



Fact Sheet

How TechSmith Knowmia® Makes the Most of Your Camtasia® Videos

Camtasia is the tool faculty already love to use for intuitive video creation and powerful editing. Combine this with Knowmia, TechSmith's secure platform for sharing educational media, to easily add videos to courses directly in the LMS, see which videos students are watching, gain greater accessibility, and increase student engagement.

KEY BENEFITS:

Secure, cloud based video and image hosting platform

TechSmith Knowmia provides a scalable destination for your media without needing to maintain and support servers. Students and faculty can access it anytime, anywhere with a browser. Use the Knowmia share option in Camtasia to easily upload videos from Camtasia.

Seamless LMS integration, including Blackboard, Canvas, Moodle, and D2L Brightspace

Share your Camtasia videos with Knowmia to make it simple to integrate them with your LMS. Videos are hosted in Knowmia so they don't use costly LMS storage. Students can view and interact without leaving the LMS or having to login separately. Video analytics and quiz scores report directly to your LMS gradebook automatically (enterprise version).



125 HOURS

Support staff time saved in the first year adopting Knowmia at Northwood University



75 HOURS

Time saved by Deb Steiner, Full-Time Faculty at Northwood University, while making 300 videos



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How much TechSmith Knowmia cost, compared to Odessa College's previous video creation platform

Generate captions automatically with highly accurate speech to text

Generate captions automatically with Knowmia's 90+% accurate speech-to-text engine. Make corrections anytime, anywhere with the web-based caption editor, which guides you to create captions that meet ADA guidelines. You can also assign captioning to students or staff, or import standard caption file formats. You can even send requests to third party caption providers integrated with Knowmia for human captioning. Captions made within Camtasia will work as well, giving you choice in how you caption.

In-video quizzing that sends results to your gradebook

Add quiz questions directly within the video in Camtasia or Knowmia, so students can interact with the content. Immediate feedback tells them how they did, and lets faculty check their understanding. Quiz results can optionally be reported directly into your LMS gradebook automatically (enterprise version).

Turn passive viewing into rich discussions with Knowmia Conversations

Timeline based commenting enables students to ask questions directly within the video while annotation tools help identify what they are referring to in the video. Enhance student to student and student to instructor interaction with guided conversations. Instructors can include prompts to stimulate discussion and students can respond to each other.

Upload images, graphs, and photos

Share images to Knowmia with ease for important supplemental content to your lectures. Upload from any location, or send images from Snagit® to Knowmia with ease. You can even add quizzes to images to measure comprehension.

Analytics show who's watching

Now, you can see exactly which students are watching course videos, and how much they've watched. Powerful stats and graphs show you in real-time how individual students are engaging with the content. Measuring engagement helps you catch struggling students early.



The adoption rate of TechSmith Knowmia, as compared to Odessa College's previous lecture capture system



The number of the top 100 universities in the United States who use TechSmith solutions



Two years running that TechSmith is the Global Lecture Capture Solutions Market Leader according to Frost & Sullivan's in depth market research reports

Single sign-on

Faculty and students don't need a separate login to access their accounts. Knowmia can integrate with your user authentication system, to make things simpler for everyone (enterprise version).

Simple recorder available

Faculty who aren't using Camtasia yet can get started right away with the streamlined TechSmith Capture app. It's simple to use even for first-time creators, and is great for lecture capture or to get students involved in creating content for student projects.

KEY FACTS:

Ease of use is at the core of Knowmia, to make it simple for faculty to create, organize, and share video.

Accessibility

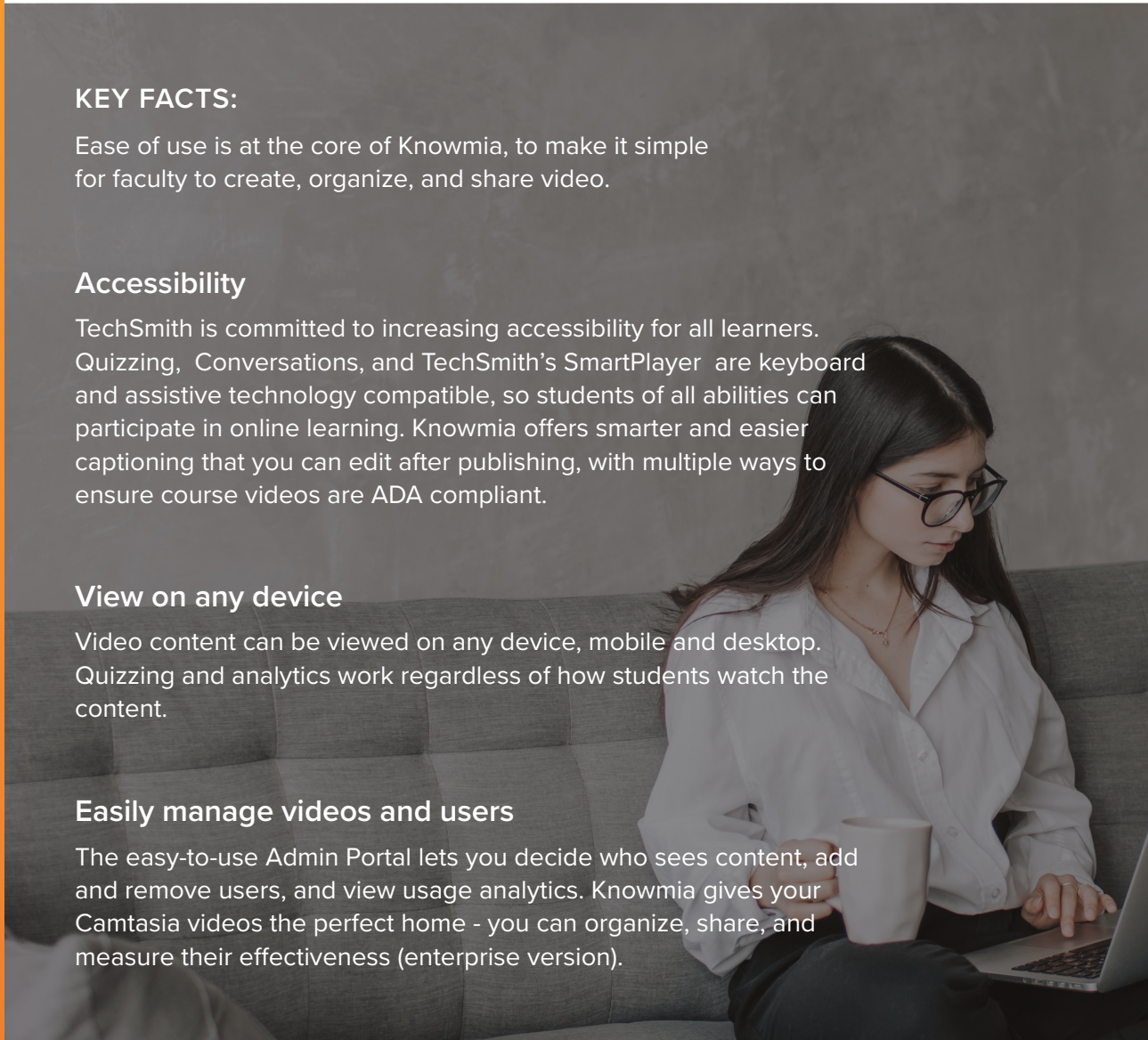
TechSmith is committed to increasing accessibility for all learners. Quizzing, Conversations, and TechSmith's SmartPlayer are keyboard and assistive technology compatible, so students of all abilities can participate in online learning. Knowmia offers smarter and easier captioning that you can edit after publishing, with multiple ways to ensure course videos are ADA compliant.

