

**Camtasia Studio 4.0** now makes it easy to publish videos files of various media formats to be viewed immediately or to be downloaded and then viewed anywhere on mobile media players, which allows for unlimited flexibility of use anywhere, anytime and this is a new feature to the software. The video files produced by **Camtasia Studio 4.0** can be published to the Web seamlessly with **Screencast.com** (which is also reviewed in this issue of ABT). Using the Production Wizard, videos can be uploaded directly from **Camtasia Studio 4.0** to **Screencast.com** to easily share the videos with a broader audience. Viewers can be directed to a specific location on **Screencast.com** to view the presentation. **Camtasia Studio 4.0** includes a one-month subscription to **Screencast.com**.

**Camtasia Studio 4.0** has an excellent online help system, balloon help, and access to Web-based video tutorials provide assistance with any questions that may arise. A two-day workshop is offered for those who prefer personal instruction on the use of the software. TechSmith offers a free download trial version of **Camtasia Studio 4.0** and videos showing various features as well as examples of how the applications can be used.

**Camtasia Studio 4.0** has many more significant features than can be covered in this brief review, so a visit to this Web site is worthwhile. I highly recommend this product to educators for the easy production of quality cus-

tom-made multimedia presentations to effectively support student learning.

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**Screencast.com.** 2006. Developed by TechSmith Corporation, 2405 Woodlake Drive, Okemos, MI 48864-5910. The Basic package includes 25 GB of storage with 25 GB of transfer bandwidth for \$6.95 per month or \$69.50 per year. The Plus package has 50 GB of storage with 50 GB of transfer bandwidth for \$12.95 per month or \$129.50 per year. The Premium plan includes a 100 GB of storage with 100 GB of transfer bandwidth for \$24.95 per month or \$249.50 per year. <http://www.screencast.com/>. Accessed January 5, 2007.

#### System Requirements:

Internet Explorer 6 or higher  
 FireFox 1.5 or higher  
 JavaScript enabled  
 For the best possible results the following are required:

- a broadband Internet connection
- Screencast.com Plug-in
- Flash Player 9

Online publications offer diverse learning opportunities. **Screencast.com** is a video hosting service that provides an easy and affordable way to publish multimedia presentations online. Videos can be seamlessly uploaded from **Camtasia Studio 4.0** (which is also reviewed in this issue of ABT) to **Screencast.com** in a few clicks.

As a result of the lack of accessibility to a secure Internet server or presence of server restrictions, many authors are required to publish multimedia screen videos to a public site, which results in a loss of control and ownership of the video. Using **Screencast.com** solves this problem. Also, most public sharing sites alter the size of the video, which often make captions unreadable. The content hosted on **Screencast.com** is not compressed or re-encoded into a smaller format. Viewers will see the original content of the presentation as it was uploaded, which is critical to successful sharing of content. **Screencast.com** allows the creation of a Web page that contains secure content, which can be accessed and viewed only by a specific audience. The permission

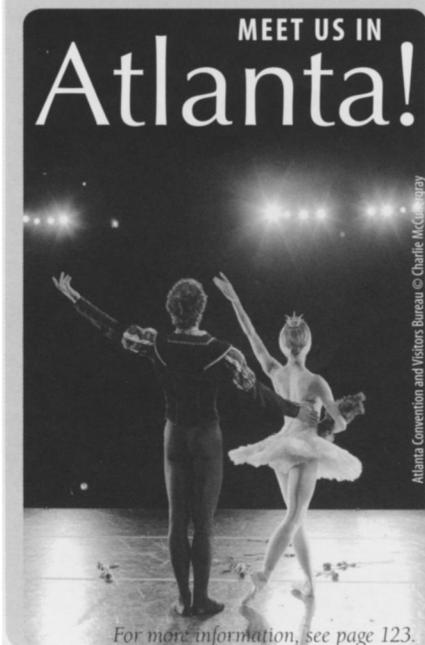
features allow only the intended viewers to access the content. The material uploaded to **Screencast.com** remains the property of the author and this allows for unlimited editing or changing of the material posted. Rights to the intellectual property are not lost once the material is uploaded.

To access videos on **Screencast.com**, viewers are not required to download anything to their local machine or decide which format to use to view the media. Content can be automatically delivered using **Screencast.com**'s built-in RSS and iTunes capability. Also, **Screencast.com** is not limited to publishing only videos and images. Files for PowerPoint® presentations, Word documents, PDFs, and MP3s can also be shared online with this service.

Flexible hosting plans that range from 25-100 GB of storage space are available. The online service can be purchased by the month or by the year. There is also a 30-day trial 100 MB storage with 1 GB of transfer bandwidth for free.

**Camtasia Studio 4.0** with **Screencast.com** is a winning combination for future creation and publication of customized educational productions. I have successfully used previous versions of Camtasia Studio but have had difficulty sharing the productions with my students for downloading, which appears to have been a common situation for many instructors. TechSmith has responded to this delivery problem and now the benefits of multimedia screen videos can be offered with ease to students for full utilization. The popularity of mobile media players has opened a new avenue for the presentation of concepts. If desired students can easily download the multimedia, carry it in their pocket, and view it on demand. Multimedia is a common component to our culture and many students expect to download and view items as a form of presentation. Now instructors of all grade levels have the opportunity to produce educational multimedia presentations for these mobile devices and, thus, utilize new technologies beyond popular music and video downloads. I am delighted that educators now have a better opportunity to provide students customized multimedia.

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