


Overview Guide

Lotus®

ScreenCam⁹⁷ EDITION

Table of Contents

Introducing ScreenCam 97	Page 1
The Only Show and Tell Software for Your PC	1
ScreenCam Users	1
ScreenCam and the Company Intranet	1
ScreenCam and the Internet	2
ScreenCam and the Help Desk	2
People are Talking About ScreenCam	3
Key Capabilities	4
Recording PC Screen Activity —  Quickly and Easily	4
Creating Captions and Subtitles	4
Editing ScreenCam Movies	5
Movie Playback	5
Managing Movies	6
Movie Distribution	6
File Format	6
Designed for Windows 95	6
Innovations	7
<i>New!</i> Movie Segments	7
<i>Enhanced!</i> Captions	7
<i>New!</i> Save as Microsoft .avi File	8
<i>New!</i> Movie Management	8
<i>New!</i> Windows 95 Look and Feel	9
<i>New!</i> Movie Playback	9
System Requirements	10
Hardware	10
Operating System	10
Memory	10
Disk Space	10

Introducing ScreenCam 97

The Only Show and Tell Software for Your PC.

Lotus® ScreenCam® 97 is a fast, easy, and inexpensive way for users to show what they mean when they can't be there in person. ScreenCam lets a PC act as a VCR that records every click, scroll, and action on the screen. It lets users add their own captions and the sound of their voice to visual demonstrations. It also delivers a comprehensive set of tools that let users easily edit their instant PC movies and share them with others. ScreenCam's unique file format, together with industry standard compression techniques, keep disk usage at a minimum. And even those viewers who don't have ScreenCam installed on their PCs can play the movies back, so that the potential audience for ScreenCam movies is unlimited.

Users can create ScreenCam movies that cover the entire range of audio/visual communications — from providing a quick training tip to a colleague, to creating a permanent library of visual reference movies for use throughout the organization. ScreenCam can also be used to develop and conduct guided tours through any Windows application or document, thereby highlighting what's important and why. With ScreenCam, users can create customized tutorials, respond to proposals, demonstrate new products, annotate financials, and narrate presentations. And thanks to ScreenCam's unmatched Internet support, ScreenCam movies are now widely available to users on corporate intranets and the Internet.

ScreenCam's easy-to-use Record, Rewind, Forward, Pause, and Stop buttons make it simple and fast for users to create and deliver their message with a minimum investment in products, training and time.

ScreenCam Users

Today, ScreenCam is used by more than three million general business people with the common requirement to deliver messages crisply and ensure that messages get results. ScreenCam users create movies for press packages, product demonstrations, and "on demand" or "just-in-time" training. Many users now find ScreenCam is indispensable when it comes to annotating or emphasizing a key point in a proposal or plan, and for providing feedback on potential opportunities and issues. While the majority of ScreenCam users create and distribute more than 100 movies annually, some users distribute as many as 2,500 each year.

Following are just a few examples of the way today's business people use ScreenCam to differentiate their corporate "message" with a ScreenCam movie that can be shared with prospects, customers, and colleagues — anywhere.

ScreenCam and the Company Intranet

ScreenCam can be used to create movies about a company, its products, and activities for storing on the intranet, so that all employees receive the same consistent up-to-date message. This helps new employees get up to speed faster and ensures that everyone has access to important company business communications. Additionally, through mini-tutorials created in ScreenCam, employees can learn about corporate or departmental policies and procedures in minutes. Employees can access the information from the intranet as they need it, knowing that they always have the most up-to-date information.

ScreenCam and the Internet

Users can reach an even broader audience using ScreenCam together with the Internet. For example, by creating a ScreenCam product demonstration “cybermovie,” and embedding the movie on the company Web page, users can deliver a clear, succinct message to prospects, customers, partners, and the business community at large. A ScreenCam movie that introduces a company and products to prospects, customers, and partners in different geographies can help companies differentiate themselves from the competition.

ScreenCam and the Help Desk

Increasingly, ScreenCam is being deployed throughout organizations to enhance support from the corporate IS department. With ScreenCam 97 installed on users' PCs, anyone in the user community can record a problem they are having with their PC hardware or software. He or she can then e-mail the movie demonstrating the problem to the Help Desk for troubleshooting and resolution. The ScreenCam movie gives the support team the visual information it needs to more quickly resolve the problem and keep the user community up and running. This customer support application could be critical to the success of any application deployment. In fact, some third-party software developers now offer this type of ScreenCam Help to their customers as a key part of their product offering.

