

Comparison of Video Creation Tools, Computer → Mobile

Software	Movie - Based						Web - Based		Mobile		
	<i>Camtasia</i>	<i>Captivate</i>	<i>iShowU</i>	<i>Jing</i>	<i>Snapz</i>	<i>Wink</i>	<i>Microsoft Producer</i>	<i>ReadyGo Mobile</i>	<i>Animoto (music videos)</i>	<i>ShowMe</i>	<i>Sony Photo Movie Creator</i>
<b>Criteria</b>											
<i>Price</i>	\$299/\$179 educator discount	\$799/\$299 educator discount	\$20 /\$29.95 /\$59.95	Free/Pro Version \$14.95	\$69	Free	Free with Microsoft Office	\$299	Free	Free	\$2.49
<i>Learning Curve</i>	Moderate	Difficult	Moderate	Easy	Moderate	Moderate	Moderate	Moderate	Easy	Easy	Easy
<i>Software Platform</i>	Windows	Windows/Mac	Mac	Windows/Mac	Mac	Windows / Linux	Windows	Windows	iPad, iPhone, iPod Touch	iPad	Android, iPhone
<i>Plug-ins / Players</i>	Flash Player, Windows Media Player, iPod/MP3 player, or others	Flash Player	Quick-Time, Windows Media Player	Any device with browser capability	Quick-Time, Windows Media Player	Flash Player	Window Media Player, Internet Explorer, Netscape Navigator	Any device with browser capability	Any device with browser capability	Any device with browser capability	Any device with browser capability
<i>Questions / Interaction</i>	Yes	Yes	No	No	No	No	No	Yes	No	No	No

For more information refer to: Tawnya K. Plumb, *Creating Electronic Tutorials: On Your Mark, Get Set, Go!*, 22 Journal of Electronic Resources Librarianship 49 (2010).