



Hello,

To kick off this month's newsletter, I have a few questions for you. Do you know what [Snagit](#) is? How about [Camtasia](#)? I'm going to go ahead and assume there were at least a handful of you that knew both. But how about [Morae](#)?

[Morae](#) is TechSmith's user experience and market research software. From focus groups to usability studies, [Morae](#) helps people gain insight into their users' experiences by providing powerful data and great insights.

Now, you may have a question for me. Why does Lauren have [Morae](#) on the brain? Because World Usability Day is November 12th! As the makers of the gold standard in usability and market research, TechSmith likes to celebrate this special day.

Happy World Usability Day!

Lauren Buskirk

Newsletter Editor

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YouTube vs. Vimeo, What's the Difference?



At TechSmith, our goal is to help our users take advantage of the power of video in their daily jobs. But, making the video is just half of the equation. Choosing where you host your video is one of the most important decisions you'll make in the planning process.

[Read the full post »](#)

Unlock the Potential of Snagit with Online Paid Training



Many customers have mentioned that they love Snagit, but don't feel they're using it to its full potential. On **Tuesday, November 17th from 2:00 - 3:30 PM EST**, we'll be holding a paid online training session for Snagit Windows users (\$79) that was designed with that in mind. We'll be focusing on powerful workflows that help you save time and be more efficient. If this time doesn't work for you or you're interested in other TechSmith product trainings, [check out all training events](#).

[Learn more & register »](#)

TechSmith Blog

Get the latest news, discover helpful tips and how tos, see inside TechSmith, and read stories about people like you.

[Explore our blog »](#)

TechSmith YouTube Channel

Subscribe to Channel TechSmith to stay up to date on the latest and greatest in image and video capture.

[Watch our helpful videos »](#)

Customer Spotlight



"Snagit makes it possible for me to quickly capture and highlight information for fans and industry colleagues. I am able to share what I know so we can all see the information as it was originally experienced." -*Jessika Dawn, Musician*

[Read the full story »](#)



"Students create a PowerPoint presentation in their content area, record the presentation using Camtasia, and add narration, sound effects and a video clip. My students are amazed how easy and professional the exported MP4 video looks." -*Michael F. Ruffini, Professor of Educational Technology, Bloomsburg University of Pennsylvania*

[Read the full story »](#)

Coach's Eye

InstantReplay works with any iOS device running iOS 8.2 or later, or any Android device running OS 4.3 or later. By connecting your mobile devices to the same wireless router you can send video between devices, using the InstantReplay application. [Learn more »](#)

Snagit

In our blog series, Content.ED, we cover topics that revolve around creating great content with Snagit. Our first post goes into detail about making valuable and compelling documentation. [Read the post »](#)

Snagit for Mac

In our blog series, Content.ED, we cover topics that revolve around creating great content with Snagit. Our second post goes into detail about incorporating graphics into your content. [Read the post »](#)

Camtasia Studio

In this tutorial, learn how to get started with video webinars. We cover how we use webinars, the value of webinars, and recommendations for setup and equipment for live webinars. [See how »](#)

Camtasia for Mac

Is your recording lop-sided and needs to be centered? Have sensitive information you don't want to show? Did you film a little extra around your green screen? Crop mode can help you. [Learn how »](#)

Jing

The first time you record a video, you are prompted to select an audio input device. Our recommendation is to use a USB microphone for best results. You can find more information about audio in our FAQ. [Check it out »](#)

ScreenCast.com

Transferring data on the Web is measured by something called transfer bandwidth. Similar to your electric meter or water bill, transfer bandwidth measures how much data you have transferred. [Learn more »](#)

Morae

With AutoPilot, Morae presents study and task instructions along with surveys on the computer running Recorder. You can use AutoPilot to conduct an unmoderated test or to reduce paper work for a facilitated test. [See how »](#)
