

TouchCast

Showing.  
Seeing.  
Human  
Being.

## TouchCast. The Smart Video Revolution

Transform your  
company's  
communications  
with TouchCast.  
Make them  
more expressive,  
more memorable,  
and more human.

# Pitch Windows User Guide

Version 1.9

August 2018

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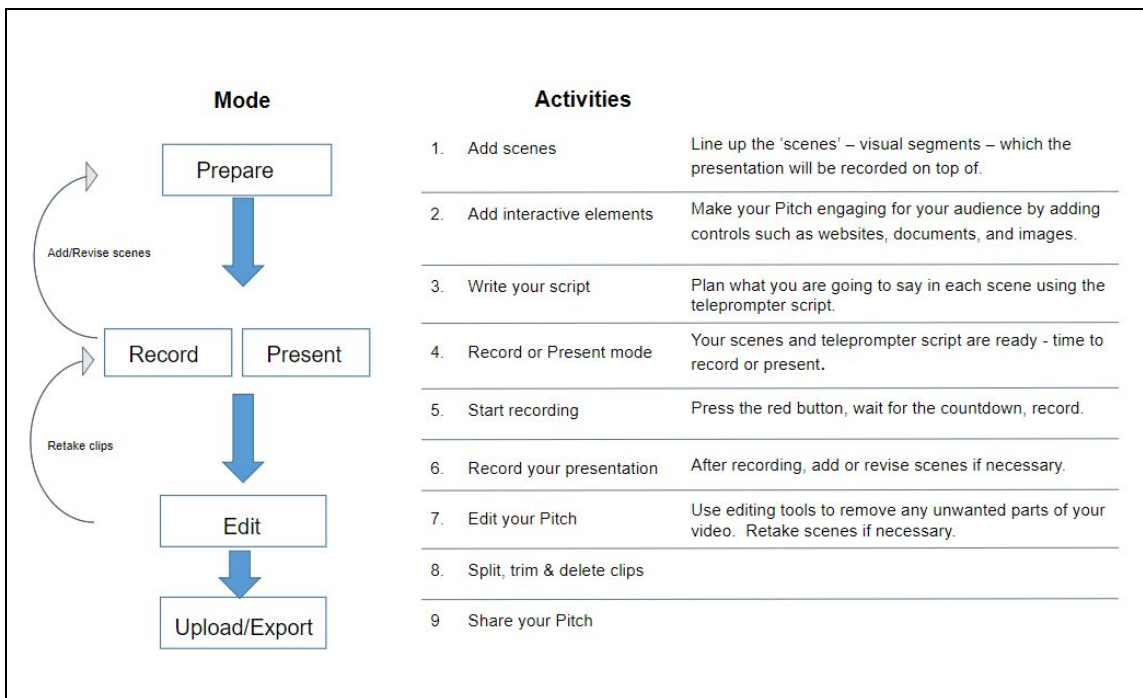
# 1 Pitch Basics

## 1.1 The Basic Process

Pitch integrates video and interactive elements to create compelling, high quality presentations. The power of Pitch lies in the interactive elements. On playback, your audience can browse documents, watch videos, and browse websites in full screen without leaving the presentation.

The author prepares each scene in advance and has them queued up to appear as the presentation is recorded. Post recording, scenes can be edited to remove any unwanted parts or pauses.

The following diagram illustrates the process the author follows:



The **Prepare** activities build the content of the presentation authors use as they record. Scenes are organized similarly to slides, but unlike traditional presentation tools, Pitch allows authors to incorporate engaging visual resources including websites and documents in with images and text. For example, if you plan to reference an article or video clip from a major news provider, you can have it appear in a predetermined area of the presentation output while you discuss it. Preparing a

teleprompter script ensures that you will convey information at the correct time, in the correct medium, with the correct words.

To expedite Prepare Mode activities, Pitch provides presentation **Themes** and **Virtual Sets** which authors use to develop scenes. A Pitch Theme provides a Scene background and a set of Scene Layouts representing common object positioning patterns for that theme. A Pitch Virtual Set is a specialized Pitch Theme. Virtual Sets provide backgrounds and Scene Layouts associated with formal presentations and broadcast studios, e.g., auditorium, late night talk show, etc. Themes and Virtual Sets are explained in detail in section 4 of this guide.

The **Pitch** mode provides two ways to communicate and record your presentation - Record and Present.

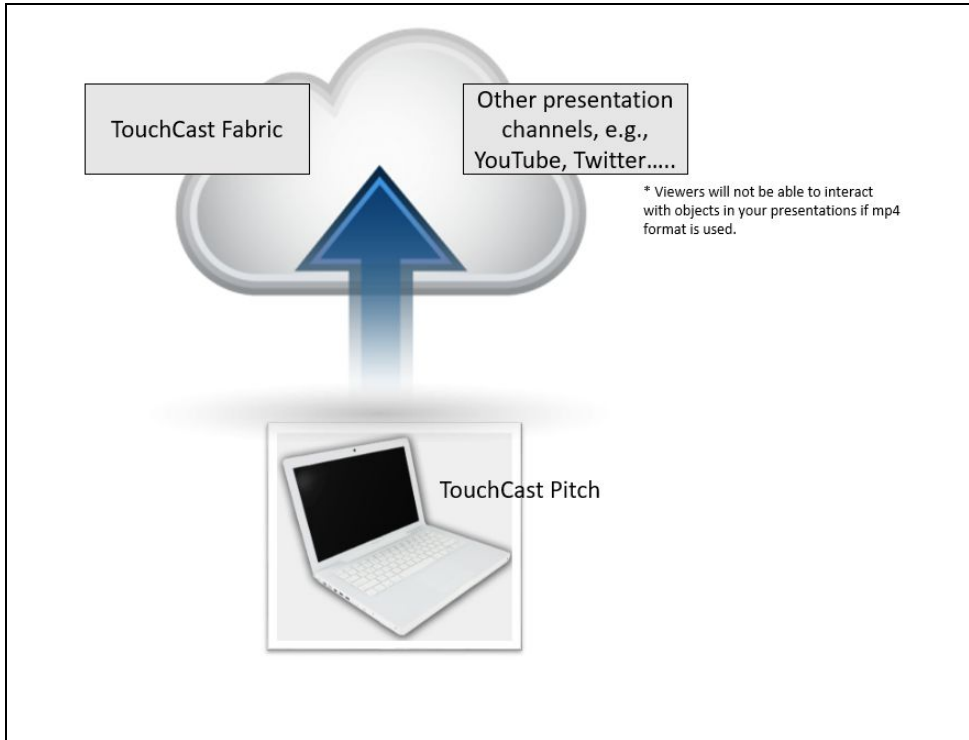
The **Record** option combines a camera view (of the presenter) with one or more scenes to communicate a complete story or create an educational resource. Authors control starting and pausing the recording and the Scene List and teleprompter script are linked so they may choose to record parts or entire scenes multiple times.

The **Present** option provides functionality similar to the Record mode, but with the presenter's screen optimized for live presentations. The audience sees the presenter's screen either in real time or via recording without Pitch controls displayed.

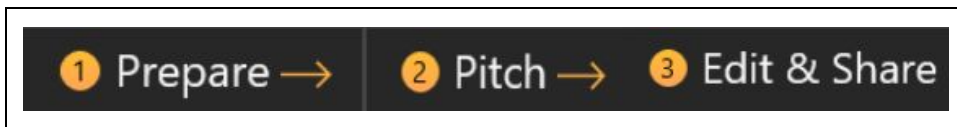
The **Edit** activities utilize an intuitive video editing interface (the clip tray) which allows authors to insert, re-record, split, and delete portions of the video created during the Record process. Using Pitch, you create engaging presentations without advanced video editing experience.

When a Pitch presentation is complete, it can be **Shared** with others as a simple .mp4 format file (no interactive elements) or as a fully interactive touchcast file (.tct) in the Fabric repository. To view a .tct video, others must have Pitch installed. Alternatively, one can upload to TouchCast Fabric -- this provides a sharable link to the interactive video which can be given to viewers. In this scenario, viewers will not need to install any software -- the video is fully interactive in all modern browsers on all modern devices.





In addition to a main menu screen, where you create new projects or open existing project files, Pitch guides you through process using the following 'mode' buttons at the top of the screens.



Understanding three important Pitch features will help you present professionally:

- The first feature is the scene list. The scene list contains the presenter's scene resources, queued up and ready to appear at the right point during recording. The scene list is developed in the Prepare Mode and used during the Pitch Mode. The scene list is explained in sections 4 and 5 of this guide.
- The second feature is the teleprompter script. Each scene can have a written script developed and stored along with it. The presenter uses this script to ensure key points are made by using pre-planned wording. The teleprompter script is developed in the Prepare Mode and used during the Pitch Mode. The teleprompter script is explained in sections 4 and 5 of this guide.

- The third feature is the clip tray. Post recording, the clips are organized in a horizontal tray where each scene video segment and its interactive resources are identified with markers. Pitch creates the clip tray content based on the recorded scenes. All editing is performed from the clip tray during the Edit & Share Mode. The clip tray is explained in section 7 of this guide and tips on breaking presentations into multiple clips is presented in section 9 Best Practice Tips.

The end product of the author’s creative work is a well-orchestrated presentation.

## 1.2 Pitch Terminology

<p><b>.tcp file</b></p>	<p>A file with the .tcp file extension is a <b>TouchCast Project file</b>. As TouchCast Pitch and TouchCast Studio projects are being developed, they are saved in this proprietary TouchCast format. The .tcp file can not be opened and used by any other application outside TouchCast.</p> <p>In the iOS environment (iPad), the project data is maintained with the application and can not be accessed directly with a file explorer utility. See Studio Project Sharing for information on sharing or transferring a project file with another user/device.</p>
<p><b>.tct file</b></p>	<p>A file with the .tct file extension is a used by TouchCast Pitch and TouchCast Studio for output <b>videos containing interactive resources</b>. A .tct file must be viewed using a TouchCast product such as Studio, Pitch, Fabric Portal, or the TouchCast Fusion Video Player.</p>
<p><b>.mp4 file</b></p>	<p>A file with the MP4 file extension is an abbreviation for an MPEG-4 Video file, which is a compressed file format that can contain not only video, but also audio and subtitles. MP4 files are commonly used for video sharing using platforms such as YouTube. TouchCast Studio and Pitch can create .mp4 format videos, but <b>these videos will not contain interactive resources</b>.</p>
<p>Clip Tray</p>	<p>The Pitch edit tool presents the individual clips of the recorded presentation in a horizontal list to facilitate finalizing each clip.</p>
<p>Scene Layout</p>	<p>Theme / Virtual Set Scene Layouts are conceptually like templates, providing background and common patterns of object positioning</p>

	for Scene Themes / Virtual Sets.
Scene List	The column of scene thumbnails located on the left hand side of the Pitch screen. The Scene list can be expanded or contracted using a toggle button.
Pitch Project	A Pitch project (Pitch project file) contains all of the resources, scenes, recorded video, and teleprompter script for one complete presentation. The output of a Pitch project is a touchcast .tcp file.
Pitch Theme	A Pitch Theme provides a Scene background and a set of Scene Layouts representing common object positioning patterns for that theme. An exception is the Default Theme which does not provide a background and only a generic set of object layouts.
Pitch Virtual Set	A Pitch Virtual Set is a specialized Pitch Theme. Virtual Sets provide backgrounds and Scene Layouts associated with formal presentations and broadcast studios, e.g., auditorium, late night talk show, etc.
Teleprompter Script	Script which goes along with each scene. The teleprompter script can be visible to the presenter as the presentation is being recorded but it is not included in the recorded presentation.
TouchCast Fabric	<p>TouchCast Fabric serves as both a storage repository and a sharing clearing house for touchcast videos. When users upload and share via Fabric, viewers do not need to install anything to enjoy an interactive touchcast video -- these work in all modern browsers on all modern devices including mobile.</p> <p>Fabric also serves as as the gateway for users logging into TouchCast products and other administrative functions.</p>
vApp	TouchCast term for interactive components including websites and documents which can be incorporated into Pitch presentations.

### 1.3 Keyboard Shortcuts

Pitch provides keyboard shortcuts for many common actions. Using keyboard shortcuts is optional, but Pitch users may find them a time saver.

