



Pinnacle Studio™ 20 *ULTIMATE*

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We asked. Our customers answered.

2016 Survey Results*

For Sales

- **Who are our customers?**

- **Demographics:** Primarily male. 50+
- **Our users are experienced video editors.** 80% have been editing videos for 5+ years
- **Our users are loyal.** 89% have owned more than 1 version of Pinnacle Studio, and 91% state Pinnacle is their Primary video editing software

- **What are they editing video of?**

- **Video for Personal Use:** Users are primarily focusing on Family moments – Travel, events, wedding & life memories
- **Video for Business Use:** 13% indicated that they use Pinnacle Studio for Business – weddings, presentations, performances



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2016 Survey Results*

For Sales

• How do users capture their video?



- **Camcorder. DSLR.** The main device used to capture video is a camcorder (71%), followed second by DSLR (11%). Secondary devices were DSLR and smartphone
- Action cameras and drones were less than 5% of responses combined for primary device and under 9% for secondary device.

• How do users share their video?

- **Our users burn to DVD:** Our users primary output for video is to burn it to DVD (63%)

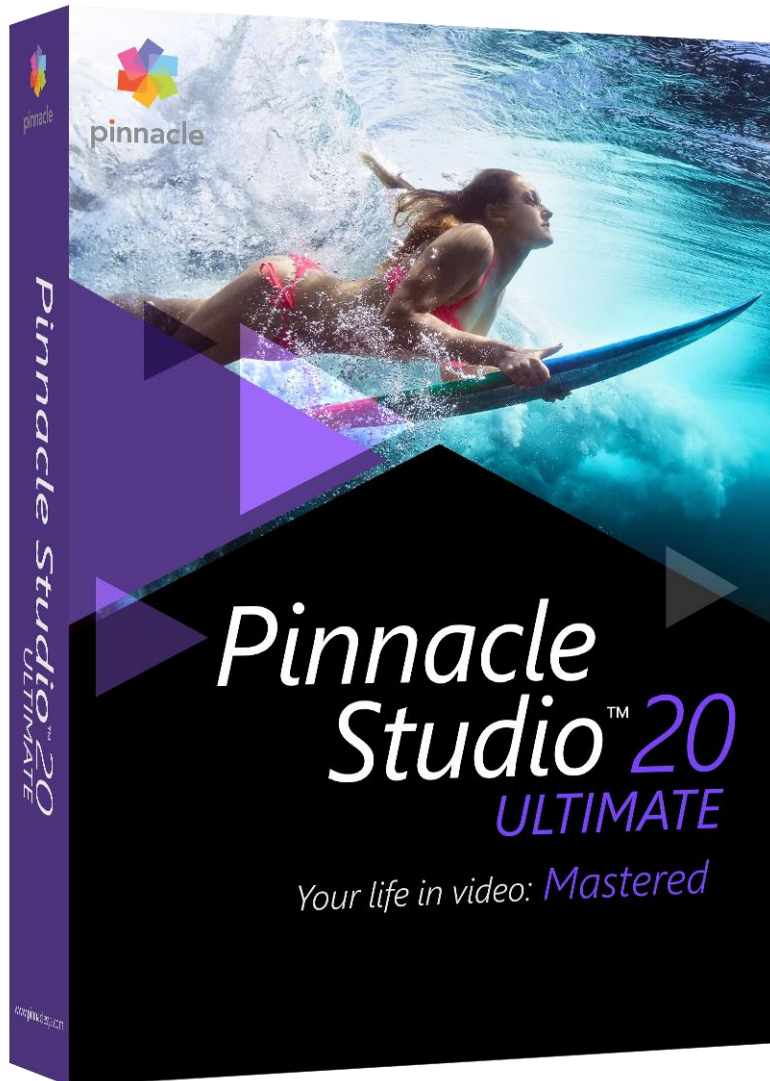
• What do our users value in a video editor?

- Features. Performance. Compatibility
- 32% always upgrade to the latest version
- German users value performance (35% vs. 23% EN)



▶ Introducing Pinnacle Studio 20 Ultimate

The Ultimate Video-Editing Software



Pinnacle Studio 20 lets you *edit like a pro* with its depth of features and precise controls that let you realize your creative vision.

Smart, affordable and subscription free, Pinnacle Studio is the:

Advanced video editor that gets you closer to professional results

Pinnacle Studio 20 Ultimate: What's New

New! Powerful Tools & Improved Workflow. Be More Creative - Edit your Way.

