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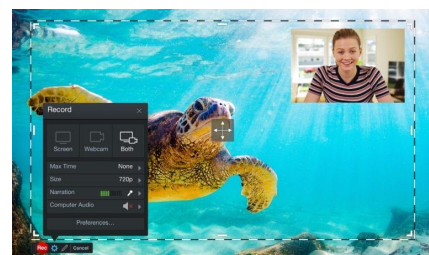
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SCREENCAST-O-MATIC ENHANCES VIDEO CREATION WITH NEW GREEN SCREEN AND FLIP CAMERA FUNCTIONS

Easy-to-Use Tools Help Educators, Business Professionals and Bloggers Create Impactful Visual Communications

SEATTLE, Jan. 31, 2019 — Screencast-O-Matic adds an intuitive, built-in [green screen](#) function to its suite of video creation solutions. The capability is enhanced with a new flip camera setting that allows presenters to easily display writing and images created on chalkboards, virtual whiteboards and lightboards. Both tools greatly enhance the creativity and impact of videos for a wide range of users.

Green screen technology — also known as [chroma key](#) — allows on-screen individuals to appear in front of changing backgrounds, as seen in television weather reports. The uses for Screencast-O-Matic's easy-to-use green screen feature are as unlimited as the visions of today's video creators. Educators can develop eye-catching and informative presentations ranging from history lessons to physics demonstrations — all with background footage to match. Business professionals can leave boring, static slides behind as they interact with compelling, dynamic imagery. Bloggers can take their vlogs to new levels of viewer engagement by easily crafting visually rich online shows.



The functionality is available for live recording with laptop webcams and external cameras or when editing previously recorded files. For video presentations that feature handwritten text, Screencast-O-Matic's flip camera tool allows chalkboards, virtual whiteboards and lightboards to appear properly oriented for viewers.

Screencast-O-Matic's video solutions are powerful and cost-effective compared with other [video editing software](#). Learn more on Screencast-O-Matic's [blog](#) about green screen and flip camera features and how they enhance both professional and personal videos.

About Screencast-O-Matic

Screencast-O-Matic takes visual collaboration to the next level with its easy-to-use screen capture, video editing and sharing platform. Through video, Screencast-O-Matic empowers people to capture ideas, demonstrate abstract concepts, engage audiences and drive video conversations.

Screencast-O-Matic is a privately held company headquartered in Seattle. For more information, visit <https://screencast-o-matic.com>.

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