

Introduction

Using TechSmith software, educators can easily create engaging videos that they can use to share knowledge with students, parents, and colleagues.

We work with teachers, principals, superintendents, professors, industry leaders, IT coordinators, parents and students to learn about the challenges in education and how we can help address them with technology.

Flipped Classroom

The flipped classroom is all over the news. Teachers are using video screencasts created using our software to deliver their lecture and class instruction prior to class, allowing for more effective 1:1 time with students. To learn more about the flipped classroom, visit our website, www.techsmith.com/edu.



Want more information, a product demo or a price quote?

Contact our Academic Sales Team
517-381-2238
education@techsmith.com

Pricing

We offer three flexible licensing options to fit your school's needs:

Per-license Pricing

# of Users	Snagit	# Users	Camtasia Studio	Snagit/CS Bundle	Camtasia for Mac
1-4	\$29.95	1-4	\$179.00	\$199.00	\$75.00
5-9	22.95	5-9	159.00	179.00	69.00
10-24	17.95	10-14	149.00	164.00	64.00

Interested in more licenses? Contact our academic sales team for a quote at education@techsmith.com.

K-12 Site License Pricing

Site licenses are purchased based on physical location. Discounts are offered for multiple site licenses, contact our academic sales team for details.

	Users	Edu Cost*
Camtasia Studio/Snagit School Site License	Up to 100	\$2,895
Camtasia Studio/Snagit School Site License	Up to 250	\$4,895
Camtasia for Mac School Site License	Up to 100	\$1,995
Camtasia for Mac School Site License	Up to 250	\$2,995

*Site licenses include a free year of software maintenance.

Full-Time Equivalent (FTE) Pricing

Our FTE licensing allows for unlimited use and installation of Camtasia and Snagit on any school-owned machine as well as home-use for any staff member. FTE licensing is a three-year contract which includes software maintenance for each year. Contact our academic sales team for a quote.

Software Maintenance

Software maintenance agreements entitle you to free upgrades, unlimited priority technical support, volume discounts and easy deployment of the software. Contact our academic sales team for more information!



Flip your classroom affordably with TechSmith

Create engaging videos and eye-catching images

Snagit®

Camtasia Studio®

Camtasia®:mac

Camtasia Relay®

Jing®

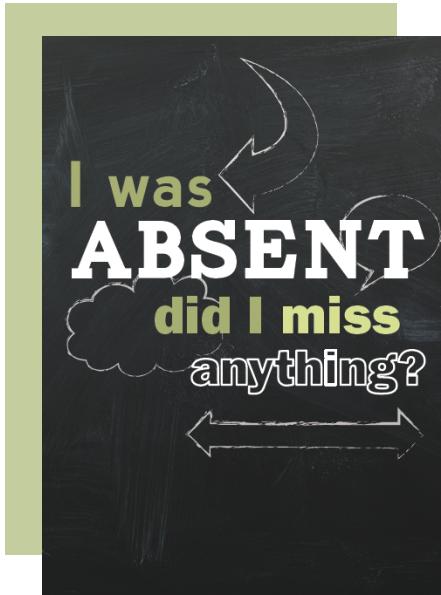


www.techsmith.com/edu

517-381-2238

education@techsmith.com

Problem One



Problem

Absences happen, for both students and teachers, often resulting in a lost day of productive learning. Students may fall behind, and the teacher has to remediate and adjust lessons to accommodate for lost time and play catch up.

"I'm still teaching my students even while I'm on jury duty thanks to screencasting."

- Rob Z

Solution

Recorded lessons with recorded video instructions for both students and guest teachers prevents lost productivity time.

Problem Two



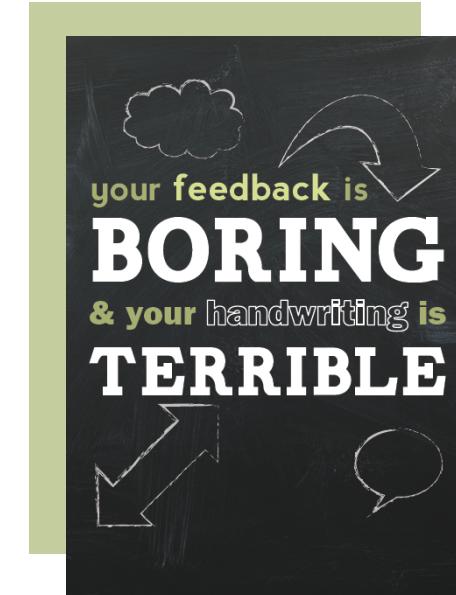
Problem

Many educators have interactive whiteboards, document cameras and other great technology in their classrooms. But many don't realize that they can record their (or student's) interactions with the technology to create review videos and lessons.

Solution

With our software, you can easily start creating screencasts of your interactive whiteboards that you can share with students, parents, administration and other teachers around the world. Integrating our software with all of your existing technology can make teaching more effective and offer innovative new ways to use equipment you already have.

Problem Three



Problem

It's hard to give students useful feedback in a static form such as writing. And it takes a long time to write that feedback in to the margins of an assignment.

"Most students LOVED the feedback and were eager for more. For an English teacher, this is magical!" - Aly Tapp

Solution

Give your students feedback through recorded screencasts. It takes less time than writing in the margins and you can include a lot more detail in your feedback, bettering the student's comprehension.