Keyboard Shortcuts																																																															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="background-color: #f2f2f2;">Project Controls</th> </tr> <tr> <th style="background-color: #f2f2f2;">Action</th> <th style="background-color: #f2f2f2;">Pitch Window Shortcut</th> </tr> </thead> <tbody> <tr><td>Save Project</td><td>Ctrl + S</td></tr> <tr><td>New Project</td><td>Ctrl + N</td></tr> <tr><td>Open Project</td><td>Ctrl + O</td></tr> <tr><td>Undo Action</td><td>Ctrl + Z</td></tr> <tr><td>Redo Action</td><td>Ctrl + Y</td></tr> <tr><td>Copy object or text</td><td>Ctrl + C</td></tr> <tr><td>Paste object or text</td><td>Ctrl + V</td></tr> <tr><td>Duplicate content</td><td>Ctrl + D</td></tr> <tr><td>Send object back 1 position</td><td>Ctrl + [</td></tr> <tr><td>Send object forward 1 position</td><td>Ctrl + ]</td></tr> <tr><td>Send object to back</td><td>Ctrl + Shift + [</td></tr> <tr><td>Send object to front</td><td>Ctrl + Shift + ]</td></tr> <tr><td>Select the previous object</td><td>SHIFT + TAB</td></tr> <tr><td>Move object to the right</td><td>Right arrow key</td></tr> <tr><td>Move object to the left</td><td>Left arrow key</td></tr> </tbody> </table>	Project Controls		Action	Pitch Window Shortcut	Save Project	Ctrl + S	New Project	Ctrl + N	Open Project	Ctrl + O	Undo Action	Ctrl + Z	Redo Action	Ctrl + Y	Copy object or text	Ctrl + C	Paste object or text	Ctrl + V	Duplicate content	Ctrl + D	Send object back 1 position	Ctrl + [	Send object forward 1 position	Ctrl + ]	Send object to back	Ctrl + Shift + [	Send object to front	Ctrl + Shift + ]	Select the previous object	SHIFT + TAB	Move object to the right	Right arrow key	Move object to the left	Left arrow key	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="background-color: #f2f2f2;">Editing Text</th> </tr> <tr> <th style="background-color: #f2f2f2;">Action</th> <th style="background-color: #f2f2f2;">Pitch Windows Shortcut</th> </tr> </thead> <tbody> <tr><td>Insert Text</td><td>Ctrl + Enter</td></tr> <tr><td>Apply bold formatting</td><td>Ctrl + B</td></tr> <tr><td>Apply italic formatting</td><td>Ctrl + I</td></tr> <tr><td>Center paragraph</td><td>Ctrl + E</td></tr> <tr><td>Justify a paragraph</td><td>Ctrl + J</td></tr> <tr><td>Left align a paragraph</td><td>Ctrl + L</td></tr> <tr><td>Right align a paragraph</td><td>Ctrl + R</td></tr> <tr><td>Increase the font size</td><td>Ctrl + Shift + &gt;</td></tr> <tr><td>Decrease the font size</td><td>Ctrl + Shift + &lt;</td></tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="background-color: #f2f2f2;">Video Player Controls</th> </tr> <tr> <th style="background-color: #f2f2f2;">Action</th> <th style="background-color: #f2f2f2;">Pitch Windows Shortcut</th> </tr> </thead> <tbody> <tr><td>Play or pause media</td><td>Ctrl + SPACE</td></tr> </tbody> </table>	Editing Text		Action	Pitch Windows Shortcut	Insert Text	Ctrl + Enter	Apply bold formatting	Ctrl + B	Apply italic formatting	Ctrl + I	Center paragraph	Ctrl + E	Justify a paragraph	Ctrl + J	Left align a paragraph	Ctrl + L	Right align a paragraph	Ctrl + R	Increase the font size	Ctrl + Shift + >	Decrease the font size	Ctrl + Shift + <	Video Player Controls		Action	Pitch Windows Shortcut	Play or pause media	Ctrl + SPACE
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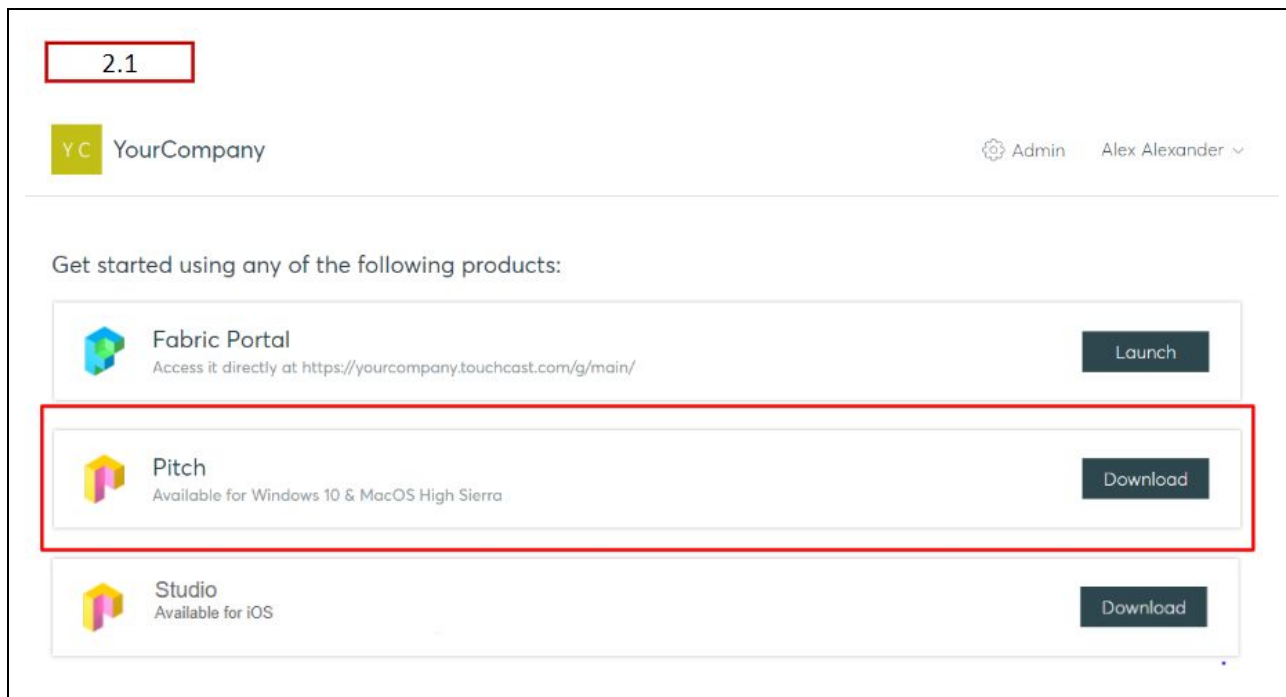
## 2 Installing and Operating Pitch

### 2.1 Installing and Removing the Pitch App

The TouchCast Pitch app for Windows 10 is downloaded from TouchCast Fabric.

Enterprise/Business accounts. You will receive an email with a link to the following Fabric page after you create your TouchCast account and your administrator assigns you a subscription for Pitch (this depends on your organization type).

Individual accounts are directed to the Fabric download where Pitch (or other TouchCast products included in your subscription) can be accessed/downloaded.

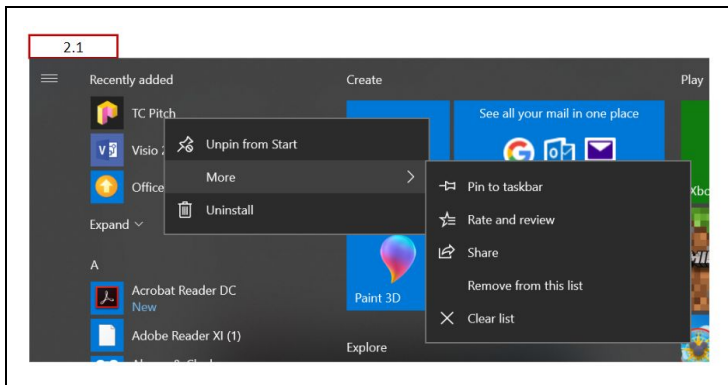


Click the **Download** button located to the right of Pitch product option to proceed with the download. A screen informing you of the download progress will display.

After the Pitch app has downloaded, the installation process will begin and you will receive a message informing you when the Pitch app is ready to launch and use.

You may choose to pin the Pitch app icon to your Start Tray to make initiating the app easier in the future but you can always launch Pitch from your Application List.

Though we hope you won't want to, you can easily remove the Pitch app from your Windows 10 device. To uninstall the Pitch app or unpin it from Start Tray, locate the app in the device's Application List and right click on the Pitch app icon. You will see the Uninstall and Unpin options.

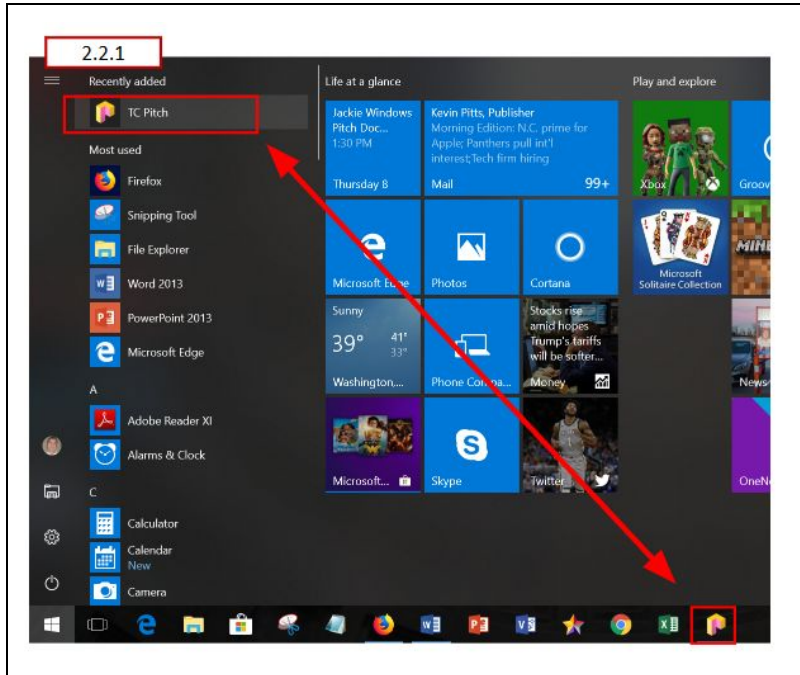


The Uninstall option will remove the app, but any data files you collected or created while using Pitch will remain where you put them, e.g., downloads (the app file), documents, etc. You will need to move these to Trash and empty the trash to permanently remove them from your device.

## 2.2 Initiating a Pitch Session

### 2.2.1 Start Pitch Application

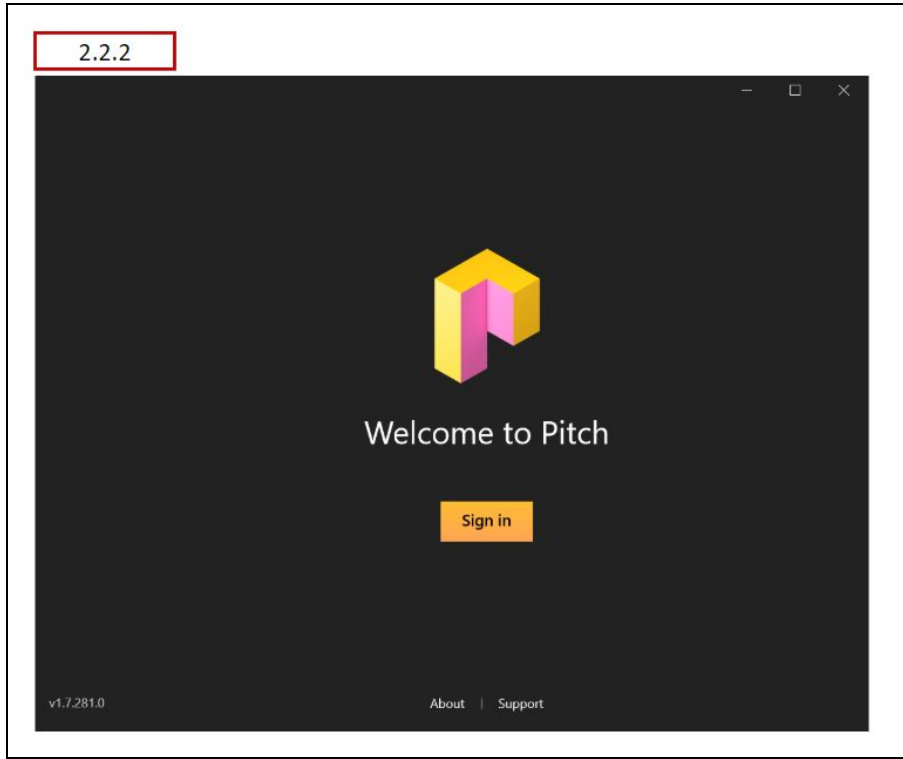
To initiate a Pitch session, locate the TouchCast Pitch application in the Application List or on the Start Tray if it has been 'pinned' to the Start Tray already (as shown below).



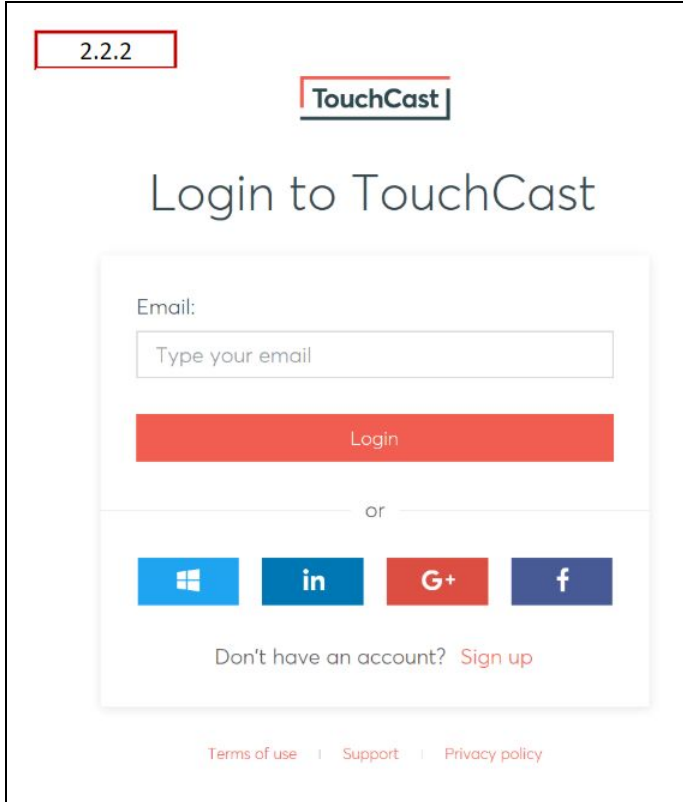
## 2.2.2 Pitch Log in

During your first use of Pitch or if you logged out after your last Pitch session you will need to log in to Pitch using your account ID and password as explained in section 2.2.2.2 **Logging In With a TouchCast Account.**





The steps which follow explain the Login process for new Pitch users and those who have not logged in using that device previously.



