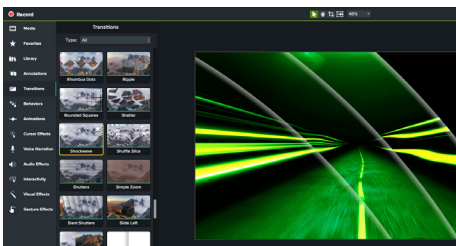


# Why Upgrade?

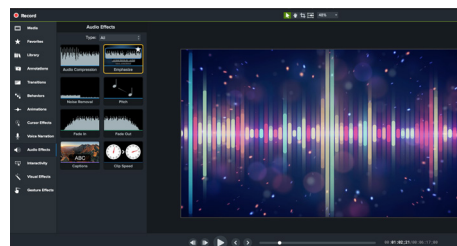
## What's New in Camtasia 2021?

Camtasia 2021 makes it easier than ever to make great looking videos, whether you're creating videos on your own or as part of a team.

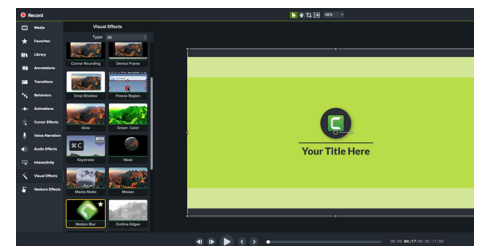
- More than 75 new transitions to choose from to give your video a flow that's just right.
- New visual effects Motion Blur, Corner Rounding, and Media Matte give you even more ways to instantly add polish to your videos.
- The Emphasize Audio Effect in Camtasia 2021 is the quickest way to give your video a professional sound. Choose your primary audio track and the others are automatically ducked into the background.
- Create custom video assets for you and your team. Camtasia 2021 has expanded control and customization of video assets along with enhancements to quick properties. Automatically create custom, shareable assets with easy to update properties.
- Improved editor performance and project management. Use proxy video editing when working with large files for smooth preview and playback. Self-contained project files make project management and sharing a smooth, hassle-free process.



*75+ new video transitions*



*Automatically mix your audio  
with a single effect*



*New visual effects to get a  
professional, modern look*

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## Feature

Camtasia 2021

Camtasia 2020

Camtasia 2019

Camtasia 2018

Feature	Camtasia 2021	Camtasia 2020	Camtasia 2019	Camtasia 2018
75+ New Transitions	✓			
Emphasize Audio Effect	✓			
Motion Blur Effect	✓			
Corner Rounding Effect	✓			
Media Matte Effect	✓			
Proxy Media Editing	✓			
Quick Property Editor	✓			
Standalone Projects	✓			
Pre-built video templates	✓	✓		
Create and share video templates	✓	✓		
Magnetic Tracks	✓	✓		
Favorites	✓	✓		
Presets	✓	✓		
Camtasia Packages	✓	✓		
Track Mattes	✓	✓		
Improved Recorder Settings	✓	✓		
Auto-Normalize Audio Loudness	✓	✓	✓	
Mouse Cursor Path Smoothing	✓	✓	✓	
Customizable Keyboard Shortcuts	✓	✓	✓	
Block Text Style	✓	✓	✓	
Vertical and Horizontal Text Properties	✓	✓	✓	
Logos or Images in Themes	✓	✓	✓	
PDF Import	✓	✓	✓	✓
Additional Video Assets, Device Frames and Transition	✓	✓	✓	✓
Brand New Library	✓	✓	✓	✓
Customizable Themes	✓	✓	✓	✓
New Video Assets	✓	✓	✓	✓
TechSmith Assets (subscription optional)	✓	✓	✓	✓
Import, Edit, and Produce in 60 frames per second (fps)	✓	✓	✓	✓
Share Libraries Across Projects	✓	✓	✓	✓
Device Framing and Behaviors	✓	✓	✓	✓
PowerPoint Import	✓	✓	✓	✓