



Camtasia Relay[®]

Camtasia Relay Pricing and Licensing

Release 1.0

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Pricing

Highlights

1. Camtasia Relay is a one-time only purchase and not a yearly cost.
2. The license allows for an unlimited number of presenters. The license is for the server software.
3. Maintenance for Camtasia Relay allows you to stay up-to-date with the latest software version and be able to scale to higher encoding levels if necessary.

How Camtasia Relay Pricing works

Camtasia Relay is licensed by server deployment. To be a Camtasia Relay customer means that server software is purchased and installed on a Windows server for use. The number of people doing recordings are not limited by this server license. In other words, you can have **unlimited recorders**. This means there is no need to calculate FTE's, number of viewers, etc. The only limit is the amount of content that can be produced each day via the Camtasia Relay server license that is purchased.



A purchase of Camtasia Relay is a **perpetual license**; it is **NOT** a yearly cost. Maintenance is available and is charged annually but is completely **optional**.

The pricing for Camtasia Relay is publicly available on the Camtasia Relay homepage.

<http://www.techsmith.com/camtasia-relay-pricing.html>

Educational Price

Simultaneous Encodings	Education Price
1	\$ 4,995
3	\$ 9,995
7	\$ 14,995

Non Educational Price

Simultaneous Encodings	Price
1	\$ 7,995
3	\$ 15,995
7	\$ 23,995

Maintenance

Most Camtasia Relay customers choose to enter into a maintenance agreement to receive the benefits listed below. The purchase of maintenance is totally **optional**. Maintenance is 25% of the purchase price charged annually and maintenance is not included in the first year price.

Upgrade to the next encoding level

Camtasia Relay server licenses are sold at 1, 3, and 7 **simultaneous encodings**. Having maintenance allows you to start small and grow as the usage of Camtasia Relay grows within your environment. With maintenance you can start with a single encoding server and upgrade to the 3 or 7 encoding server just by paying the difference between the encoding levels. We provide you a new license key once you upgrade and then you're good to go!

Guaranteed latest version

All customers with maintenance contracts are automatically entitled to the latest and greatest version of Camtasia Relay. When a new version is released, maintenance customers receive a new key and can upgrade free of charge.

Without maintenance, customers can get the latest minor version of the software that is released. I.E. Customers that purchased a 3.0 version could get 3.0.1, 3.0.2, 3.0.3, and 3.1 but not 4.0. Upgrades without maintenance are 50% of the new license cost.

Example

If a new Camtasia Relay customer from an educational institution wants to purchase a 3-simultaneous encoding license and maintenance the cost would be...

License cost:

\$9,995

Maintenance cost:

$(25\% * \$9,995) = \$2,498.75/\text{annually}$

First year cost:

$\$9,995 + \$2,498.75 = \$12,493.75$

What is a “simultaneous encoding”?

Camtasia Relay is priced according to simultaneous encoding levels, but what does that really mean? The Camtasia Relay server takes recorded content from users and creates various formats from it. These formats are called “encodings”. For instance, Camtasia Relay can take a recorded presentation and “encode” it into an iPad compatible video format (MP4), and also an audio-only format (MP3).



1. A user records a presentation with a Camtasia Relay recorder.



2. The Camtasia Relay server takes the presentation and creates multiple “encodings” from it.



3. An audio only format (MP3) gets encoded.



4. A video format (MP4) gets encoded.

But what does it mean for “simultaneous encodings” to occur. This is where the following analogy can help.

Simultaneous Encoding Analogy

Let's think of it this way. If the different output file formats are cars, the simultaneous encodings are the lanes. So if you had only one format to produce like the MP4 video you would have that format get encoded on that single encoding server.

Single Encoding Server – MP4 format



Camtasia Relay's Encoding Formats

Camtasia Relay has **many** different formats that it can create, most of which are industry standards that can be played on a variety of different devices in a variety of different locations. The following represent a small subset of these formats. We'll use these for the analogy.



MP4 - Formatted for iPad



MP3 – Audio Only



WMV – Full Screen Resolution for Web



CAMREC – Medium Sized Resolution for Web

Various Examples

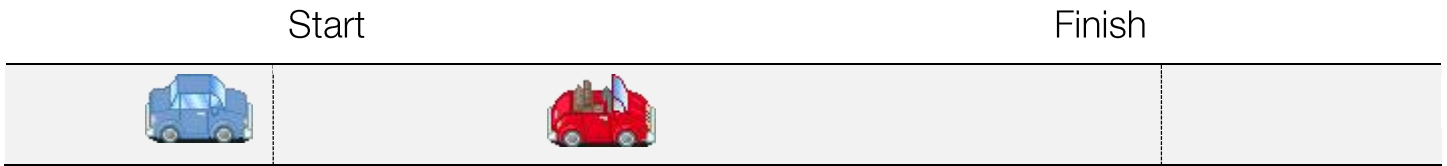
If you had two different formats like an audio-only MP3 as well as the MP4 video, it would look like this on a single encoding server.

Single Encoding Server – MP4 and MP3 format



With this analogy, it's important to recognize that only one car can be on the track at a time. So when the MP3 (red car) is getting created, the MP4 (blue car) is waiting for it to finish and can't yet start.

