

Camtasia : mac

ApplePickers
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Techsmith Products

- ✓ Snagit for Windows and Mac
- ✓ Camtasia Studio 8 for Windows
- ✓ Camtasia:mac v2.3
- ✓ Camtasia Relay
- ✓ Jing
- ✓ Screencast.com
- ✓ Morae
- ✓ Coach's Eye

[Website Descriptions](#)

The Competition

- ✓ Screenflow – (Telestream) \$99
- ✓ Screenium – (Synium) \$40
- ✓ iShowU – (Shinywhitebox) \$30
- ✓ SnapzProX – Ambrosia \$70
- ✓ QuickTimeX – Free

Capabilities



Camtasia:mac vs Windows Comparison

Web Page

Overview

- ✓ Record any application window, webpage, or Keynote presentation that you want to appear in your screencast video, and record everything that happens on your screen
- ✓ Edit your screen recordings and camera video by cutting, splicing, and combining clips with its video editor
- ✓ Import camera video, music, photos, and more
- ✓ Customize your screen recordings and videos with animated backgrounds, graphics, callouts, and more
- ✓ Create interactive videos with clickable links, table of contents, search, and more
- ✓ Easily share videos that your viewers can watch anywhere, on nearly any device



Smart Focus

- ✓ Call attention to the important details in your video automatically.
- ✓ SmartFocus analyzes the position of your mouse cursor, which windows are active, when text is entered, and automatically predicts the best spots to zoom into on your video

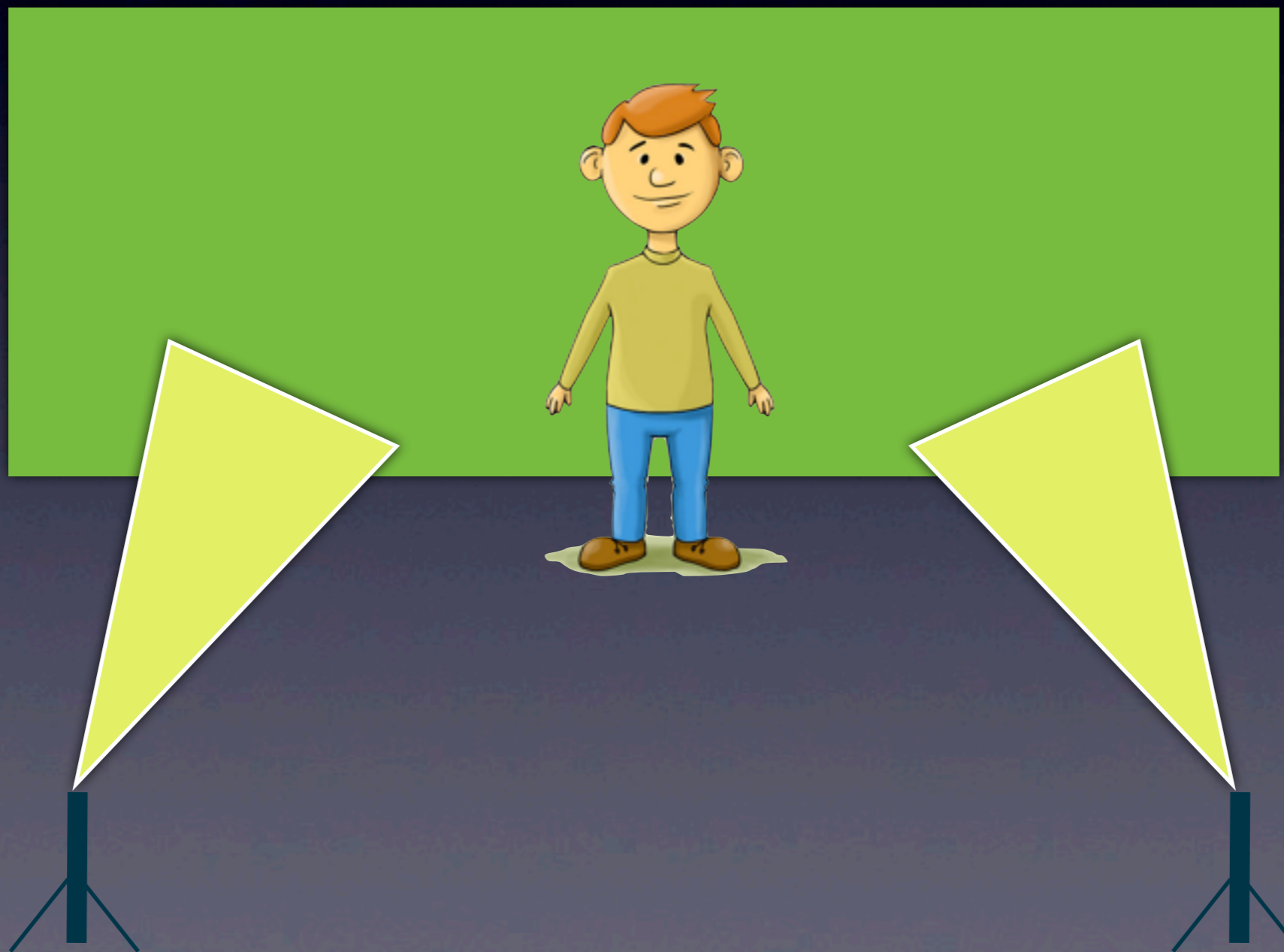
Green Screen Effect

- ✓ Integrate yourself or others directly into your videos – making it appear as though you're right in the action of your videos.
- ✓ Also known as chroma key, the green screen effect allows you to create more professional and engaging videos.



