

Competitive Analysis

Lotus[®]

ScreenCam⁹⁷ EDITION

Lotus ScreenCam 97

The best show-and-tell software for today's connected world.

Over 3.5 million users have already chosen Lotus® ScreenCam® for its simplicity and effectiveness as an innovative application for capturing and sharing information. The requirements of these users have helped evolve ScreenCam to its current feature set.

ScreenCam 97 satisfies not only the serious business professional who needs to capture and share information effectively, but also meets the demands of training, customer support, and help desk professionals with more sophisticated requirements. Unlike its competition, ScreenCam is simple enough for the ad hoc user, but robust enough for those responsible for executing mission-critical applications with specific requirements. And ScreenCam is effective for the full range of audio/visual communications — from creating presentations and demonstrating new products, to developing customized tutorials and training tips — without sacrificing ease of use or simplicity. ScreenCam is also excellent for annotating documents, whether they be complex financial statements, special order forms, expense reports, or articles to share with clients or colleagues — an easy way to energize, clarify, and personalize messages.



When communicating within the on-line environment, ScreenCam adds value by increasing the effectiveness of the message. For example, in addition to, or in place of, a file (e.g., a spreadsheet) attached to an e-mail, users can include a ScreenCam movie that captures the spreadsheet with a voice-over discussing the particular points of interest.

The adage, “a picture is worth a thousand words,” is definitely applicable: with voice, the message becomes that much more powerful. And with manageable file sizes, ScreenCam movies are finding favor on the Web, in e-mail, and over networks for delivering all types of multimedia communication.

The following table compares ScreenCam 97, Lotus' full-featured show-and-tell software for PCs, to Camcorder 97, a utility bundled with Microsoft Office. Unlike Microsoft Camcorder 97, ScreenCam 97 can be deployed on standard PCs running either Windows 3.1 or Windows 95. Additionally, ScreenCam's caption features ensure that PC users, including those who do not have sophisticated sound hardware, can playback Lotus screen movies — whereas Microsoft Camcorder movies are useful only to people with full multimedia sound capabilities. After reviewing this table, you will see there is only one choice.

Feature	Lotus ScreenCam 97	Microsoft Camcorder 97
Segmented movies	<p style="text-align: center;">✓</p> <p>Record up to 20 individual segments and combine into one movie</p>	<p style="text-align: center;">✓</p> <p>Record only one segment</p>
Edit movies	<p style="text-align: center;">✓</p> <p>Cut, paste, segments, re-record audio or screen track</p>	<p style="text-align: center;">✘</p> <p>None within the utility; edit externally with application that supports .avi</p>
Append existing movies to a new movie	<p style="text-align: center;">✓</p> <p>Append movies with the same attributes (sound/screen)</p>	<p style="text-align: center;">✘</p>
Captions	<p style="text-align: center;">✓</p> <p>Extensive capabilities including:</p> <ul style="list-style-type: none"> ➤ Text attributes ➤ Placement options ➤ Standard or custom backgrounds ➤ Cut/paste captions ➤ Import any .BMP file 	<p style="text-align: center;">✘</p>
Distribute standalone movie	<p style="text-align: center;">✓</p>	<p style="text-align: center;">✓</p>
Compression	<p style="text-align: center;">✓</p> <p>.scm only; 2:1 only</p>	<p style="text-align: center;">✓</p> <p>Optimized for .avi; rate unknown</p>