2.2.2





TouchCast

## Login to TouchCast

Email:

Login

or

Don't have an account? [Sign up](#)

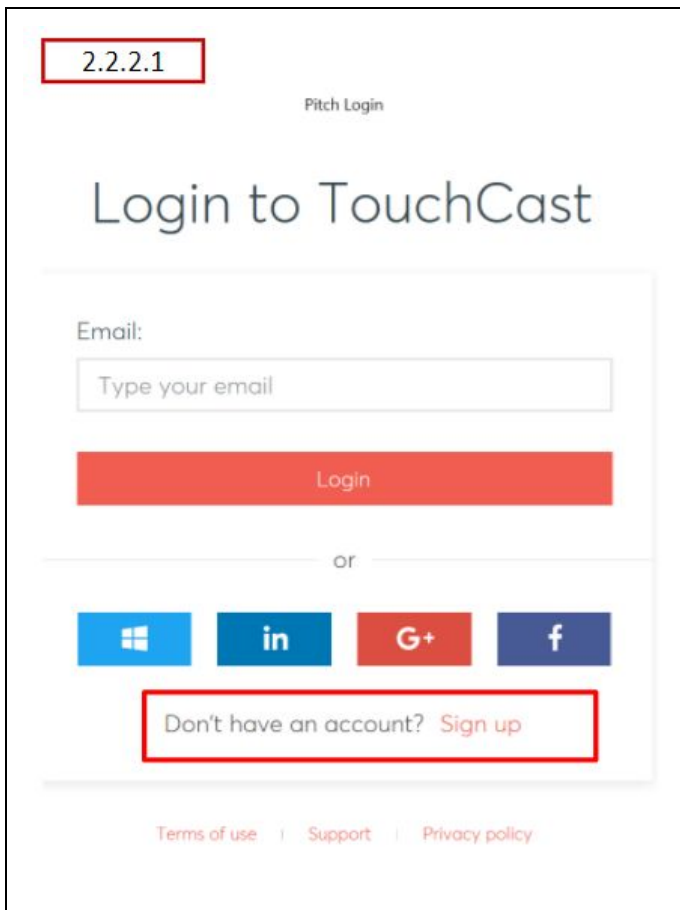
[Terms of use](#) | [Support](#) | [Privacy policy](#)

- If you previously have established a TouchCast account (email address is used as the account identifier), enter that email address in the Email entry field and click the **Login** button. You can also login using your Google or Facebook login credentials. See more on this process below in section 2.2.2.2
- If you have not previously established a TouchCast account, click the **Sign up** link. See more on this process below in section 2.2.2.1
- If you would like to view the TouchCast Terms of Use, click the **Terms of use** link located below the sign on fields.
- If you would like to obtain general TouchCast support information, click the **Support** link located below the sign on fields.
- If you would like to review the TouchCast Privacy Policy, click the **Privacy policy** link located below the sign on fields.

### 2.2.2.1 Establishing a New TouchCast Account

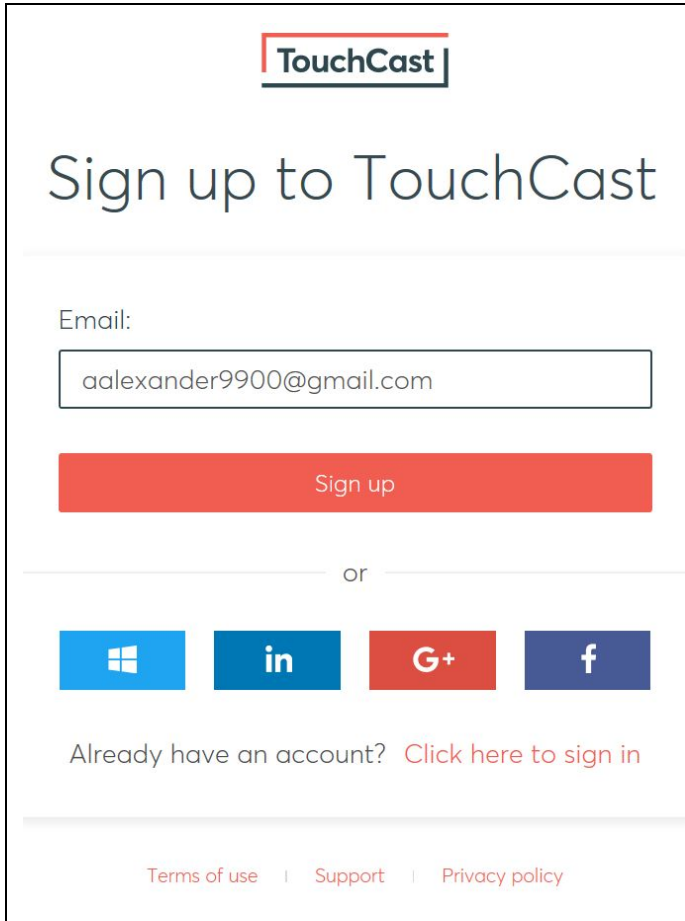
All TouchCast products share a common account management process and shared database. After you establish a TouchCast account to use the Pitch, you can use that account to use other TouchCast products.

To begin the process of creating a TouchCast account, click the **Sign Up** link.



The screenshot shows the 'Pitch Login' page. At the top left, the section number '2.2.2.1' is highlighted with a red box. The page title is 'Pitch Login' and the main heading is 'Login to TouchCast'. Below the heading is an 'Email:' label and a text input field containing the placeholder 'Type your email'. A red 'Login' button is positioned below the input field. Underneath the button is the word 'or' flanked by horizontal lines. Below this are four social media icons: Windows, LinkedIn, Google+, and Facebook. At the bottom of the login area, the text 'Don't have an account? Sign up' is highlighted with a red box. At the very bottom of the page, there are links for 'Terms of use', 'Support', and 'Privacy policy'.


Clicking the Sign up option displays the first screen of the process (shown below) where the user enters their email address and clicks the **Sign Up** button.



The screenshot shows the TouchCast sign-up page. At the top is the TouchCast logo. Below it is the heading "Sign up to TouchCast". There is an "Email:" label followed by a text input field containing "aalexander9900@gmail.com". Below the input field is a red "Sign up" button. Underneath the button is the word "or" flanked by horizontal lines. Below this are four social media icons: Windows, LinkedIn, Google+, and Facebook. At the bottom of the form area, there is a link that says "Already have an account? [Click here to sign in](#)". At the very bottom of the page, there are three links: "Terms of use", "Support", and "Privacy policy".

If the user realizes that they already have an account, they can click the **Click here to sign in** link to return to the Login screen.

After the email address to be used for the new TouchCast account has been entered and the **Sign up** button clicked, a page for entering basic account credentials is displayed.



## Sign up to **TouchCast**

Hi **aalexander9900@gmail.com**. Let's finish up the account creation:

First name:

Last name:

Password:

Please make sure your password is at least 8 characters long, contains at least one uppercase letter, a number, a symbol and doesn't contain parts of your email.

Select a security question below. This question will help us verify your identity should you forget your password.

Security question:

Answer:

I agree to [Terms and conditions](#)

Not **aalexander9900@gmail.com**? [Click here](#)

[Terms of use](#) | [Support](#) | [Privacy policy](#)

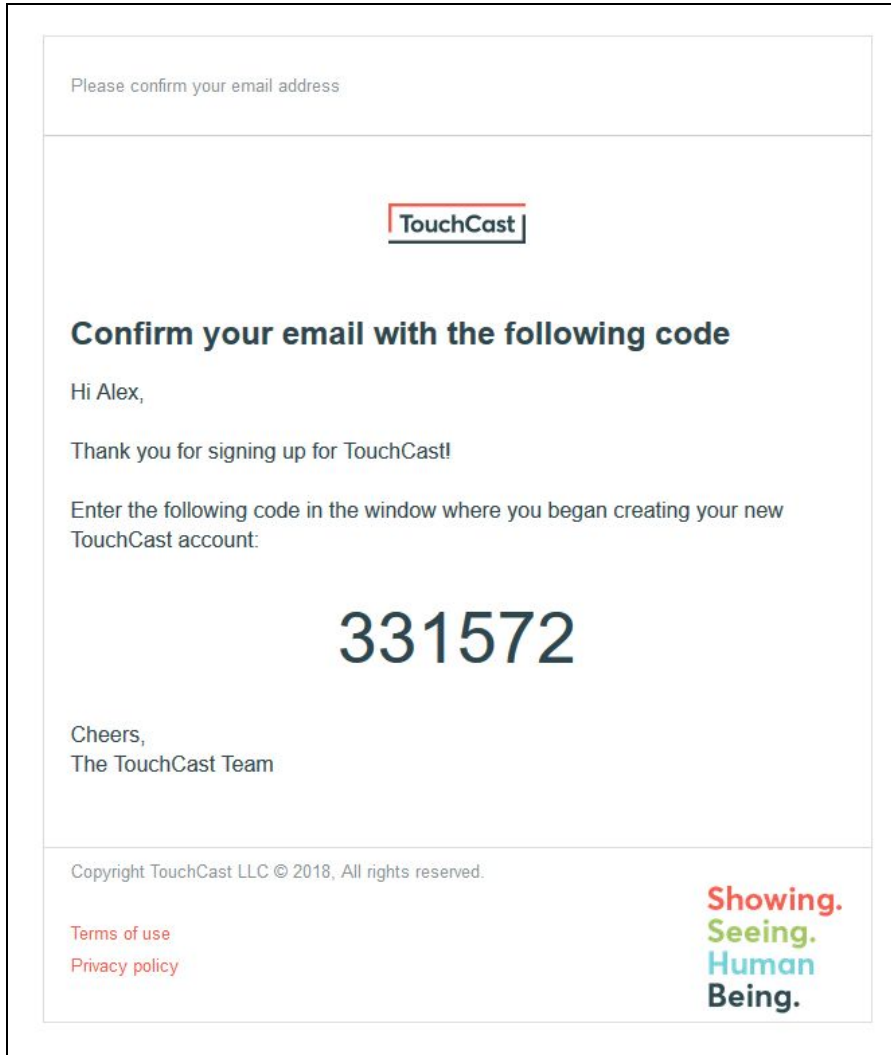
The information required to create a TouchCast account:

- First Name

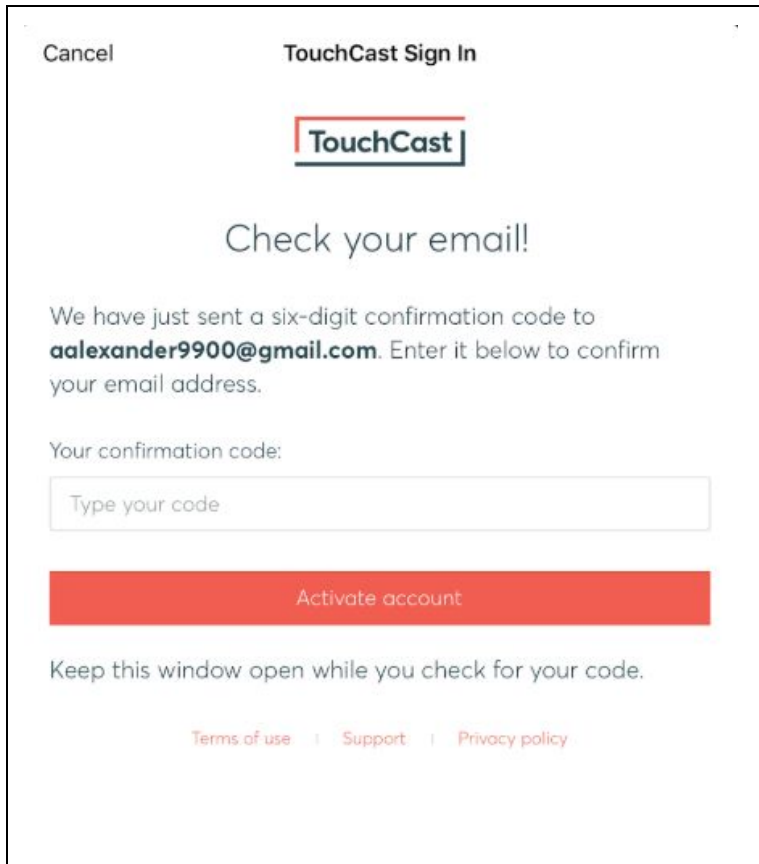
- Last Name
- Password - Passwords must be at least 8 characters long, contains at least one uppercase letter, a number, a symbol and doesn't contain parts of the email address. TouchCast passwords are case sensitive. Example: #Rusty123
- Security Question (selected from list) and answer to the selected question
- Checkbox to indicate agreement with the TouchCast Terms of Use

Clicking the **Sign up** button, triggers validation of the email address and other required information. If the email address has previously been used to register in TouchCast, the user will be notified.