ChromaKey

✓ Need even lighting

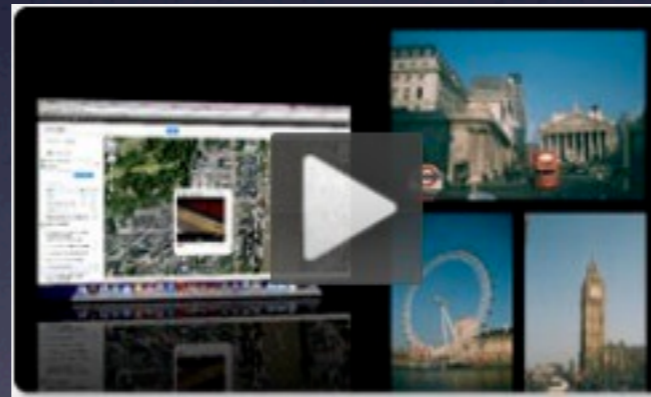


SpotLight and Mask FX

- ✓ Use Spotlight and Mask FX to focus viewer attention to specific actions in your videos.
- ✓ Spotlight FX casts a light source across your media
- ✓ Mask FX allows you to hide your screen, revealing only specific points of interest.

Tilt and Restore Animations

- ✓ Easily engage your audience by adding a quick and simple tilt effect to both your webcam and screen recording.



Call out or hide information

- ✓ Annotations and Blur Effect
- ✓ Easily add sketch motion callouts, speech bubbles, arrows, shapes, lines, hot keys, and more to point out specific features throughout your video.
- ✓ Blur private information distracting parts in a video.



Emphasize your movements

- ✓ Cursor FX and Keystrokes
- ✓ Draw attention to mouse clicks by highlighting, magnifying, or spotlighting points of emphasis, or
- ✓ Add keystroke callouts to automatically capture any keyboard shortcuts used during recording and show them off as a graphic in your video.
- ✓ Add any of these engaging effects to help your viewers follow along with what is happening onscreen.



Show off your apps

- ✓ Device Framing
- ✓ Get a simple and effective way to demonstrate your apps!
- ✓ Record video of your app in the simulator and showcase the device your app runs on by adding a frame around your videos.
- ✓ Choose from an iPhone, iPad, Thunderbolt, MacBook Pro, and more.

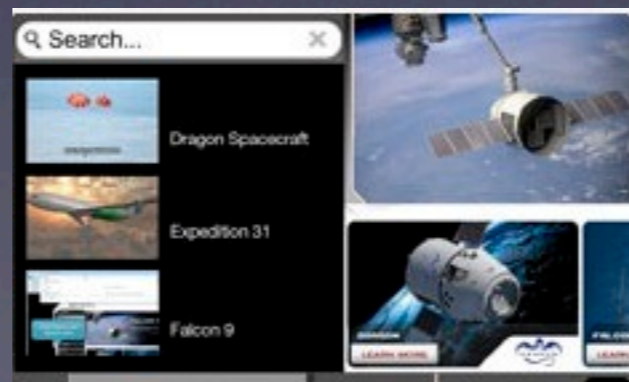


HotSpots

- ✓ HotSpots let you create a link from anything in your video.
- ✓ Easily turn photos, text, graphics, and more into clickable hyperlinks that allow viewers to interact directly with your video content.
- ✓ Click and drag the Interactive Hotspot effect from the Video FX tab onto the timeline or canvas to the desired clip, callout, or text annotation.

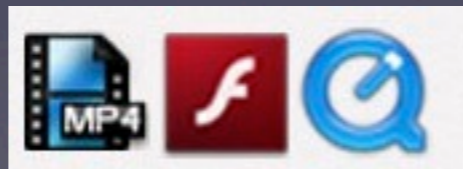
Table of Contents

- ✓ Make it easy for viewers to move to specific points throughout your videos, and quickly find exactly what they need.
- ✓ For videos shared to Screencast.com or exported with Flash.
- ✓ Table of Contents gives your audience quick access to different sections in your videos.



Sharing Made Easy

- ✓ Camtasia for Mac's sharing capabilities allow viewers to access your content virtually anywhere – even from browsers or devices that are not Flash-enabled.



Sharing

- ✓ Share high-quality, HD videos at anytime, on nearly any device.
- ✓ The TechSmith Smart Player is intuitive and detects if your viewer's device or browser requires Flash or HTML5 playback support. It also makes interactive elements like hotspots, quizzes, closed captioning, and table of contents possible.



Send Videos Straight to YouTube or Screencast.com

- ✓ Send your screencast straight from Camtasia for Mac to your YouTube or Screencast.com account.
- ✓ Hyperlink and embed code provided to share your video via email, tweet, blog post, and more.

