



TechSmith Corporation

Fact Sheet

Since its incorporation in 1987, TechSmith has become the world's #1 provider of screen capture and screen recording software for the office professional. Founded by William Hamilton, who remains the company's president, TechSmith initially designed custom software for Windows to be used in various commercial applications. In the mid-1990's, the company responded to the market demand for screen capturing tools, and launched its first independent product, SnagIt®. SnagIt quickly became a 'word of mouth wonder', and its use as a robust screen capture and editing tool spread rapidly. Today, there are over 7 million SnagIt users worldwide. Announced in October 2002, Camtasia Studio brings even more functionality to enable the top-quality, robust recording of on-screen activity and production of videos in all popular multimedia formats, including Macromedia Flash™. In March 2004, TechSmith released Morae™, the first all digital user experience testing solution for recording, analyzing and sharing usability analysis of Web sites and software.

TechSmith's products increases business productivity and enrich personal computing by helping users to communicate, teach, demonstrate, observe, and analyze complex ideas and subtle points *visually*, rather than through words alone.

SnagIt and Camtasia Studio enable users to capture images and activity from Windows desktops, including animation, graphics, text and video, and enhance the captured material with special effects, narration and a variety of multimedia features. With this functionality, SnagIt and Camtasia Studio are used extensively by business professionals to create materials and videos for use in corporate training, customer support, digital forensics and evidence collection, distance learning, documentation, software demonstrations, workforce collaboration, and the creation of content for business presentations and Internet broadcasts. In addition to unmatched feature sets and high-fidelity image quality, customers can learn the software quickly – usually becoming proficient in less than a day -- and capture images with just a few mouse clicks.

With the release of Morae, TechSmith democratized user experience testing by knocking down the time, cost, and complex proprietary hardware barriers that with the release of their all-digital solution. Powered by TechSmith's patent-pending Rich-Recording Technology (RRT), Morae synchronizes real-world actions, such as user speech and facial expressions, with detailed application and computer system data to present usability professionals with a unique view into the way that desktop software, Web sites, intranets and e-business applications are seen and experienced. By enabling Collaborative User Experience Testing (CUET), Morae brings together stakeholders, experts, and key decision makers allowing them to observe and interact from any location to reach consensus faster so their organization can bring better products to market sooner.

The latest release from TechSmith is UserVue, a Web-based service that enables organizations to connect remotely with customers in their natural environment, using their own computers, to conduct research on the desktop applications and websites they use. Unlike other user experience and Web-conferencing tools, UserVue is specifically designed to put the focus on the customer's experience so observers can collaborate in real time during the session without disturbing the customer. Additionally, UserVue recordings and data seamlessly integrate with TechSmith's Morae user experience testing software to conduct more in-depth analysis if desired.

More than 7 million people in 37 countries use TechSmith software. Customers include *Fortune* 500 companies, educational institutions, and government agencies, as well as small business and home PC users.

Awards and Distinctions

SnagIt



Camtasia Studio



- 2005 "Editors' Choice Award" PC Magazine
- 2005 "Best Graphics Program/Utility" Shareware Industry Awards Foundation
- 2005 "5-Cows" TuCows
- 2005 "Best Screencasting Tool" Donation Coder

Corporate Headquarters

TechSmith Corporation URL: www.techsmith.com
2405 Woodlake Drive Phone: (517) 381-2300
Okemos, MI 48864-5910 Fax: (517) 381-2336

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