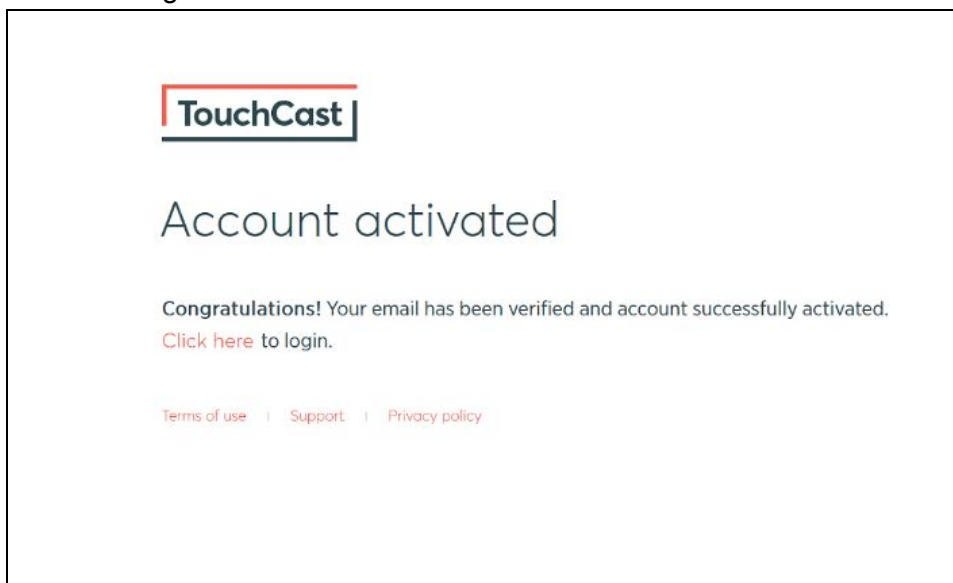
The next step in the account creation process is for TouchCast to send the user an email (to the email account used to create the account).



The registering user enters the code from the email into the confirmation code entry field and clicks the **Activate Account** button.



TouchCast will then activate the account and send the following screen which includes a link to the login screen.

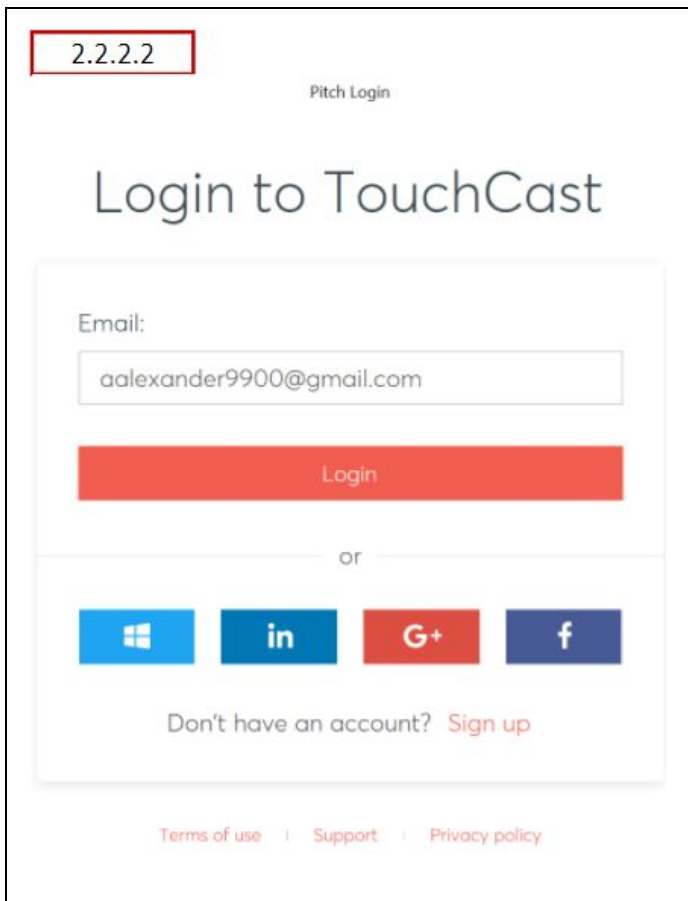




From this point the new TouchCast account holder can enter their Account ID (email address) and the password they selected to begin working with Pitch.

### 2.2.2.2 Logging In With a TouchCast Account

All TouchCast products share a common account management process and shared database. If you have a TouchCast account ID (your email address), enter it in the Email field and click the **Login** button. The Password entry screen will display.



2.2.2.2





Pitch Login

## Login to TouchCast

Email:

Login

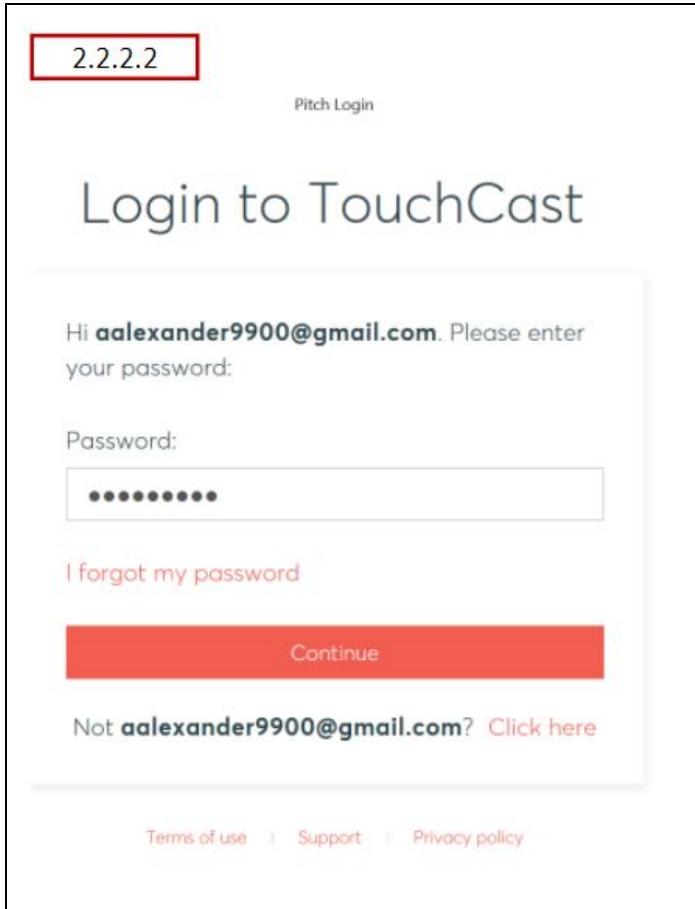
or

Don't have an account? [Sign up](#)

[Terms of use](#) | [Support](#) | [Privacy policy](#)

The Password entry screen will display where you will enter the password associated with this TouchCast account.



2.2.2.2

Pitch Login

## Login to TouchCast

Hi **aaalexander9900@gmail.com**. Please enter your password:

Password:

.....

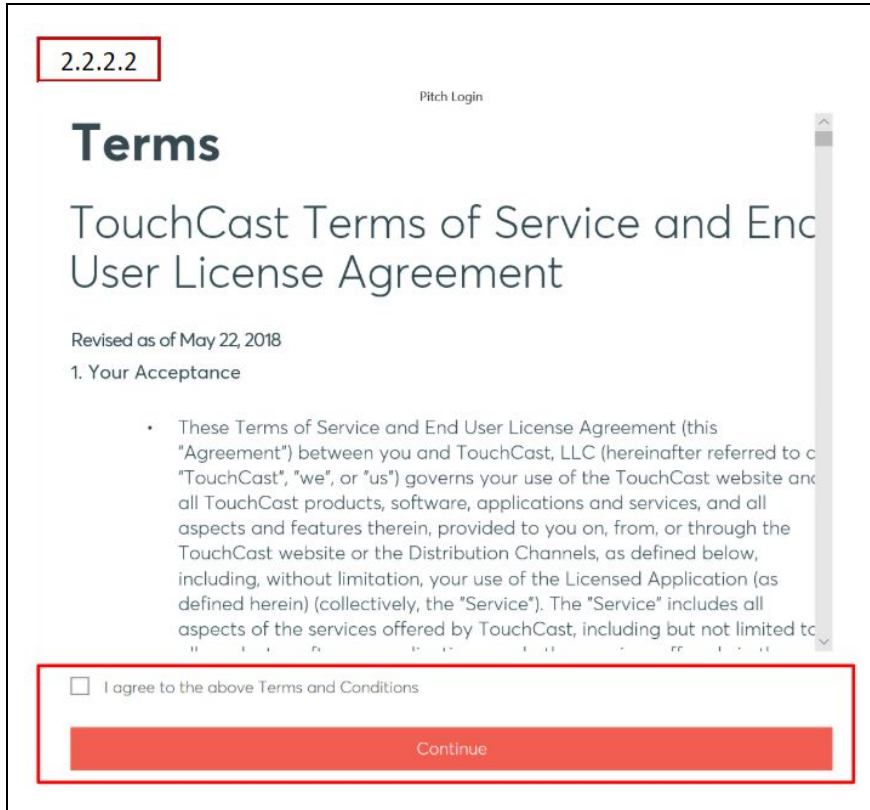
[I forgot my password](#)

[Continue](#)

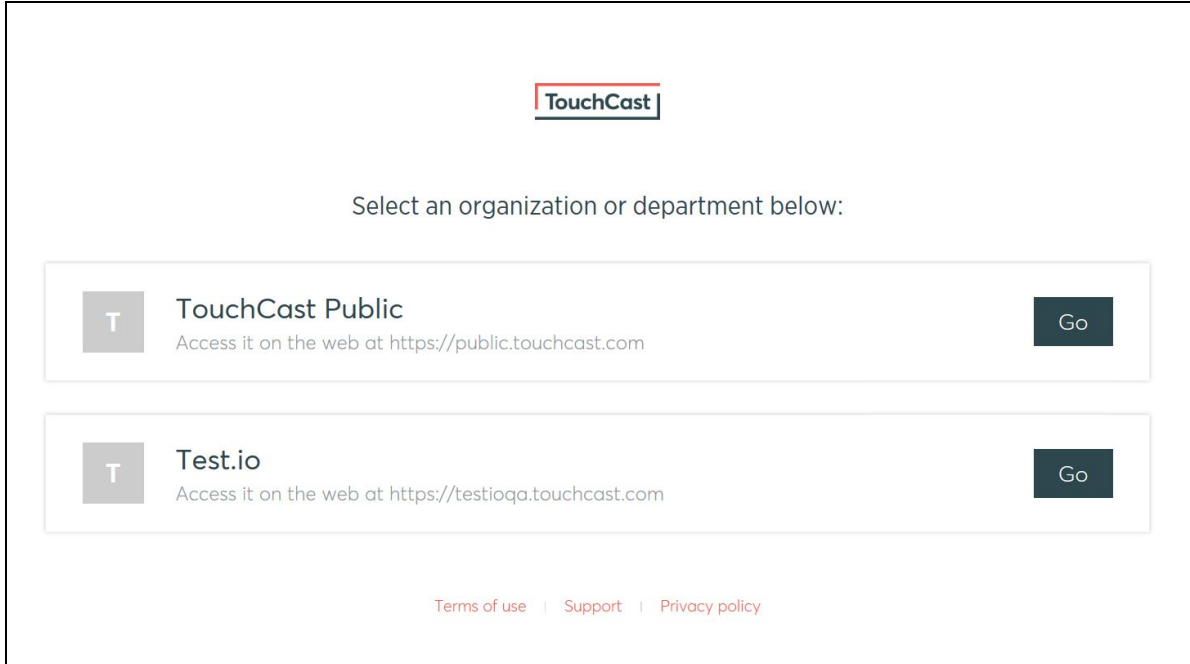
Not **aaalexander9900@gmail.com**? [Click here](#)

[Terms of use](#) | [Support](#) | [Privacy policy](#)

If you have not previously accepted the TouchCast usage terms and conditions the following screen will display. Please review these terms and check the box at the bottom of the screen indicating your acceptance of the terms and conditions before continuing. If the terms and conditions change at some point in the future, the revised terms and conditions will display and require your acceptance.

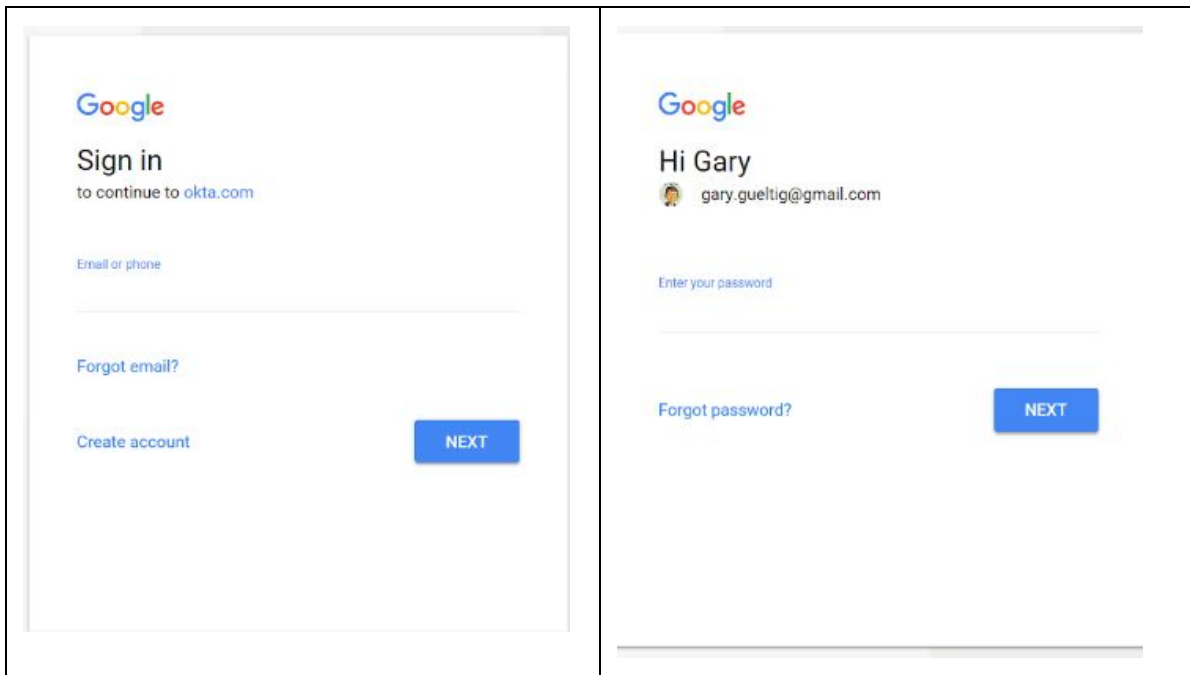


After entering your account and password information, a screen displaying your organization/department options displays. This is explained more in section 2.6 Organization or Department Selection.