Feature	Lotus ScreenCam 97	Microsoft Camcorder 97
Command line arguments for controlling the behavior of movies programmatically	<p style="text-align: center;">✓</p> <p>7 arguments including:</p> <ul style="list-style-type: none"> ➤ Hide ScreenCam title and product screens ➤ Start the movie ➤ Play resized movies at the specified coordinates ➤ Play the movie repeatedly ➤ Play the movie a specified number of times ➤ Close ScreenCam when the movie ends ➤ Hide the control panel 	<p style="text-align: center;">✘</p>
Properties	<p style="text-align: center;">✓</p> <ul style="list-style-type: none"> ➤ General — movie duration, number of segments, content, author, company name, location, size ➤ Movie Data — movie area, movie view, view size, offset, color depth, data size 	<p style="text-align: center;">✘</p> <p>Statistics captured by Windows Explorer only; available only through Windows Explorer, not as part of application</p>
Hotkeys	<p style="text-align: center;">✓</p> <p>9 customizable hotkeys</p>	<p style="text-align: center;">✓</p> <p>4 hotkeys - create, open, save, stop</p>
Sound recording	<p style="text-align: center;">✓</p> <ul style="list-style-type: none"> ➤ 11, 22, 44 sample rates ➤ 8, 16 sample size 	<p style="text-align: center;">✓</p> <ul style="list-style-type: none"> ➤ 8, 11, 22, 44 sample rates ➤ 8, 11, 16, 22, 31, 43, 172 sample size

Feature	Lotus ScreenCam 97	Microsoft Camcorder 97
Save options (in addition to .scm and .exe)	<p style="text-align: center;">✓</p> <ul style="list-style-type: none"> ➤ Video — save as .avi, specify frames per second, full size or current size ➤ Audio — visually preview the effects of compression on the soundtrack and the screentrack ➤ User Info — overwrite movie creator name with registered user name ➤ Thumbnails — update old thumbnail with a new one 	
Preferences	<p style="text-align: center;">✓</p> <ul style="list-style-type: none"> ➤ Hide panel ➤ Hide the logo ➤ Determine settings ➤ Specify directory for Temp files ➤ Enable movie window resize on playback ➤ Ensure font fidelity between source system and playback system 	<p style="text-align: center;">✓</p> <ul style="list-style-type: none"> ➤ Hide panel ➤ Audio settings ➤ Hotkeys
Resize, drag movie window	<p style="text-align: center;">✓</p> <p style="text-align: center;">Set as a Preference</p>	

Feature	Lotus ScreenCam 97	Microsoft Camcorder 97
System requirements	<p>Hardware</p> <ul style="list-style-type: none"> ➤ IBM® PC or compatible (80486SX or higher) ➤ Mouse or other pointing device ➤ VGA 16-color graphics adapter and monitor ➤ CD-ROM drive or 3.5" high-density disk drive ➤ Optional: microphone, audio board, speakers <p>Operating System</p> <ul style="list-style-type: none"> ➤ Win 95 <p>Memory</p> <ul style="list-style-type: none"> ➤ 16 MB RAM <p>Disk Space</p> <ul style="list-style-type: none"> ➤ 5.4 MB minimum; 7 MB for full SmartSuite® installation 	<p>Hardware</p> <ul style="list-style-type: none"> ➤ IBM PC or compatible (80486SX or higher) ➤ Mouse or other pointing device ➤ VGA 16-color graphics adapter and monitor ➤ CD-ROM drive or 3.5" high-density disk drive ➤ Optional: microphone, audio board, speakers <p>Operating System</p> <ul style="list-style-type: none"> ➤ Win 95 <p>Memory</p> <ul style="list-style-type: none"> ➤ 16 MB RAM for Win 95 recording and playback (32 MB recommended) ➤ 16 MB RAM for Win NT playback only (32 MB recommended) <p>Disk Space</p> <ul style="list-style-type: none"> ➤ 4 MB minimum
Availability on World Wide Web — save-disabled versions	<p style="text-align: center;">✓</p> <p>English, French, German, Italian, Japanese, and Spanish on www.lotus.com/screencam</p>	<p style="text-align: center;">✓</p> <p>English only</p>

Lotus Development Corporation
55 Cambridge Parkway
Cambridge, MA 02142
617-577-8500
<http://www.lotus.com>

© 1997 Lotus Development Corporation. All rights reserved. Lotus, ScreenCam, and SmartSuite are registered 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. 2/97