Single Encoding Server – MP4 and MP3 format – MP3 getting encoded



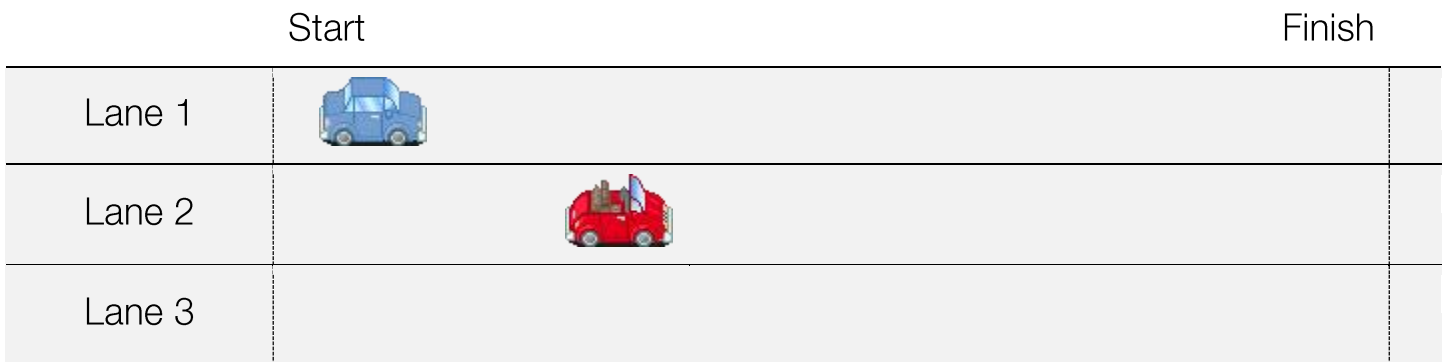
But as soon as the MP3 finishes, the next format will be created.

Single Encoding Server – MP4 and MP3 format – MP3 complete, MP4 encoding



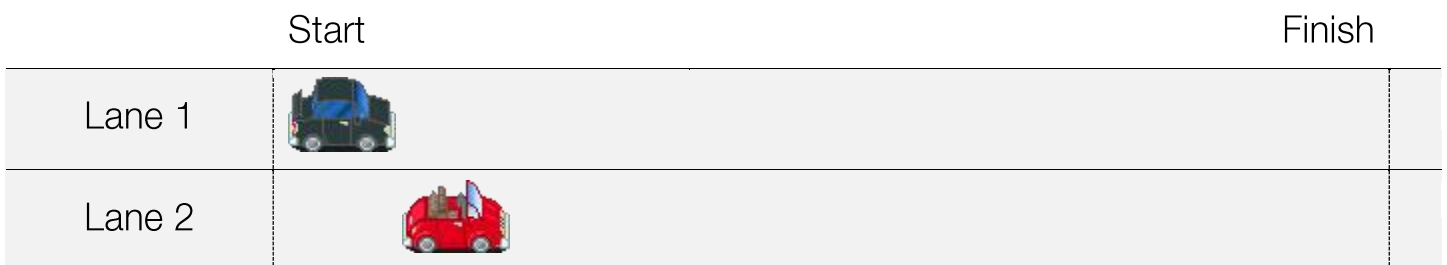
With a higher encoding server you have more lanes. So in the example above, if you have a 3-encoding server the server can create both the MP3 and MP4 at the same time.

Three Encoding Server – MP4 and MP3 format – MP4 and MP3 encoding



There are often many presentations that are getting recorded and transcoded by the server. The bigger the server license you have, the more content that can be created at any given moment.

Seven Encoding Server – Many formats

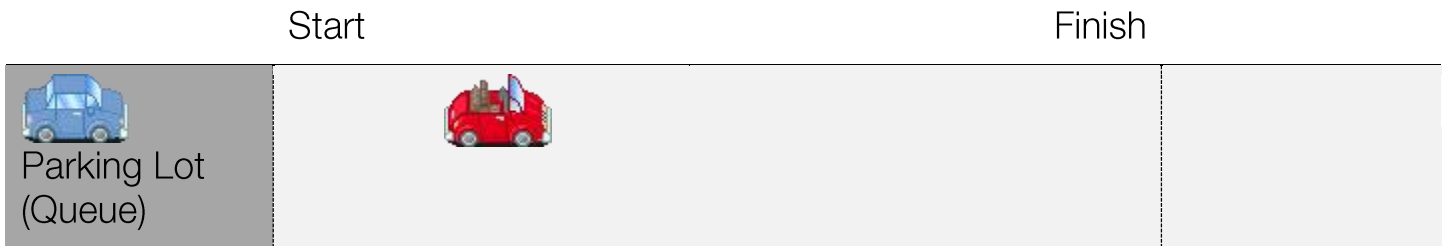


Lane 3	
Lane 4	
Lane 5	
Lane 6	
Lane 7	

The Server Queue

Any presentations that cannot be encoded/transcoded at that time because others are already getting created enter into a queue. The queue is like a parking lot. Going back to our original example of the audio-only MP3 and the video MP4, this is what it looks like.

Single Encoding Server – MP4 and MP3 format



If your server has a lot of presentations being submitted to it and it can't get through them quickly enough with your encoding level, the presentation backup (queue) may get really large.

Single Encoding Server – Presentations in the Queue



Summary

What does all this mean?

Camtasia Relay Pricing is Affordable

The licensing for Camtasia Relay is very affordable because everyone can start recording with a one-time only purchase of a server license.

Camtasia Relay Pricing is Flexible

The licensing for Camtasia Relay is flexible because customers can start small with a single simultaneous encoding server and increase their license later if they decide the usage warrants faster presentation turn-around times.

Give it a Try!

<http://www.techsmith.com/download/camtasiarelay/try/default.asp>

We're confident that Camtasia Relay is the best value for lecture capture on the market! Please try one of our 30-day free trials, put it through its paces, and you be the judge!

Credits

The car graphics for the simultaneous encoding analogy were created by user “[elderleaf](#)” on Flickr. They are being used under the Creative Commons License.

<http://www.flickr.com/photos/elderleaf/1396017406/in/photostream/>