The screenshot shows a web interface for selecting an organization. At the top center is the TouchCast logo. Below it, the text "Select an organization or department below:" is centered. There are two selection cards. The first card is for "TouchCast Public" with a subtext "Access it on the web at https://public.touchcast.com" and a "Go" button. The second card is for "Test.io" with a subtext "Access it on the web at https://testioqa.touchcast.com" and a "Go" button. At the bottom center, there are links for "Terms of use", "Support", and "Privacy policy".

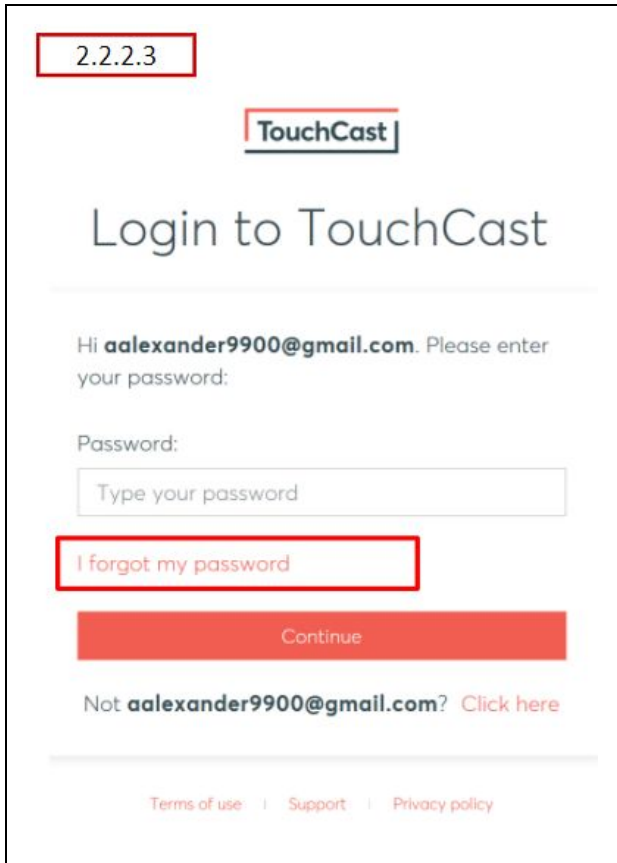
Alternatively, users can select the **Login with Google** or **Microsoft** option and log in using their credentials.



The screenshot shows two stages of the Google sign-in process. The left panel shows the "Sign in" screen for "okta.com" with a text input field for "Email or phone", a "Forgot email?" link, a "Create account" link, and a blue "NEXT" button. The right panel shows the "Hi Gary" screen with a profile picture and email "gary.gueltig@gmail.com", a text input field for "Enter your password", a "Forgot password?" link, and a blue "NEXT" button.

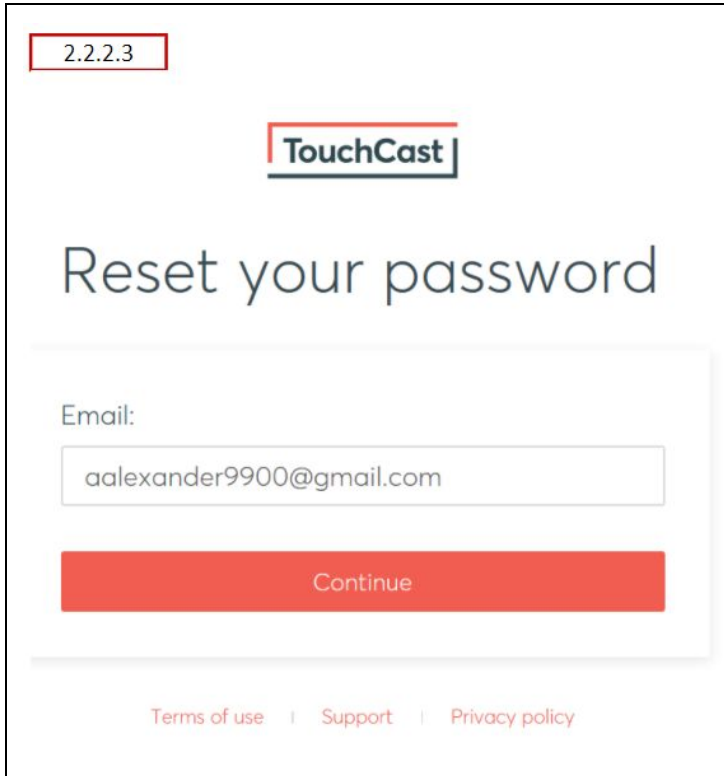
### 2.2.2.3 Forgotten Password - Password Reset

If you do not remember your password, click the **I forgot my password** link



The screenshot shows the TouchCast login interface. At the top left, the section number '2.2.2.3' is highlighted with a red box. The TouchCast logo is centered at the top. Below it, the heading 'Login to TouchCast' is displayed. A message reads: 'Hi **aalexander9900@gmail.com**. Please enter your password:'. Below this is a 'Password:' label and a text input field containing the placeholder 'Type your password'. A red box highlights the 'I forgot my password' link. Below the link is a red 'Continue' button. At the bottom, there is a link: 'Not **aalexander9900@gmail.com**? [Click here](#)'. At the very bottom, there are links for 'Terms of use', 'Support', and 'Privacy policy'.

The Reset Your Password screen (shown below) will display.



2.2.2.3

**TouchCast**

## Reset your password

Email:

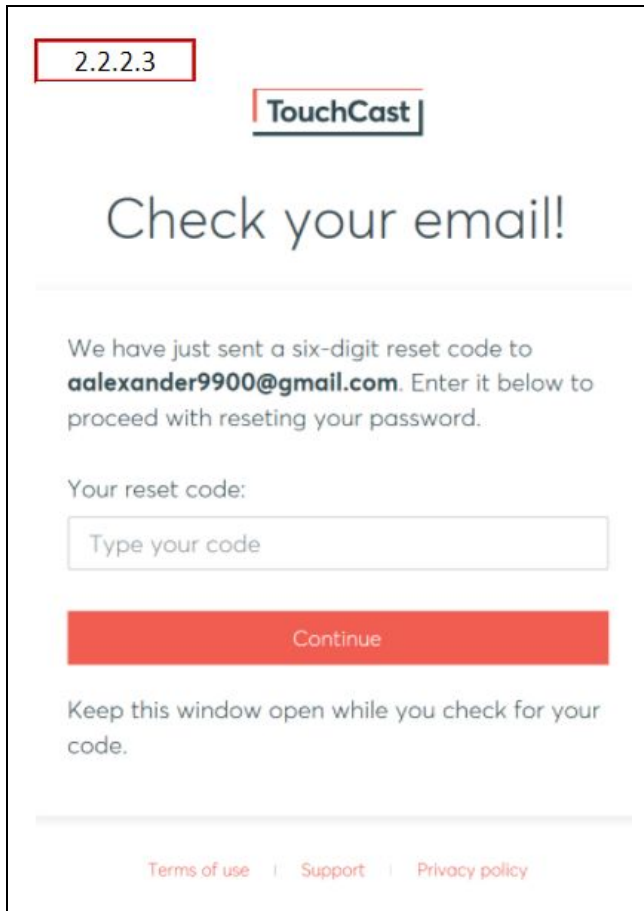
**Continue**

[Terms of use](#) | [Support](#) | [Privacy policy](#)



Confirm the account ID (email address) and click the **Continue** button.

Two events will happen. First, the following screen is displayed explaining that you should have received an email containing a code you will need to enter in the screen to advance to the next step of the password reset process. Second, for security proposes, you will receive an email providing you a code to enter in the Pitch screen.

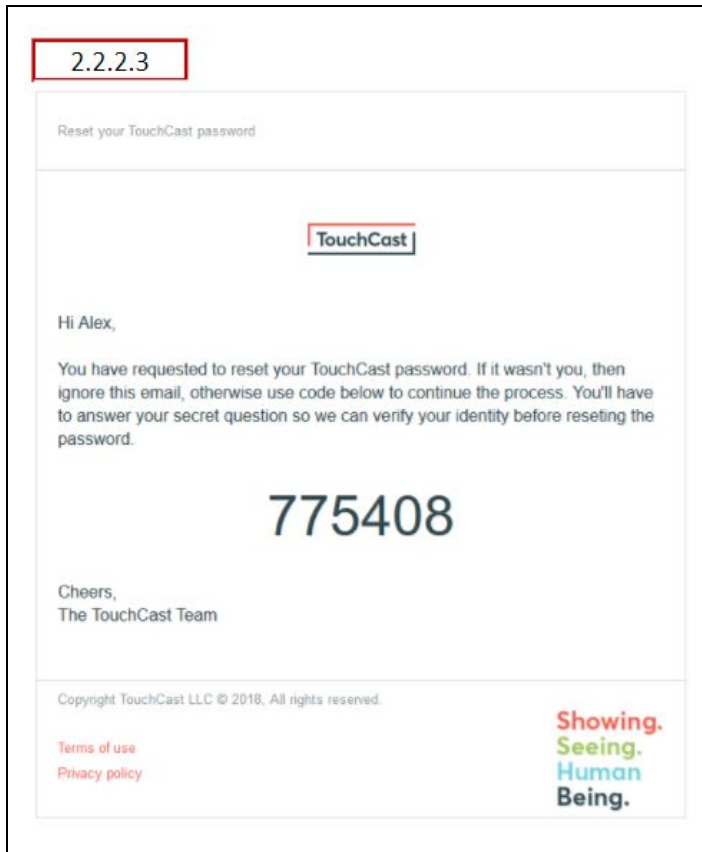
Screen requesting user to enter a code:



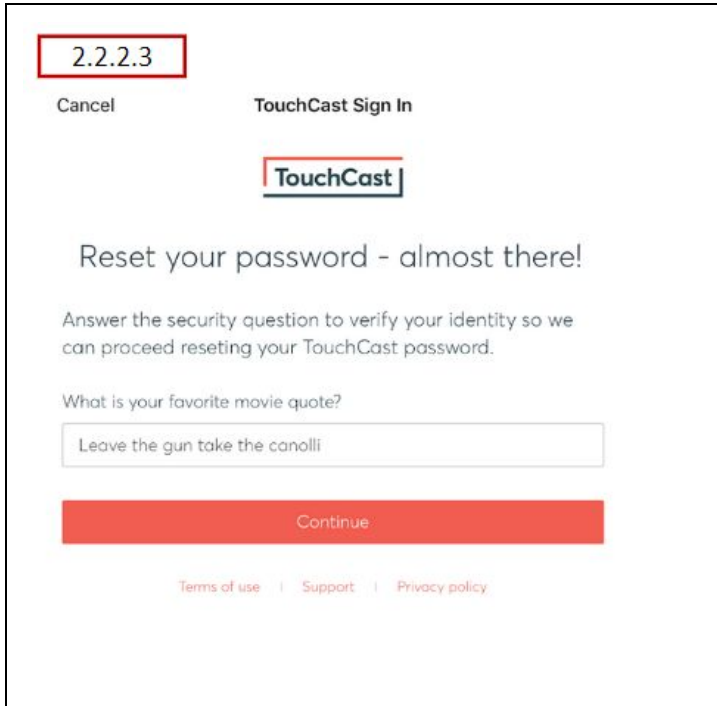
Email sent to users' email account providing code:

<p><b>2.2.2.3</b></p> <p>Reset your TouchCast password</p> <p></p> <p>Hi Alex,</p> <p>You have requested to reset your TouchCast password. If it wasn't you, then ignore this email, otherwise use code below to continue the process. You'll have to answer your secret question so we can verify your identity before resetting the password.</p> <p><b>775408</b></p> <p>Cheers, The TouchCast Team</p> <p><small>Copyright TouchCast LLC © 2018. All rights reserved.</small></p> <p><a href="#">Terms of use</a> <a href="#">Privacy policy</a></p> <p><b>Showing. Seeing. Human Being.</b></p>	
<p><b>2.2.2.3</b></p> <p>Reset your TouchCast password</p> <p></p> <p>Hi Alex,</p> <p>You have requested to reset your TouchCast password. If it wasn't you, then ignore this email, otherwise use code below to continue the process. You'll have to answer your secret question so we can verify your identity before resetting the password.</p> <p><b>775408</b></p> <p>Cheers, The TouchCast Team</p> <p><small>Copyright TouchCast LLC © 2018. All rights reserved.</small></p> <p><a href="#">Terms of use</a> <a href="#">Privacy policy</a></p> <p><b>Showing. Seeing. Human Being.</b></p>	






After you enter the code sent in the email, you will be sent the following screen directing you to enter the answer to the security question provided during TouchCast account registration. In this example, the question was *What is your favorite movie quote.*



2.2.2.3

Cancel TouchCast Sign In



Reset your password - almost there!

Answer the security question to verify your identity so we can proceed resetting your TouchCast password.

