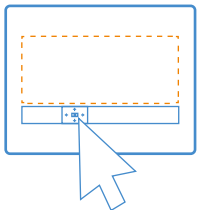


# Go Beyond Basic Screen Capture

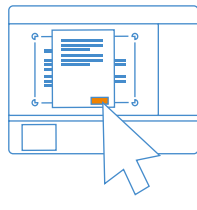
Snagit 2020 is the only screen capture software with built-in advanced image editing and screen recording.

## Anyone can easily create high-quality images and videos all in one program

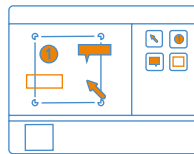
People use Snagit to:



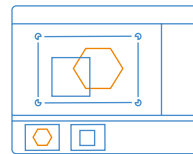
Capture wide, or infinitely scrolling content (like webpages or Excel) with Snagit's innovative Panoramic Capture



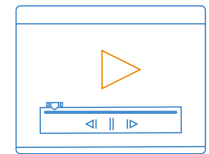
Extract the text from a screen capture or existing image (OCR technology)



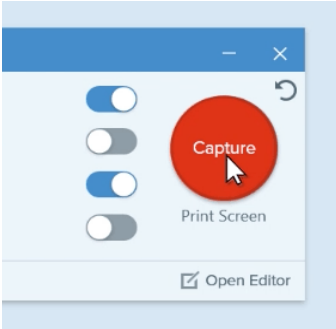
Annotate, blur, highlight, and manipulate images with dozens of editing tools



Combine images into convenient step-by-step guides and documents



Create short screen videos (screencasts) and GIFs when images alone aren't enough



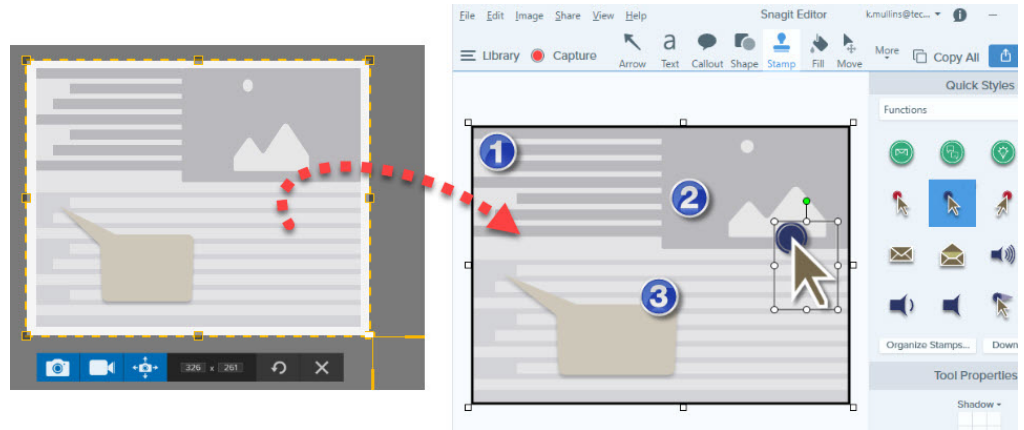
“Quick, easy, feature-rich capture software that I use almost every day. It just works!”

– Kyle Wisdom

Systems Administrator,  
Financial Sector

## Companies buy Snagit because:

- Companies that use visuals in communication recover about \$1,200-\$1,700 per employee per year in productivity<sup>1</sup>
- Up to 30% of content produced is leaving the organization and it needs to be professional
- You can standardize on ONE tool that meets the needs of every department and works the same on both Windows and Mac



*Capture with precision; even beyond your screen. Use the powerful editor to combine, annotate, modify, and deliver professional images.*

## People Really Like Snagit...A Lot

If you ask 100 people, on a scale of 1-10 how likely they are to recommend Snagit to a friend or colleague, 79 say 9 or a 10. An NPS, or Net Promoter Score, of 79 puts Snagit in the 100th percentile in the software sector where 24 is considered a “good” score. TurboTax has an NPS score of 52, and Adobe Creative Suite comes in at around 28.

## Licensing Options

From the individual to the Enterprise, TechSmith has a licensing model to fit your needs. Contact your preferred reseller or TechSmith to learn more.

<sup>1</sup>The Value of Visuals: A Business Case for Visuals in the Workplace: [www.techsmith.com/visual-communication-research.html](http://www.techsmith.com/visual-communication-research.html) (2018)