- **NEW! Motion Tracking with mosaic blur.** Track multiple points of an object in your video and add overlay text, graphic or mosaic blur to follow or obscure a face, logo, license plate or more.
- **NEW! Stop Motion Animation.** Connect your camera to Pinnacle Studio and create your own animated videos. Capture movements frame by frame, control camera settings, see overlay frames, set distances and capture frames automatically or manually.
- **NEW! MyDVD templates.** Turn your videos into pro-quality multimedia disc projects with image-rich menus and music using 100+ themed templates in Pinnacle MyDVD (50+ templates in Plus and 20+ in Standard).
- **NEW! NewBlue Video Essentials III.** Pinnacle Studio 20 now includes NewBlue Video Essentials III with over 175 image-enhancing, time-saving presets in 10 integrated plugins. Easily split screens, spotlight areas of interest, smooth edges or improve contrast - with ease.



▶ Pinnacle Studio 20 Ultimate: What's New

New! Powerful Tools & Improved Workflow. Be More Creative - Edit your Way.

- **NEW! 360 video controls.** Edit 360 video, add titles or set a path and convert them into standard video.
- **NEW! HEVC (H.265) support*** Compatibility is enhanced with new support for HEVC (H.265) import and export, which offers a higher compression rate, better quality and a smaller file size.
** with supporting hardware or graphics card*
- **NEW! Easy track transparency.** Easily adjust the opacity of tracks, so you can see both at the same time in an overlay effect.
- **ENHANCED! Picture-in-picture.** Easily adjust the size and location of your Picture-in-picture in the preview pane, simply by dragging the corners.
- **ENHANCED! Pan and zoom.** Now with fewer clicks, add the pan and zoom effect you your photos and videos with new presets.



Pinnacle Studio 20 Ultimate: What's New

New! Powerful Tools & Improved Workflow. Be More Creative - Edit your Way.

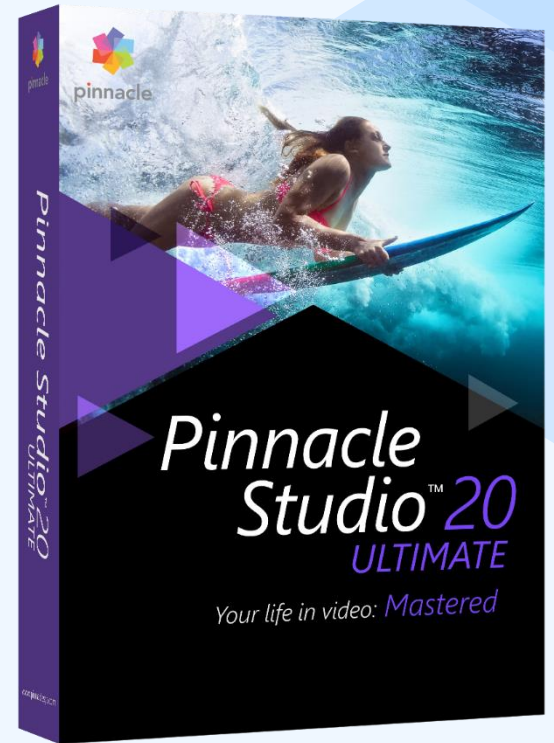
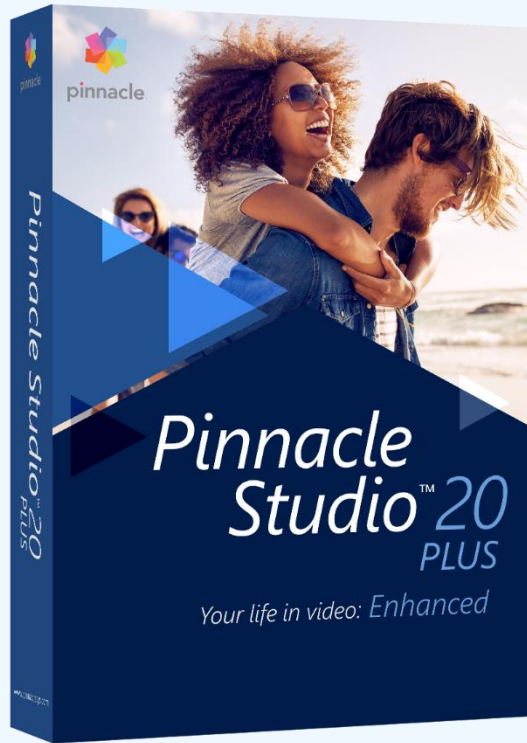
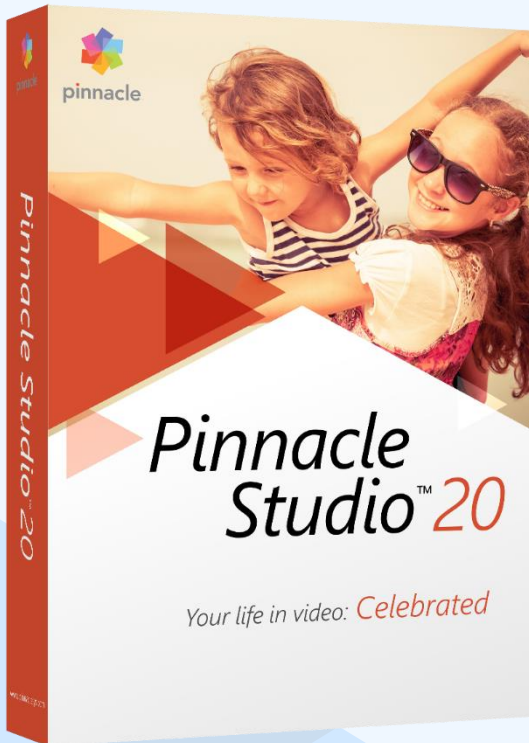
For Sales