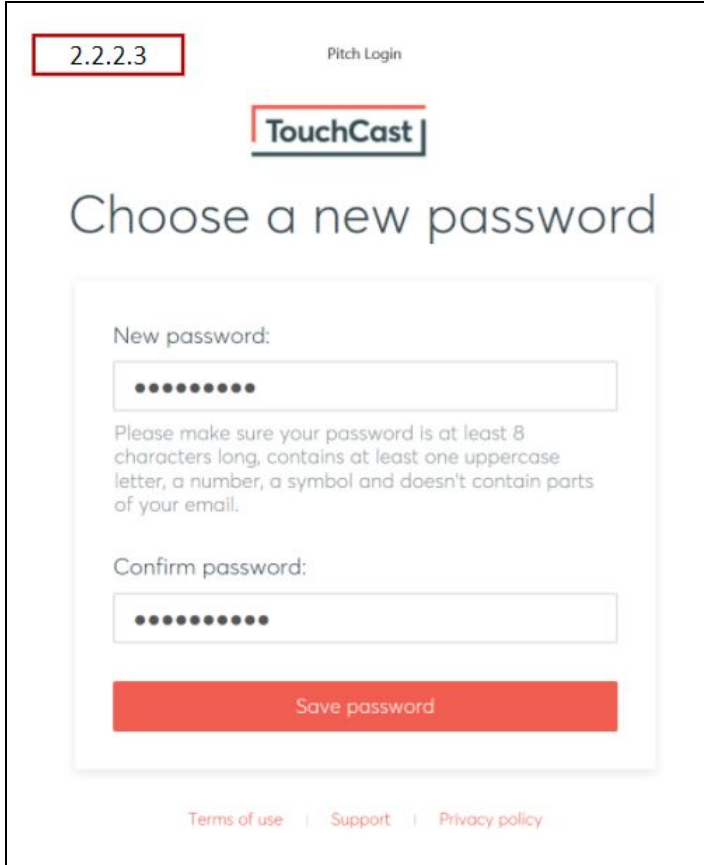
What is your favorite movie quote?

Leave the gun take the canolli

Continue

[Terms of use](#) | [Support](#) | [Privacy policy](#)

After you enter the answer exactly as entered during registration and click **Continue**, you will be able to select a new password.



2.2.2.3

Pitch Login

**TouchCast**

## Choose a new password

New password:

Please make sure your password is at least 8 characters long, contains at least one uppercase letter, a number, a symbol and doesn't contain parts of your email.

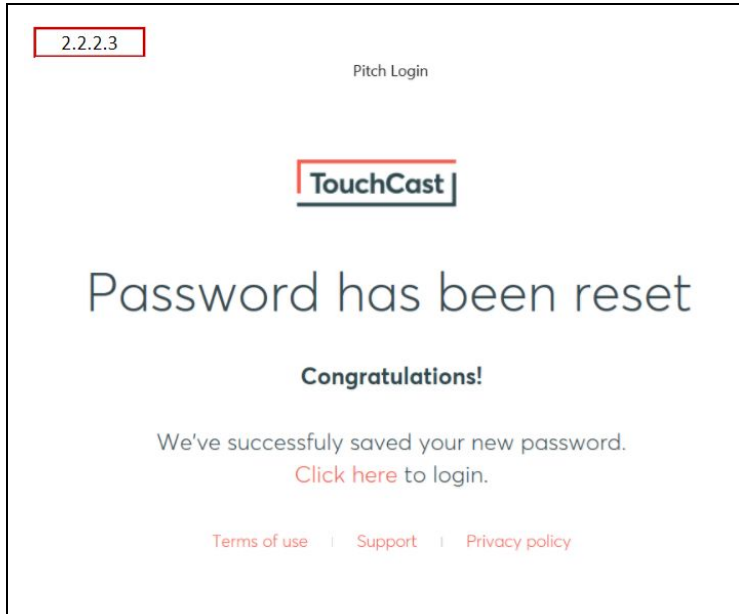
Confirm password:

[Save password](#)

[Terms of use](#) | [Support](#) | [Privacy policy](#)

Passwords must be at least 8 characters long, contains at least one uppercase letter, a number, a symbol and doesn't contain parts of the email address. TouchCast passwords are case sensitive. Example: #Rusty123

After you click the **Save Password** button, a screen advising you that the password has been successfully changed displays.

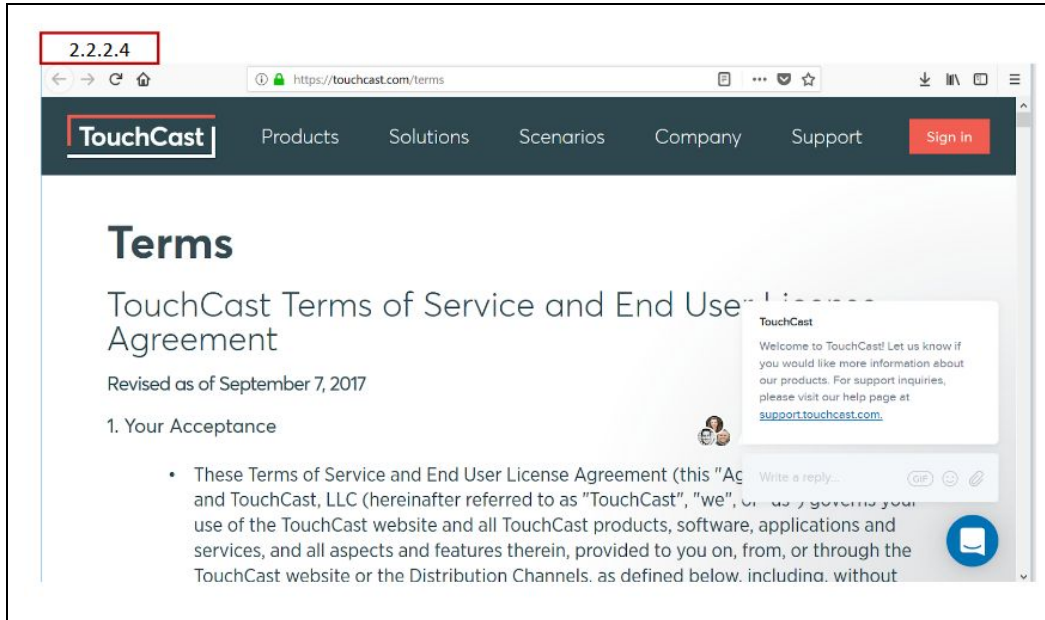


The new password you selected should be used to sign in.

#### **2.2.2.4 TouchCast Terms of Service and End User Agreement**

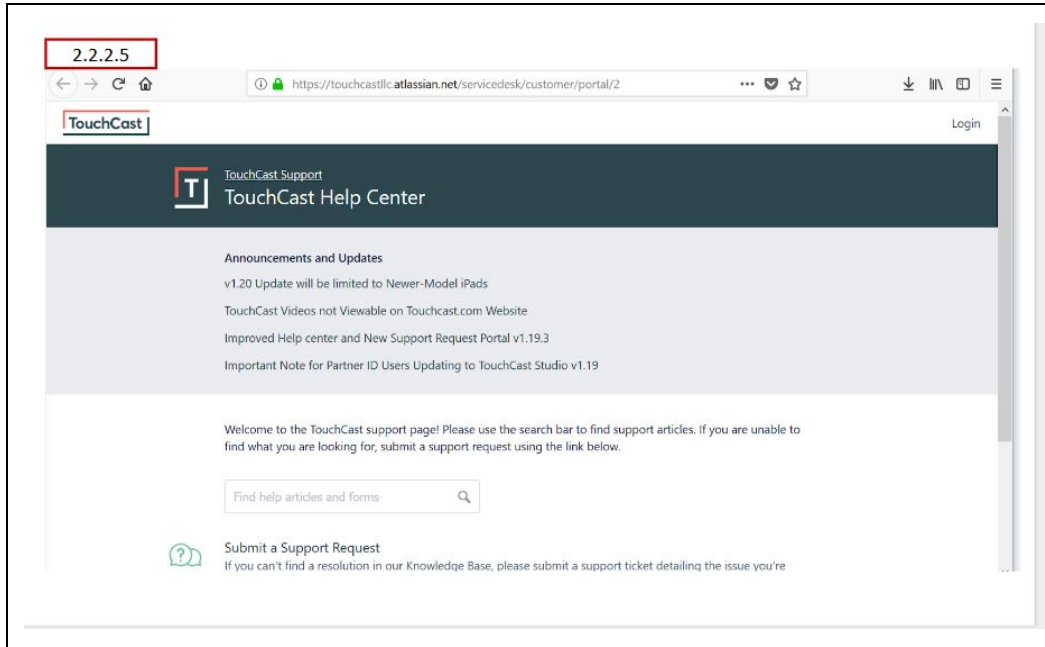
If you would like to review the terms, click the **Terms of Use** link on this page and other TouchCast sign in screens.

After reviewing the Terms of Service and End User Agreement, the user can close the screen and return to the sign on screen.



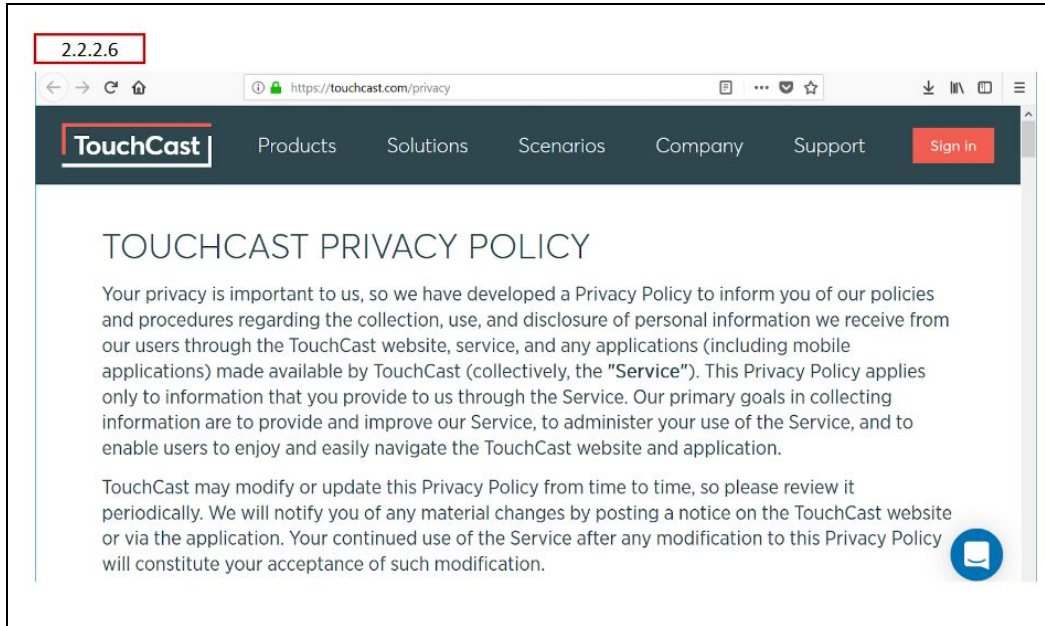
### 2.2.2.5 TouchCast Support

Clicking the **Support** link displays a screen containing TouchCast support information. After reviewing the Support information, the user can close the screen and return to the sign on screen.



### 2.2.2.6 TouchCast Privacy Policy

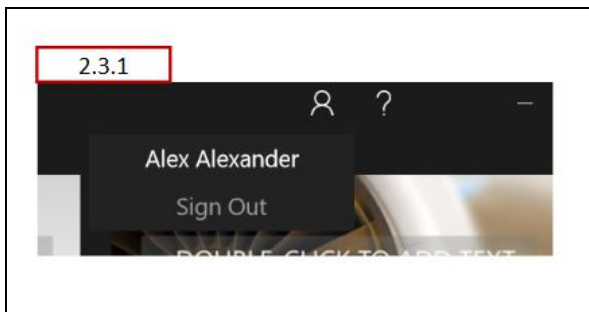
Clicking the **Privacy policy** link displays a screen containing the TouchCast Privacy Policy. After reviewing the TouchCast Privacy Policy, the user can close the screen and return to the sign on screen.



## 2.3 Sign Out of Pitch

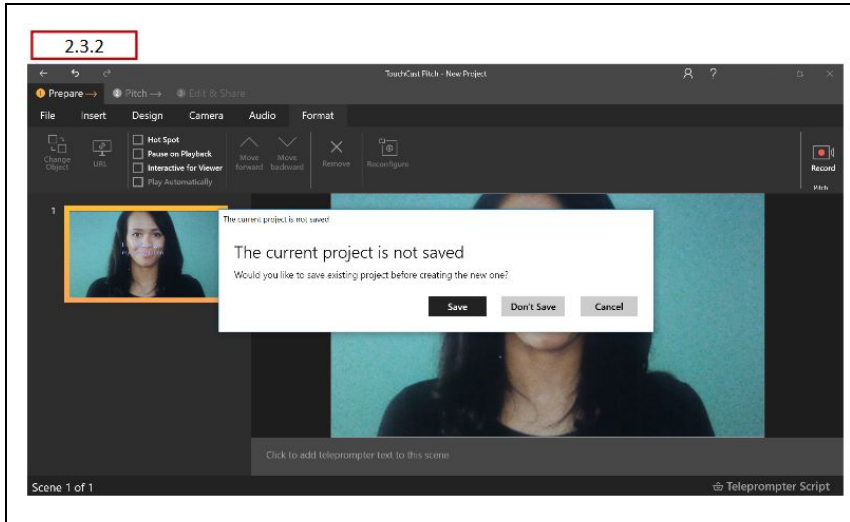
### 2.3.1 Sign Out Icon

To sign out of Pitch, click the person icon located at the top of the Pitch Main Menu screen, Prepare Mode screen, or Edit & Share Mode screen. The Sign Out button will display. Click the **Sign Out** button to continue signing out of Pitch.