People are Talking About ScreenCam

Press and User Comments

"I would not hesitate to say that anyone who is tutoring any Windows program, should immediately invest in ScreenCam."

—SJIBMPC UG Newsletter, October, 1995

"Sometimes the simplest ideas are the best. So it is with IBM Corp.'s Lotus ScreenCam."

—Computer Reseller News, November, 1995

"Within 10 minutes of installing the program, I was able to make a two minute movie of my session..."

—PCC News, November, 1995

"I think this is a fantastic product. It has made my life easier, and [I] have actually saved money for my company because of this product."

—Honeywell Corporation, August, 1996

"A great product that has saved presentations for me many times."

—Durham Board of Education Computer Department, August, 1996

"Training is the natural business market for ScreenCam."

—Business Week, March, 1995

"ScreenCam has gained new capabilities and at the same time maintained a sensible feature set. You can see this in the end result. You can learn it quickly and the movies it produces play smoothly."

—PC Graphics and Video, January, 1996

"For any of these purposes (demo new products, explain financial data, develop instructional material), ScreenCam would be an ideal product, as it gives a faithful rendition of what is happening on the screen, and is easy to use."

—BCUG Bytes, April, 1996

"I have found that a good ScreenCam is worth a thousand pages in a user manual..."

—Phillips Petroleum Company, July, 1996

"Great product. Lets me travel and demo software without carrying around a UNIX server."

—Interramp, July, 1996

"..the single most important tool for my roadshows to demo products without having to drag around a lot of equipment. One of the jewels of Lotus' desktop products."

—IBM Corporation, August, 1996

This reviewer's guide is designed to assist users in their evaluation of Lotus ScreenCam 97. It provides:

- ❖ An overview of Lotus ScreenCam's capabilities.
- ❖ Highlights of ScreenCam's new and enhanced features.

Key Capabilities

Recording PC Screen Activity — Quickly and Easily

- ✧ Users run ScreenCam just as they would run a VCR, with their own preferences for recording and playback.
- ✧ A simple click on the Record button and ScreenCam begins capturing contents, mouse movements, drop down menus, and keyboard entries.
- ✧ Users can record a spoken narrative to accompany their visuals.
- ✧ It's just as easy to capture Web information; the user simply accesses an Internet Web site and clicks Record to capture the required information.

What's New in ScreenCam 97

- ✧ Users have the option to Pause while recording in order to automatically create a new segment.
- ✧ Users can assign a name to each movie segment.
- ✧ Segments can be played back seamlessly as one contiguous movie.

Creating Captions and Subtitles

- ✧ Captions can be added to describe what is being demonstrated on the screen, for users who don't have sound capabilities on their system — or when more than sound is needed.
- ✧ Captions can be added in a wide range of typefaces, backgrounds, and formats.
- ✧ Users can size and place captions wherever they need them.
- ✧ Hot keys can be assigned to captions so that they can be easily recalled at the proper place, as the user records a movie.

What's New in ScreenCam 97

- ✧ A new user interface makes creating and managing captions a snap.

Editing ScreenCam Movies

- ✧ Users have the option to easily recapture only their Screentrack if dissatisfied with their “take.”
- ✧ Users have the option to recapture the Soundtrack in order to change the accompanying voiceover.
- ✧ Users can also recapture both the Screentrack and the Soundtrack.

What's New in ScreenCam 97

- ✧ Users can re-record a movie segment to change only a portion of the movie.
- ✧ Movie segments can be easily rearranged in order to improve the delivery and impact of the message.

Movie Playback

- ✧ Movies can be played back on any PC — even when the full ScreenCam product is not installed.

What's New in ScreenCam 97

- ✧ ScreenCam lets movie viewers fast forward through a movie to get to key ideas faster.
- ✧ Movie views can be resized and repositioned on the PC screen during playback.
- ✧ Users have the option to start playback at whichever segment they choose by clicking on the Jump to Segment button.
- ✧ ScreenCam automatically minimizes font display differences between the system the movie is recorded on and the system on which it is played back.