- **NEW! Installation Process**

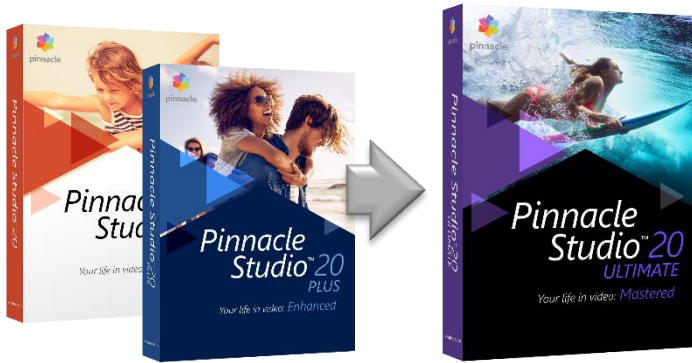
- *Internet connection required for installation, registration and updates*
- *Registration required for product use*



▶ Pinnacle Studio 20 Family



► Upgrade to Ultimate for the Most Power



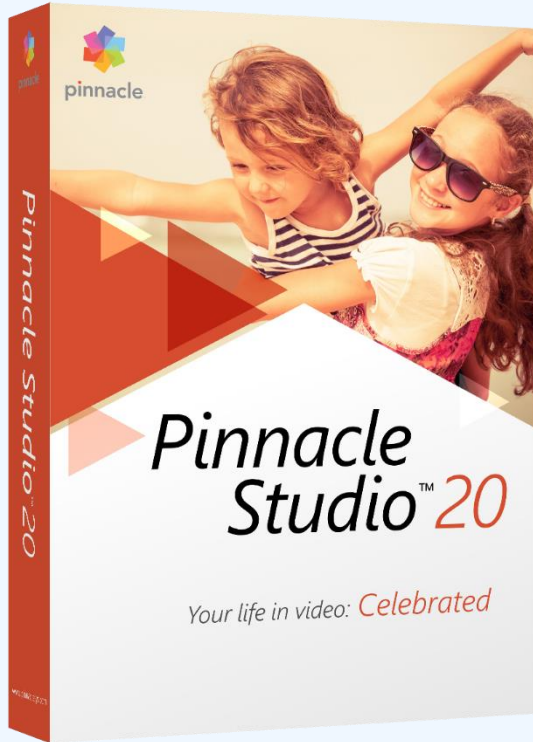
Why Ultimate?

- More Power. More Speed. More Creativity
- Users can upgrade in app to other versions.

