TechSmith®

TechSmith is the go-to company for visual communication. We help anyone create professional, impactful videos and images to share their knowledge with others.

Snagit®

Capture a process, add your explanation, and create visual instructions.

TechSmith Snagit is the only screen capture software with built-in advanced image editing and screen recording. Snagit is used across organizations to create how-to documents, informal videos demonstrating a process, and professional-looking graphics to enhance presentations.

Powerful Features

- **Create from templates**
  Use premade image layouts inside Snagit to create visual documentation, tutorials, and training materials in no-time.

- **Create video from images**
  Talk and draw over a series of screenshots to create a quick "how-to" video or GIF.

- **Share and collaborate at work**
  With over 15 sharing outputs Snagit makes it even easier to share content at work.

- **Maintain consistency with Themes**
  Create and share a set of custom Quick Styles so shapes, arrows, and text always match your brand guidelines.

All companies have internal communication problems; most have external ones too. This leads to a loss in productivity and decreased customer satisfaction.

Snagit allows you to capture any process on your computer screen and quickly create visual instructions. You can show customers and coworkers how to do something with screenshots and screen recordings. Simply mark up your screenshots, or talk through a process and answer questions with a quick video.

Camtasia®

Simply record your screen, add a few effects, and share your knowledge.

TechSmith Camtasia is the best all-in-one screen recorder and video editor for businesses, educators, and entrepreneurs to create video tutorials and other instructional videos. Camtasia allows people who are not video professionals to create engaging videos that instruct, educate, and explain, without excessive training.

Powerful Features

- **Record your screen and more**
  Record audio, webcam, and anything on your computer screen–websites, software, video calls, or PowerPoint presentations.

- **Create video from templates**
  Use pre-built templates to create videos faster with more consistency.

- **Simplified video editing**
  Drag and drop text, transitions, effects, and more in the built-in video editor.

- **Scale video creation**
  Package up standard templates, assets, and tools for sharing across computers, teams and organizations.

As demand for videos continues to grow, **Camtasia serves as the best solution for rapidly creating informational videos.** It allows employees to capture everything that is happening on their screens and turn it into a polished video that trains, educates, and engages. Videos can be created from scratch or using templates, recordings, presentations, knowledge, and information that workers already have.

More than 30 million professionals around the globe use TechSmith software to show off a product, teach a course, train others, and communicate in a faster, more engaging way.

Snagit®

Camtasia®

Companies could recover $1,200 or more in productivity per employee, per year by using more visuals in workplace communications.
—TechSmith Value of Visuals Research

67% of employees complete a task better when instructions are provided as marked up screenshots or videos vs. just text alone.
—TechSmith Value of Visuals Research

55% of people reported watching two or more instructional videos per week.
—TechSmith Video Viewer Research

By 2022, video will make up 82% of all internet traffic.
—Cisco

87% of businesses use video as a marketing tool, up from 63% in 2017.
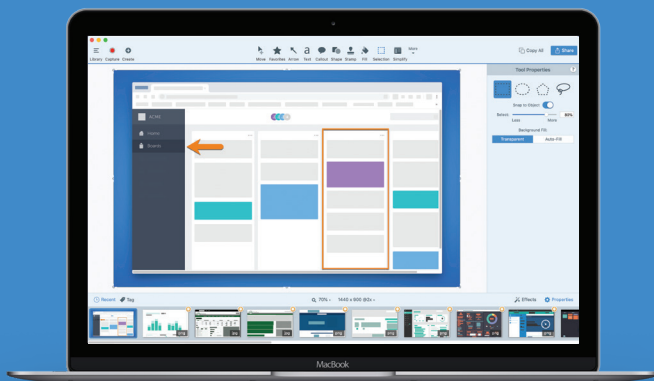—Wyzowl

Companies buy Snagit to...

- Give quick, simple answers to reduce misunderstanding and email back-and-forth
- Provide better feedback
- Make visual how-to guides to improve understanding and productivity
- Transform your office communication
- Work with and enhance existing investments (email, SharePoint, 0365)

Companies buy Camtasia to...

- Reduce expensive face-to-face training—internally and externally
- Turn important one-time events into on-demand videos
- Reduce or eliminate 3rd party video contracting
- Increase the amount of professional videos to train, educate, and engage with customers

Snagit Screen Capture and Recording Software
Create images and videos to give feedback, create clear documentation, and show others exactly what you see.

Camtasia Screen Recorder and Video Editor
Work with video recorded from the screen or captured live and enhance with music, callouts, zoom-and-pan. click effects, animations, and much more.