets into a single file for sharing across computers, teams, and organizations
- The new, simplified recorder lets you capture higher frame rates and allows for high-quality webcam recording up to 4K resolution
- Unleash your creativity with Track Mattes, reversible transitions, and other advanced features to get a look that's all your own



Templates allow you and your team to go from idea to video faster than ever before.



Get started quickly by choosing from any of your template projects.



Favorites speed up your workflow and make commonly used tools easy to access.

Feature	Camtasia 2020	Camtasia 2019	Camtasia 2018
Pre-built video templates	✓		
Create and share video templates	✓		
Magnetic Tracks	✓		
Favorites	✓		
Presets	✓		
Camtasia Packages	✓		
Track Mattes	✓		
Improved Recorder Settings	✓		
Auto-Normalize Audio Loudness	✓	✓	
Mouse Cursor Path Smoothing	✓	✓	
Customizable Keyboard Shortcuts	✓	✓	
Block Text Style	✓	✓	
Vertical and Horizontal Text Properties	✓	✓	
Logos or Images in Themes	✓	✓	
PDF Import	✓	✓	✓
Additional Video Assets, Device Frames and Transition	✓	✓	✓
Brand New Library	✓	✓	✓
Customizable Themes	✓	✓	✓
New Video Assets	✓	✓	✓
TechSmith Assets (subscription optional)	✓	✓	✓
Import, Edit, and Produce in 60 frames per second (fps)	✓	✓	✓
Share Libraries Across Projects	✓	✓	✓
Device Framing and Behaviors	✓	✓	✓
PowerPoint Import	✓	✓	✓