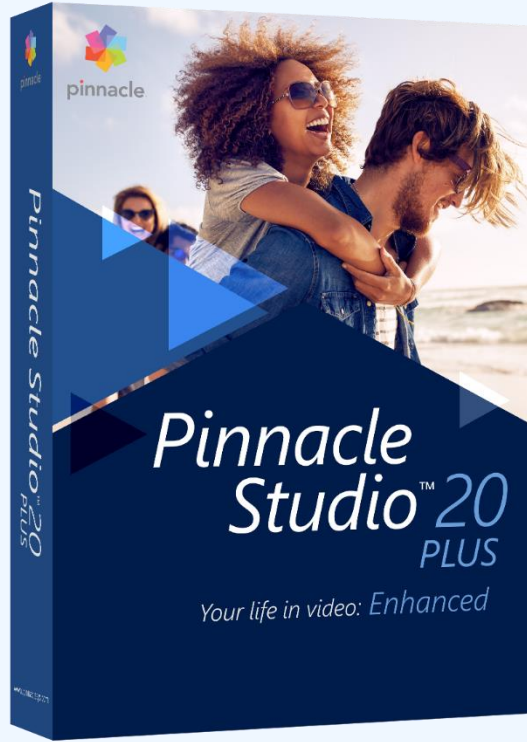
Feature	Pinnacle Studio 20	Pinnacle Studio 20 Plus	Pinnacle Studio 20 Ultimate
Filters & Effects	1,500+	1,800+	2,000+
Video/Audio Tracks	6	24	Unlimited
Enhanced! Multi-Camera Editor	2 Cameras	4 Cameras	6 Cameras
New Templates! MyDVD	20+ templates	50+ templates	100+ templates
New! HEVC (H.265)	Import	Import	Import-Export
New! Motion Tracking	×	✓	with mosaic blur
New! Track Transparency	×	✓	✓
Audio Ducking	×	✓	✓
Live Screen Capture	×	✓	✓
Stereoscopic 3D import, edit, export	×	✓	✓
New! 360 video controls	×	×	✓
New Effect Pack! Bonus NewBlue Effects	×	×	✓
Support for: 4K Ultra HD, XAVC, XAVC S, DVCPRO HD, MXF	×	×	✓

▶ Key Dates & Pricing

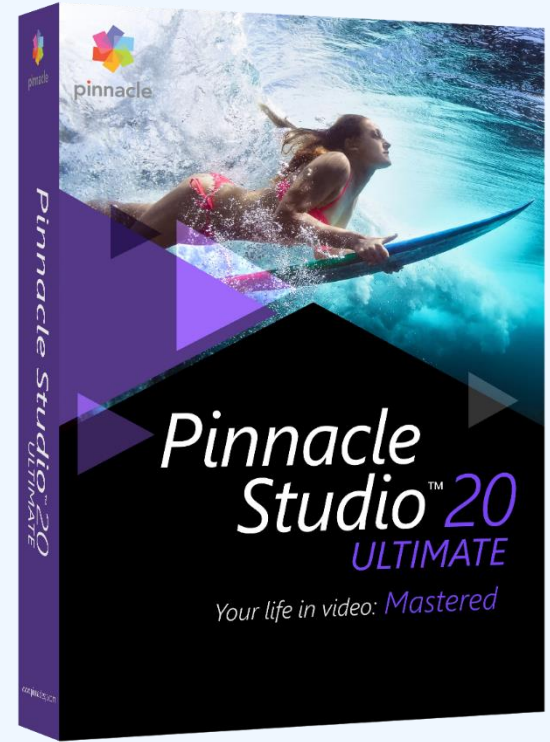
MSRP (USD/CAD)



\$59.95



\$99.95



\$129.95

MSRP (USD/CAD)

Key Dates

- Launch Date: August 17, 2016

Product Languages

- CZ, DA, NL, EN, FI, FR, DE, IT, JP, PO, RU, ES, SW

Corel Video Product Family



FastFlick	VideoStudio Pro X9	VideoStudio Ultimate x9	Pinnacle Studio 20	Pinnacle Studio 20 Plus	Pinnacle Studio 20 Ultimate
3-step movie and slideshow maker. (included with purchase of VideoStudio)	Total creativity in a surprisingly easy to use video editor	Total creativity with added power, effects and possibilities	Make movies to impress with the hands-on editing power	Hands-on editing power with pro-quality tools and effects	Get the power, creativity and control you need to edit like a professional
19.99 USD	79.99 USD	99.99 USD	59.95 USD	99.95 USD	129.95 USD



Pinnacle Studio™ 20

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