



# Video Tutorials on the Mac

## Simple Business Communication with Video

### Key benefits

- Develop high-quality training videos in-house.
- Create step-by-step tutorials easily.
- Design creative screencasts with a full suite of editing tools.
- Deliver complex video projects with scalable export options.
- Provide customers with easy-to-follow product demonstrations.
- Train employees with simple instructional screencasts.
- Impress business partners with dynamic presentations.

“ScreenFlow is a powerful solution that helps us provide excellent video-based support and sales tools without requiring a huge learning curve to get started, and at a reasonable price. Over the last year, we have seen an approximate 15 percent increase in sales leads—we attribute a good portion of this to the online product demos we created with ScreenFlow.”

—Craig Fletcher, Marketing Manager, FileOnQ, Inc.

Organizations of all sizes and industries must communicate effectively to customers, employees, and business partners. Whether the goal is to market your company, demonstrate a product, train staff, or present to investors, your communications need to deliver a clear message that impacts and motivates your audience.

Many companies find screencasts—computer desktop recordings—to be more engaging and accessible than any other form of communication, especially when the goal is to provide technology training. Screencasts allow you to convey step-by-step instructions with dynamic examples that can include video, still images, narration, sound, captions, and visual or audio cues to guide your viewers' experience. And with easy-to-use tools for the Mac, delivering screencast tutorials via the web can be a cost-effective way to inform, train, and motivate your audience anywhere across the globe.

### Develop high-quality videos in-house.

Telestream's ScreenFlow for the Mac is an award-winning<sup>1</sup> software toolkit that makes it easy to capture, edit, and deliver professional-quality screen recordings and video tutorials. Named “Best Screencasting Application” at Macworld 2009, ScreenFlow is easy to learn and use. With ScreenFlow on the Mac, your organization can create high-quality training and promotional videos in-house without maintaining a traditional A/V studio and at a fraction of the cost—under US\$100 for ScreenFlow.

Using a unique screen capture system, ScreenFlow records the contents of your entire desktop while simultaneously capturing video and audio in real time. Powerful features allow you to highlight areas of your screen, add effects, show keystrokes, and combine existing media into your screencasts. With an easy-to-use timeline interface, you can edit audio and video separately, trimming clips and adjusting levels to produce professional, high-quality QuickTime movies ready to be viewed on your website or intranet.

### Create step-by-step tutorials easily.

With the powerful combination of ScreenFlow and a Mac computer, it's easy to create step-by-step tutorials that demonstrate products to customers, walk staff through procedures and policies, or present essential information to business partners. It's as easy as one, two, three—record yourself presenting, edit your tutorial with ScreenFlow's suite of powerful editing tools, and export the completed video for publishing on the web. After launching, the application prompts you to select what you'd like to record. With options for capturing any actions occurring on your Mac, you can choose to record your screen, keystrokes, mouse movements, and even video and audio from your system's iSight camera and built-in microphone. With ScreenFlow for the Mac, you have everything you need right at your fingertips to create a finished video tutorial.

“We’ve been using ScreenFlow for six months and it has quickly become an essential tool for our marketing, training, and internal communications. The intuitive user interface makes ScreenFlow feel like a natural addition to the iLife suite, which helped us get started with ease. ScreenFlow has taken our marketing to the next level—enabling us to spend more time promoting our screencasts and less time developing them.”

—Matt Cassarino, Cofounder and Developer,  
TourVista

<sup>1</sup>Best in Show Award: Best Screencasting Application, Macworld 2009; Apple Design Award: Best Mac OS X Leopard Application 2008; Apple Design Award: Best Mac OS X Leopard Graphics and Media Application 2008; Macworld Editors’ Choice Award, Macworld 2008.  
<sup>2</sup>Final Cut Studio sold separately.

Telestream’s ScreenFlow sold separately,  
[www.telestream.net](http://www.telestream.net).

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### **Design creative screencasts with a full suite of editing tools.**

Once your screencast is recorded, ScreenFlow will automatically open an intuitive editing environment with a full suite of editing tools to turn your captured video into a creative, polished tutorial. A timeline lets you preview your recording and shows the audio and video clips separately so you can trim and adjust sight and sound properties independently. ScreenFlow’s video timeline feature automatically tracks the location of mouse clicks within your screen recording and enables you to enlarge and highlight those clicks to add emphasis in your tutorial. It’s easy to include advanced effects, such as zooming, into background or foreground windows, adjusting opacity, superimposing titles, or incorporating other graphics and media. ScreenFlow is designed to help draw your audience’s eye to the most important aspects of your video, so you can guide viewers through your tutorial with interesting and easy-to-follow instructions.

### **Deliver complex video projects with scalable export options.**

When your tutorial is complete, you can export your final video as a QuickTime movie or Windows Media movie, with Flip4Mac Windows Media Components installed. Preset export options and customizable quality and size preferences allow you to capture, edit, and complete your entire tutorial with ScreenFlow on the Mac. For more complex video projects, ScreenFlow also offers an option to export your high-quality video for use in other post-production systems, such as Final Cut Studio.<sup>2</sup>

ScreenFlow for the Mac gives your organization a powerful solution that can easily scale from quick and simple screencast tutorials to the most demanding video productions.

### **Reach diverse audiences through video.**

Organizations use video tutorials in a variety of ways. Here are some examples of how ScreenFlow for the Mac can help you reach your audiences.

<b>Communicate to:</b>	<b>Create video for:</b>	<b>See results:</b>
Customers	Product and help demonstrations	<ul style="list-style-type: none"><li>• Reach customers across the globe.</li><li>• Impress new customers with high-quality video presentations.</li><li>• Increase sales by offering product and service demos.</li><li>• Provide step-by-step help tutorials.</li><li>• Increase ROI with a powerful, cost-effective solution.</li></ul>
Employees	Training and tutorials	<ul style="list-style-type: none"><li>• Reach staff worldwide.</li><li>• Deliver remote training that’s more cost-effective than live training.</li><li>• Combine screen-recorded video with Keynote or PowerPoint presentations and video conferencing.</li></ul>
Business partners	Corporate presentations	<ul style="list-style-type: none"><li>• Entice investors and partners with professional product samples.</li><li>• Demonstrate state-of-the-art software applications with advanced tools, including an iPhone simulator.</li><li>• Present essential information in an engaging video format.</li></ul>

### **For more information**

For more information on Apple solutions for simple business communications with video, contact your Apple representative or Apple Authorized Reseller.