



Hello,

I've got some exciting news to share with you this month! TechSmith is thrilled to announce that we've acquired [Knowmia](#)'s suite of technology products.

We're so happy to have Knowmia as part of our family of solutions for educators and learners of all ages. But you may be wondering, what's Knowmia?

That's a great question. Knowmia consists of both an online platform and a mobile component. The online platform is a destination for learning that features short video lessons from great teachers everywhere. The mobile component, Knowmia Teach, is an iPad app that helps teachers plan their lectures and record video lessons on any subject.

TechSmith will continue to support current Knowmia users, and we'll also be incorporating Knowmia technology into our other learning solutions. Keep listening for updates, or feel free to [connect with us](#) about this exciting news.

Thanks for reading, and enjoy this month's newsletter!

Lauren Buskirk
Newsletter Editor

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TechSmith News



A better way to show off iOS apps with TechSmith Appshow

TechSmith AppShow is a new technical preview from TechSmith Labs, our testing ground for cool ideas. With TechSmith AppShow, you can easily make crisp app preview videos, tutorials, and explainer videos for your iOS app.



Mobile screen recording with the new Camtasia for Mac 2.9

With Camtasia for Mac 2.9, you'll enjoy mobile screen recording, easy touch gestures, and the ability to import AppShow projects for more in-depth editing. If you're a current Camtasia for Mac 2 user, this update is free for you!

[Check it out](#)

[Upgrade now](#)

TechSmith Blog

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Customer Story



"I took my collection of videos and I put them into Camtasia—they went in and worked perfectly. I could turn them, I could zoom into the content and I could also put videos side-by-side and show two scenes at once. It was just so easy to do and so nice."

-John Buechler

[Read the full story](#)



"We have some pretty technophobic staff members, but once they get started they see the simplicity of the product. All it took was showing them how easy it is to use TechSmith Relay and walking them through the process."

-Christine Paige

[Read the full story](#)

Product Tutorials

Coach's Eye

Get behind the wheel with John Viau, and you'll quickly discover this isn't your dad's driver's education class. John has been transforming his road-teaching methodology to put more self-aware drivers on the road each year.



[Read the full blog post](#)

Snagit

After recording a video in Snagit, your video opens in the Snagit Editor. You can then quickly share video captures to popular destinations using a variety of outputs. When choosing an output, there are a few things to consider.

[Learn more](#) ▶



Snagit Mac

Want to improve your video recording skills? We've put together some video tips and tricks that cover what to do before you record, how to make sure you get great audio, and when to move your cursor.

[Get video tips and tricks](#) ▶



Camtasia Studio

Callouts help draw attention important things on your screen—and there are a lot of callouts to choose from: lines, arrows, shapes, spotlight, blur, text, and sketch. Start adding callouts to your videos to direct your viewers' attention.

[Watch the video tutorial](#) ▶



Camtasia for Mac

Removing a color, often referred to as chroma keying, is used to superimpose a subject onto a background. It can be tricky to execute this effect well, but with some instruction, Remove a Color makes achieving this effect easier.

[Learn how](#) ▶



Jing

On the surface, Jing is really straightforward. However, Jing does have a few less-obvious tricks up its sleeve. Here are some of the most popular topics and videos you'll want to check out!

[Jing tips and tricks](#) ▶



Screencast.com

When it comes to sharing your content with others, the more organized you are, the better. Overall, content placed into folders is easier to manage and secure than individual content files in the library.



[Get organized](#) ▶

Morae

To help you view the recording more easily, Morae allows you to customize how you view and log a session. Learn more about adjusting the view of your recording sessions, Picture in Picture (PiP), and the marker definitions window.



[Read the full tutorial](#) ▶

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