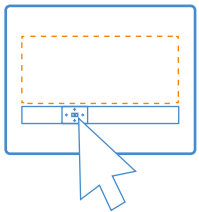**TechSmith Snagit™**

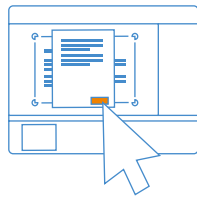# Go Beyond Basic Screen Capture

Snagit 2020 is the only screen capture software with built-in advanced image editing and screen recording.

Anyone can easily create high-quality images and videos all in one program
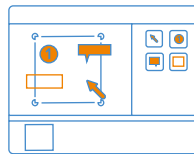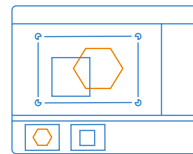
People use Snagit to:

Capture wide, or infinitely scrolling content (like webpages or Excel) with Snagit's innovative Panoramic Capture
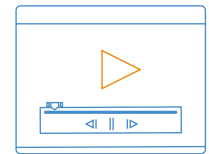
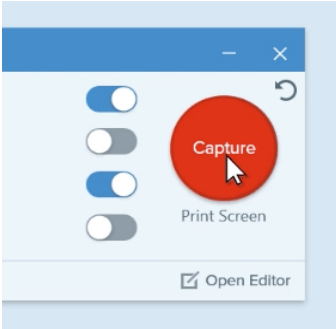Extract the text from a screen capture or existing image (OCR technology)

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

Combine images into convenient step-by-step guides and documents

Create short screen videos (screencasts) and GIFs when images alone aren't enough
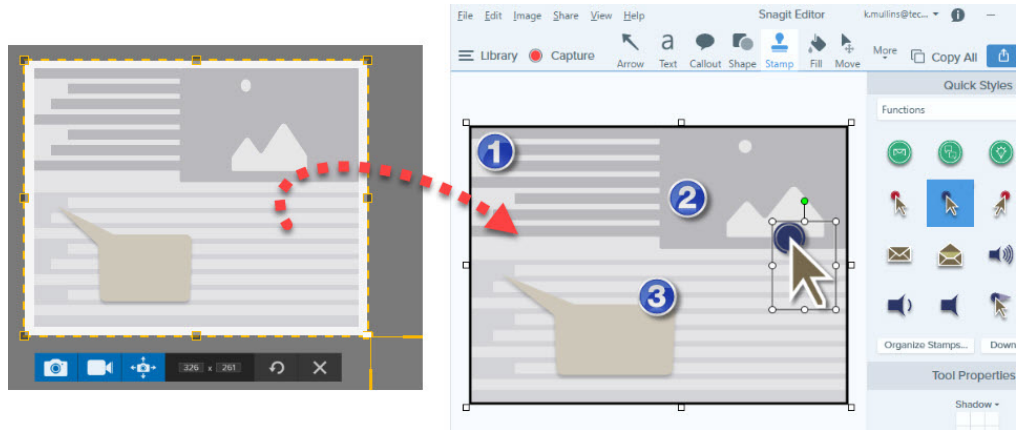
Companies buy Snagit because:

- Companies that use visuals in communication recover about $1,200-$1,700 per employee per year in productivity[1]
- Up to 30% of content produced is leaving the organization and it needs to be professional
- You can standardize on ONE tool that meets the needs of every department and works the same on both Windows and Mac

"Quick, easy, feature-rich capture software that I use almost every day. It just works!"

— Kyle Wisdom

Systems Administrator,

Financial Sector

Capture with precision; even beyond your screen. Use the powerful editor to combine, annotate, modify, and deliver professional images.

People Really Like Snagit...A Lot

If you ask 100 people, on a scale of 1-10 how likely they are to recommend Snagit to a friend or colleague, 79 say 9 or a 10. An NPS, or Net Promoter Score, of 79 puts Snagit in the 100th percentile in the software sector where 24 is considered a "good" score. TurboTax has an NPS score of 52, and Adobe Creative Suite comes in at around 28.

Licensing Options

From the individual to the Enterprise, TechSmith has a licensing model to fit your needs. Contact your preferred reseller or TechSmith to learn more.

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[1]*The Value of Visuals: A Business Case for Visuals in the Workplace: www.techsmith.com/visual-communication-research.html (2018)*

TechSmith Snagit™