ScreenCam Version and Windows Operating System	Records Under These Windows Operating Systems	Plays Back Under These Windows Operating Systems
ScreenCam 97 for Windows 95	Windows 95	Windows 95 Windows NT (Screentrack and uncompressed audio only.) Windows 3.1 (Pending testing with Win32S patch.)
ScreenCam 2.1 for Windows 95	Windows 95	Windows 95 Windows NT Windows 3.1
ScreenCam 2.0 for Windows 3.1	Windows 3.1	Windows 3.1 Windows NT Windows 95

Managing Movies

- ✧ Users can monitor the length, size, authorship, and revision history of any movie.
- ✧ Users can check Screentrack resolution and compress the Soundtrack.

What's New in ScreenCam 97

- ✧ Movie preferences provide better control over the final movie.
- ✧ Movie properties let users manage movie size, directories, versions, and owners.

Movie Distribution

- ✧ ScreenCam movies run on PCs with or without multimedia capabilities, thereby requiring no new hardware investment.
- ✧ Users can create movies of any Windows-based application and incorporate them into applications via OLE 2 (Object Linking and Embedding).
- ✧ Movies can be distributed via Lotus cc:Mail™ or Notes™, Microsoft Mail, Novell GroupWise, or even the Internet.
- ✧ Users can easily post movies to the company intranet.

File Format

- ✧ ScreenCam's unique file format ensures that ScreenCam movies make the most efficient use of the user's disk space.

What's New in ScreenCam 97

- ✧ ScreenCam 97 movies can be saved in Microsoft .avi format for use in any applications that support Video for Windows .avi.

Designed for Windows 95

- ✧ ScreenCam 2.1, implemented as a 16-bit application running in a 32-bit environment, is replaced with:

What's New in ScreenCam 97

- ✧ Full exploitation of Windows 95. Windows 95 look and feel.
- ✧ Support for long file names.
- ✧ 32-bit performance and enhanced memory management.

Innovations

ScreenCam 97 is designed with the straightforward goal of helping business users communicate more effectively. From delivering easy-to-use tools that let users create multimedia movie segments, add captions and resize movies during playback, to providing the ability to record information from a Web page, ScreenCam frees users from worrying about the technology they're using and allows them to focus on the content and quality of their messages.

Movie Segments

With the 97 version, ScreenCam lets users create movie segments that can be played back as one seamless movie, using the Pause and Record buttons.

- ✧ Users simply press Pause to stop recording and press Resume to begin recording again to create a new segment.
- ✧ ScreenCam automatically indexes and numbers segments in the order in which they were created.
- ✧ Users can assign menu labels and descriptions to each segment for easy identification.
- ✧ Users have the option to append up to 19 movie segments to the first movie segment.
- ✧ Jump to Segment button displays a list of segments; users simply click on a segment to access it directly.

Benefits:

- Gives users maximum flexibility for retakes through reordering, cutting, and appending movie segments.
- Eliminates the need to re-record an entire movie to improve only a small portion of it, as users can easily plan and record movies in smaller segments.
- Lets users pause recording if interrupted unexpectedly or while making screen transitions that could detract from the movie's message.
- Helps users easily find and use movie segments.

Captions

New in ScreenCam 97, users can easily create all their captions from a single location. And captions now have a new tabbed user interface, making it even easier to create and manage them.

- ✧ Captions tabs include Settings, Backgrounds, Font, and Position and take advantage of the Windows 95 look and feel.
- ✧ Go To buttons let users quickly navigate to movie segments, the control panel, or the application menu bar from Captions.
- ✧ Users can easily cut, copy, and paste captions to reorder them.

Benefit:

- Lets users easily create and manage movie captions using the familiar look and feel of a tabbed dialog box.

Save as Microsoft .avi File

ScreenCam 97 movie Screentracks can be used in applications that support Microsoft .avi format. And thanks to its unique file format, ScreenCam ensures significant disk space savings over .avi files.

- ✧ In addition to ScreenCam .scm, ScreenCam .exe, and .wav files, ScreenCam 97 supports .avi files.
- ✧ Save options allow users to set the number of frames per second and to determine whether a movie should be saved in full movie or a resized version.

Benefits:

- ScreenCam movie Screentracks, which have been saved as .avi files, can be edited to remove any unwanted frames by any application that supports .avi editing.
- ScreenCam movie Screentracks, which have been saved as .avi files, can be used in other applications that support the .avi file format.