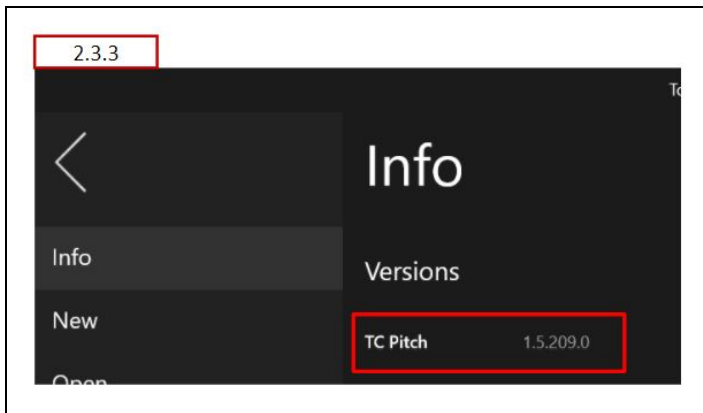
### 2.3.2 Saving Project Work

If a Pitch project is currently open and has not been saved, the author receives the following notification, advising them to save the project before signing out of Pitch.



### 2.3.3 Displaying Pitch Version Information

If you need to know the version of Pitch installed on the device, click the **File** → **Info** option (available after a project is created or opened). The information screen includes the Pitch version and build number as shown below.



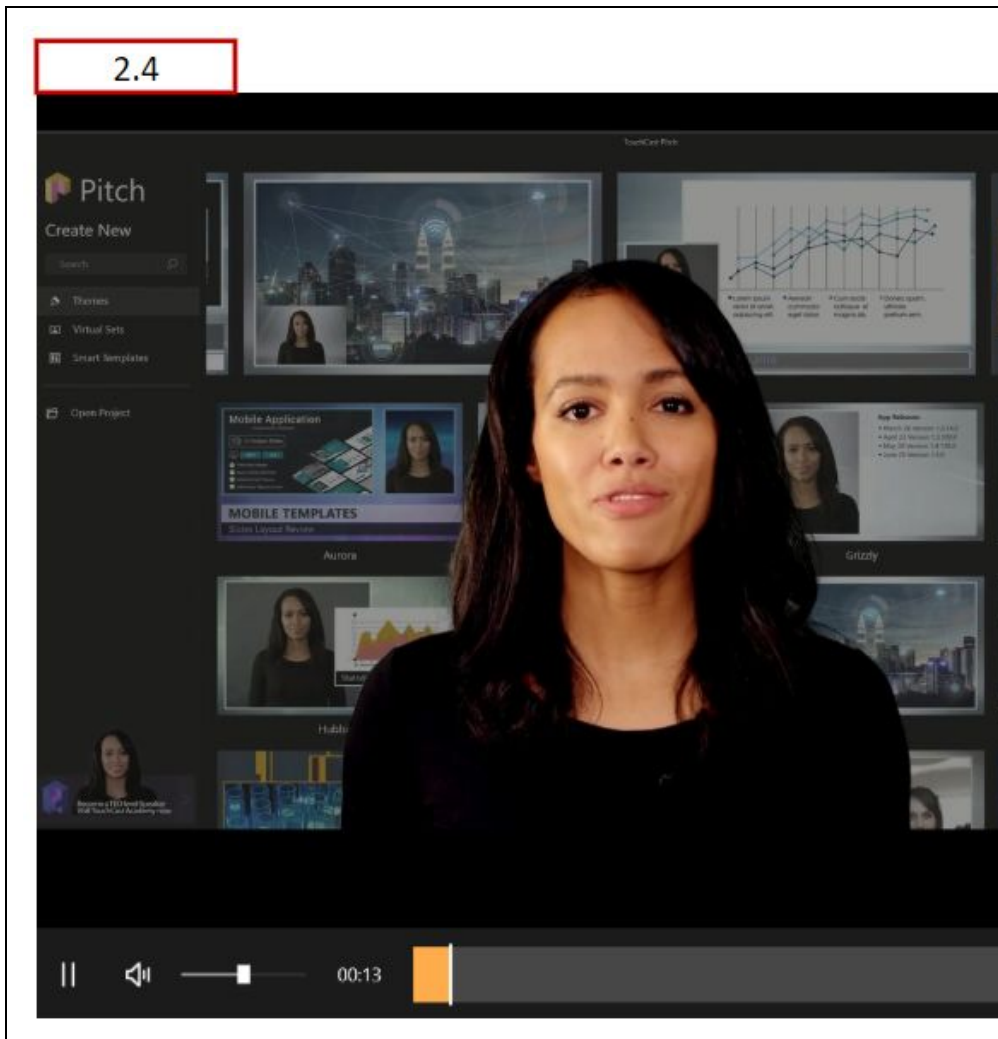
## 2.4 Pitch Introduction Video

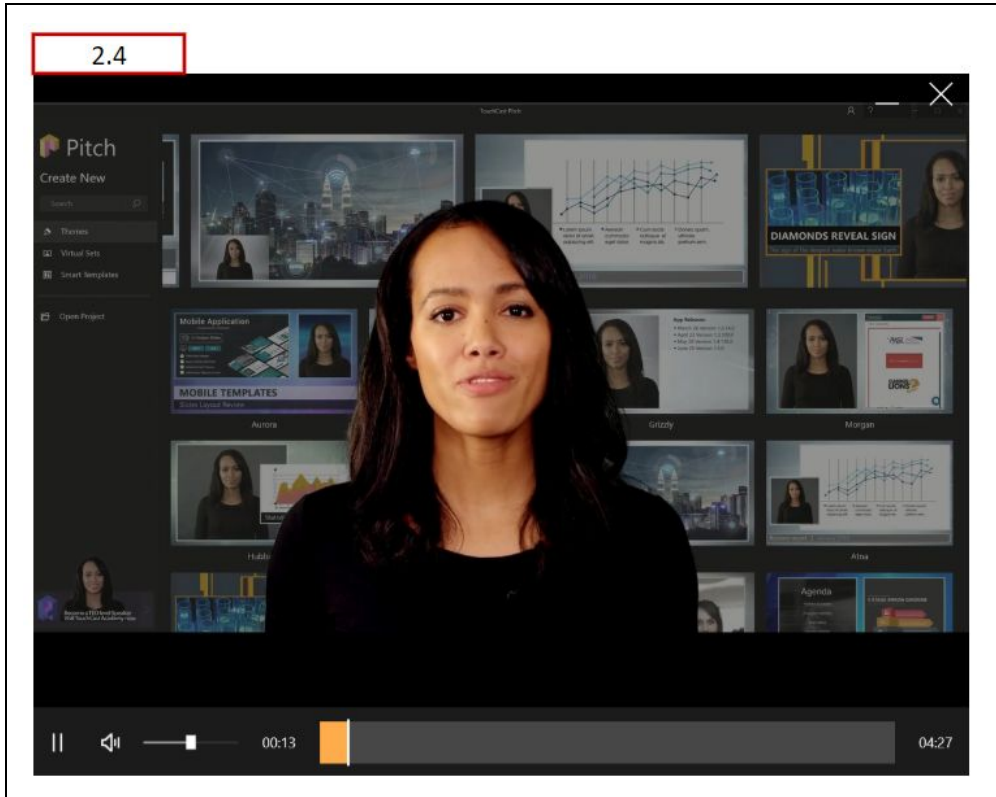
The first time that Pitch is opened on a device, a short video introducing Pitch displays. This video covers the process of creating and editing your Pitch presentations at a high level to help you get started. You can pause and go back through the video using the playback controls. Clicking a



large X located on the top right corner of any of the panels will close the video and it will not display again.

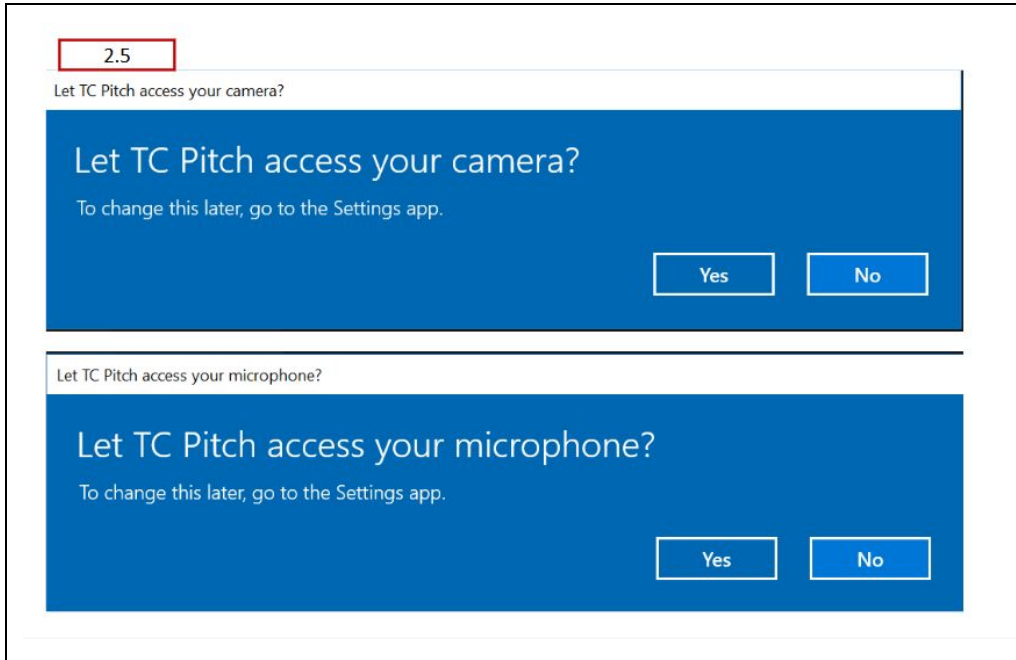
Note: Reinstallation of the Pitch app on the device triggers the introduction panels to display.





## 2.5 Camera and Microphone Access

The first time that Pitch is opened on a device, the app will request access to the device's camera and microphone.




Click the **Yes** button to both questions to allow Pitch to operate on your device.

Note: Reinstallation of the Pitch app on the device triggers the camera and microphone access questions to display.



## 2.6 Organization or Department Selection



If your organization operates TouchCast products using defined Organizations or Departments, you will be presented with a listing of the departments you have access to as you sign in.

2.6



Select an organization or department below:

 **TouchCast Public**  
Access it on the web at <https://public.touchcast.com> 

 **Test.io**  
Access it on the web at <https://testioqa.touchcast.com> 

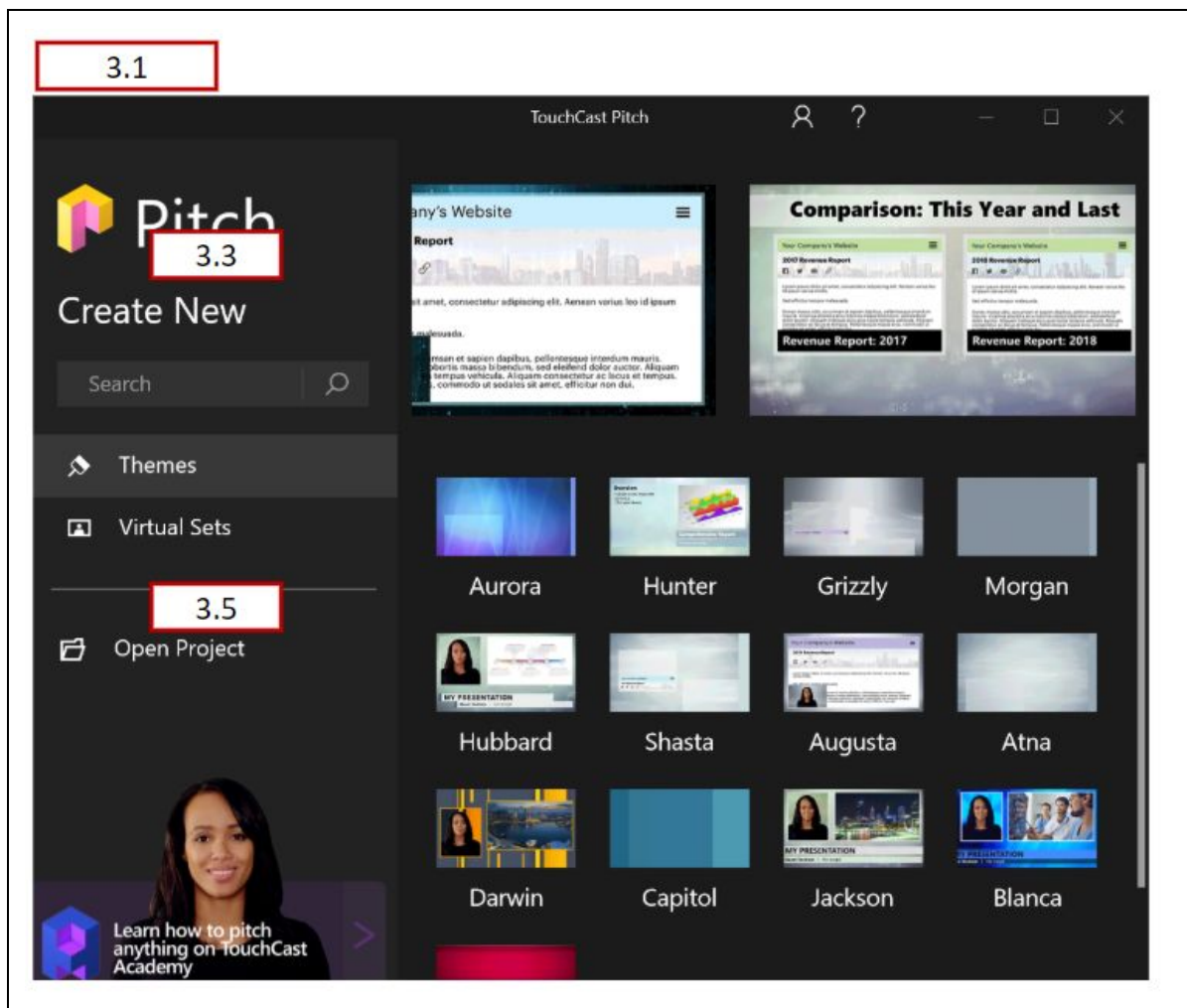
[Terms of use](#) | [Support](#) | [Privacy policy](#)

## 3 Creating and Managing Pitch Projects

### 3.1 General - Pitch Main Menu Screen

After completing sign in, the Pitch Main Menu screen providing the following options displays:

- Create a new Pitch project
- Search for Themes or Virtual Sets by name
- Open an existing Pitch project
- Sign out of Pitch



A rolling display of the currently-selected option (Themes or Virtual Sets) is displayed in the top portion of the Main Menu screen. Themes can be selected by clicking them from the display.