View on any device

Video content can be viewed on any device, mobile and desktop. Quizzing and analytics work regardless of how students watch the content.

Easily manage videos and users

The easy-to-use Admin Portal lets you decide who sees content, add and remove users, and view usage analytics. Knowmia gives your Camtasia videos the perfect home - you can organize, share, and measure their effectiveness (enterprise version).



What Benefits does TechSmith Knowmia Provide your Camtasia Videos?

Get the most from your Camtasia videos with the platform that works with everything. Knowmia gives you secure cloud hosting and sharing, including direct integration with your LMS and gradebook. Plus, you can now track engagement with analytics that show you which videos students are watching. Best of all, you can share videos to Knowmia easily with the Knowmia output built right into Camtasia.



Share videos directly from Camtasia



Audio description support



Media analytics, including who viewed and how much



Captioning service providers integration (enterprise version)



Unlimited video uploads



Zoom integration (enterprise version)



YouTube integration (share YouTube videos within TechSmith Knowmia)



Direct integration with Learning Management Systems (Blackboard, Moodle, Canvas, Brightspace, etc.) (enterprise version)



In-video quizzing



Quizzing/Assessment Dashboard



Search for videos by keywords (enterprise version)



Privacy controls for content



Unlimited image uploads



Unlimited cloud hosting and bandwidth included



Detailed usage analytics



Share with a link or embed code



Create and manage collections



SAML2, Azure Active Directory, Shibboleth, and Google authentication support (enterprise version)



Unlimited recording on PC, Mac and mobile (iOS, Android)



Priority Technical Support



PPT add-in recorder for Windows (enterprise version)



Assigned Customer Care, including (enterprise version):



Speech-to-Text Transcription



Closed captioning support

- Rollout & Adoption Guide
- On-demand training series
- 3 customer Points of Contact



Edit closed captions after publishing

What Educators are Saying about TechSmith Knowmia



Things really clicked when faculty saw quizzing and other engagement features. Some of the biggest ‘a-ha’ moments in the training sessions were when we showed them the analytics and how it integrated with the grade center.

Dr. Jeanna Cronk
Co-Director, Center for Excellence, Northwood University



Between Knowmia, Snagit, and Camtasia, you can do anything. You can edit a picture, edit a video, upload media, and even grab educational content from YouTube. Whether you have a video lesson or a class update, TechSmith is robust and versatile, there are so many different things that can be done with it.

Chalese Nelson
Learning Resource Technician, Aims Community College



If you can't measure it, you can't change it. If we can catch those students not watching the lectures, we pretty much can predict that grade before the exam ever gets there. That's something we have used Knowmia for exclusively, is pulling the analytics to see exactly which students are watching, how often they're watching, and the percentage of the recordings they watch.

Thomas Crawford
Biology Professor, Odessa College



Don't know who ordered up Knowmia, but I want to say a BIG THANK YOU to that or those persons who purchased this amazing video software for us... I attended the tech seminar yesterday and have already integrated it into my summer GEOG 117 class.. and students LOVE IT!!! I LOVE IT!! Instead of explaining the differences in high and low pressures I videoed a 3 minute talk and it saved me a ton of time answering a bizillion emails.. One three minute demo helped so many students!! This will be a very powerful tool for the “NEW” Fall semester.. I can't speak highly enough of Knowmia and the ease of using it!! THANK YOU!!

Barbara Graham
Professor, Physical Science Department - Geography, College Southern Nevada



Let's talk and see if TechSmith Knowmia
is a good fit for you.

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Learn more on our website:
techsmith.com/knowmia-education