Movie Management

As users produce more multimedia ScreenCam movies, and as their movies become more sophisticated, better tools for managing movies are required. ScreenCam 97 delivers a range of new easy-to-use features that let users control how their movies are saved, where they are stored, and the attributes assigned to them. Users can now:

- ✧ Assign a temporary directory for ScreenCam movies, or use the Windows default.
- ✧ Use Save As options to view a color bar that visually compares the size of a movie file with the proportional size of the Screentrack and Soundtrack. Users can easily compare the size of a Screentrack with the size of Soundtrack; or see a compressed Soundtrack versus an uncompressed Soundtrack versus a Screentrack.
- ✧ Automatically generate thumbnails for movies created using earlier versions of ScreenCam that did not support thumbnails.
- ✧ Generate thumbnails for color depths of greater than 256 colors, for users with high-end systems.
- ✧ Update movie statistics during Save As to show the earliest version of ScreenCam that can play that movie.
- ✧ Readjust the view of the movie to compensate for differences between the system the movie was recorded on and the one on which it is played back.

Benefit:

- Maximizes desktop PC resources for the best ScreenCam movies.

Windows 95 Look and Feel

Windows 95 has created a new set of expectations for the look and behavior of applications. ScreenCam 97 exploits Windows 95 to take full advantage of the Windows 95 look and feel, support for long file names, OLE 2, 32-bit performance, and enhanced memory management. ScreenCam 97 delivers the following Windows 95 user interface improvements:

- ✧ ScreenCam tool tips.
- ✧ Tab-enabled buttons.
- ✧ From the Windows 95 Explorer or from common File Dialogs, a right mouse click displays a context menu to access ScreenCam properties and Quickview to launch and play the active movie.
- ✧ During movie playback, the ScreenCam pointer is displayed and provides access to Properties and About.
- ✧ The audio volume slider displays the slider direction to increase or decrease the volume.
- ✧ Page Up/Page Down and Up and Down arrow keys may also be used to adjust volume.

Benefits:

- Provides a high level of integration with other Windows 95 applications that support the platform standards.
- Masks the complexity of the advanced operating system to provide powerful features that are accessible to all levels of users.

Movie Playback

With ScreenCam 97, the quality of a movie can be improved significantly through new features that give users more control over the final look of the movie.

- ✧ Users can now fast forward quickly through a movie by simply pressing and holding down the Fast Forward button. After 5 seconds, Fast Forward advances rapidly through the movie allowing the viewer to get to a specific location quickly.
- ✧ The Stop button lets users stop playback without exiting from the ScreenCam application.
- ✧ For movies less than full screen in size, users can click on the left mouse button to drag the movie to a new position on the screen during playback.
- ✧ Font information is faithfully captured through Preferences settings and maintained to minimize font display differences between the system a movie is recorded on and the system the movie is played back on.
- ✧ Movies can be resized through Preferences settings in order to ensure that viewers are focused on the most important part of the screen at a certain point in a movie.

Benefit:

- Lets users add visual interest and emphasis to an idea, message, or picture by focusing the viewer's attention.

System Requirements

Hardware

- IBM® PC or compatible (80486/50 MHz) certified for use with Windows 95 or Windows 3.1.
- VGA 16-color graphics adapter and monitor.
- Parallel port or sound card-enabled device supported by Windows 95 or Windows 3.1, speakers and/or headphones, and microphone. (Users can create and play ScreenCam movies without sound if their PC does not have a sound device and speakers.)
- CD-ROM drive or 3.5" high-density disk drive.
- Mouse or other pointing device.

Operating System

- Microsoft Windows 95.

Memory

- 10MB RAM minimum.

Disk Space

- 5.4MB RAM minimum; 7MB RAM for full installation.
- Users can run ScreenCam 97 from the CD-ROM.

***Thank you for reviewing ScreenCam 97!
For more information, please visit the Lotus Web site at <http://www.lotus.com>.***

***Lotus Development Corporation
55 Cambridge Parkway
Cambridge, MA 02142
617-577-8500***

© 1996 Lotus Development Corporation. All rights reserved. Lotus and ScreenCam are registered trademarks and cc:Mail and Notes are trademarks of Lotus Development Corporation. IBM is a registered trademark of International Business Machines Corporation. Other product and company names mentioned herein may be trademarks or registered trademarks of their respective owners. 10/96