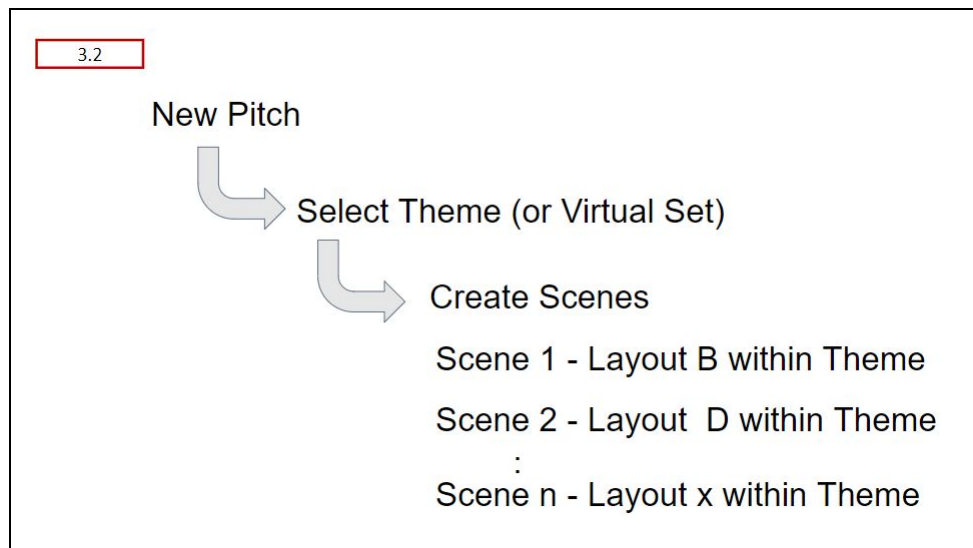
### 3.2 General Information About Themes and Virtual Sets

The relationships between Pitch (presentations), Pitch scenes, Themes, and Theme Layouts are important to understand. The two diagrams presented below should help.

First, here is a repeat from the 'Basics' terminology presented in section 1 of this guide.

A Pitch <b>Theme</b> provides a Scene background and a set of Scene Layouts representing common object positioning patterns for that theme.
A Pitch <b>Virtual Set</b> is a specialized Pitch Theme. Virtual Sets provide backgrounds and Scene Layouts associated with formal presentations and broadcast studios, e.g., auditorium, meeting room, etc.
A Pitch <b>Smart Template</b> is a specialized Pitch Theme. The Smart Templates are specifically designed for Pitches used for routine project activities and contain scene layouts specific to the template purpose. Note: Smart Templates are an organization option.

This first diagram illustrates the relationships:



...and here are the rules summarized.

3.2

### Scenes - Themes - Layouts

- ▶ When you create a Pitch you select ONE of the Themes (or Virtual Sets). All scenes within that Pitch presentation will default to that Theme
- ▶ Every Scene within your Pitch presentation will be based on one of the Layouts within that Theme
- ▶ Each Layout for a Theme provides a common pattern of objects fitting that theme, but can be customized to suit your needs

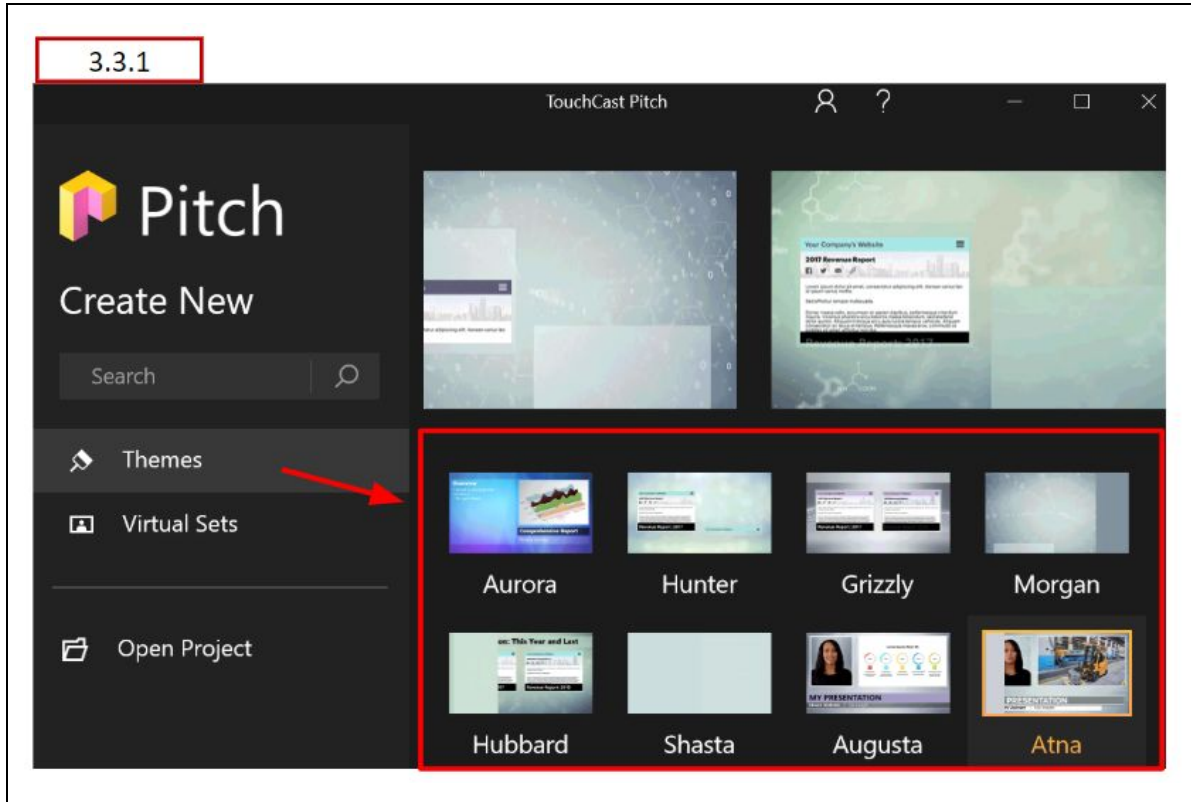
It's important to remember that Pitch Themes (and their Scene Layouts) still allow authors to customize the interactive components used to suit specific needs.

## 3.3 Create a New Pitch Project

To create a new Pitch project, select one of the Themes or Virtual Sets shown on the Pitch Main Menu screen. The screen defaults to Theme options, but clicking the Virtual Sets button replaces the Theme options with Virtual Set options for you to select from.

### 3.3.1 Theme

Themes provide you with a selection of scene layout patterns applicable to common types of presentations. Each Theme has its own set of scene layout selections. In addition to object placement, theme scenes may also provide title banner selections. Section 4.5 presents additional information about Theme selection as the New Scene option is explained.



Click on one of the Themes to create a new Pitch presentation using that theme.

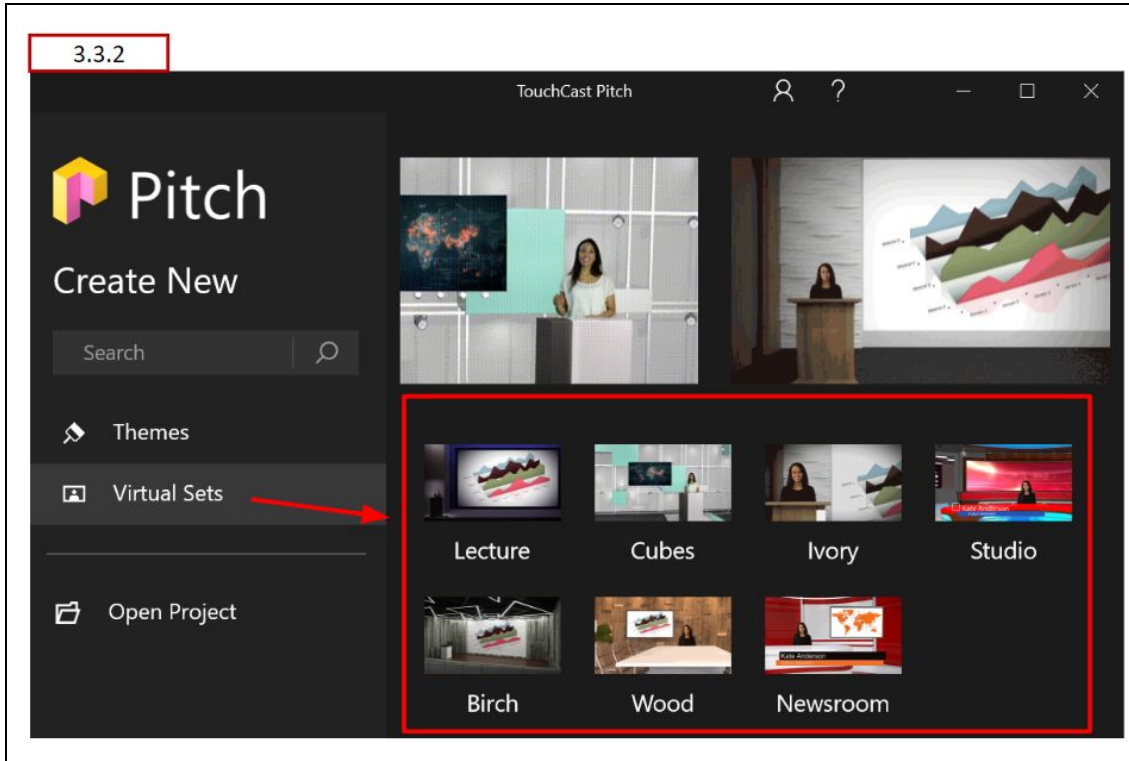
Themes	
Aurora	Augusta
Hunter	Atna
Grizzly	Darwin
Morgan	Capital
Hubbard	Jackson
Shasta	Blanca

### 3.3.2 Virtual Sets

The Virtual Sets are specifically designed for Pitches focused on a presenter in front of an audience (live or virtual). The presenter's camera feed will be inserted into the set using green screen effects processing. For example, if you plan to record a Pitch to a small group of investors, you may choose one of the meeting room Virtual Sets as the theme, but for a current events presentation, the Newsroom set may be a good choice.



As explained above, click one of the Virtual Sets to create a new Pitch presentation.



The available Virtual Sets are:

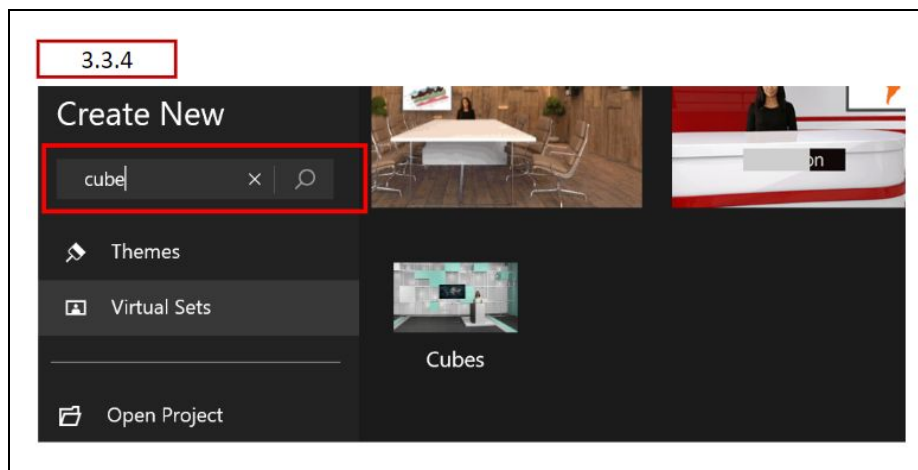
- Virtual Sets**
- Lecture
  - Cubes
  - Ivory
  - Studio
  - Birch
  - Wood
  - Newsroom

### 3.3.3 Smart Templates

Smart Templates are an organization-specific option. If included in the menu, the templates help you create common presentations, e.g., project charter, status report, etc.

### 3.3.4 Theme / Virtual Set Search

The Pitch Main Menu screen includes a search option which you can use to locate Themes or Virtual Sets by name (or portion of name as shown in the example below where 'cube' is entered in the search field and the Cubes virtual set is returned). One of the Theme(s) / Virtual sets returned by the search can then be selected to create the new Pitch project.

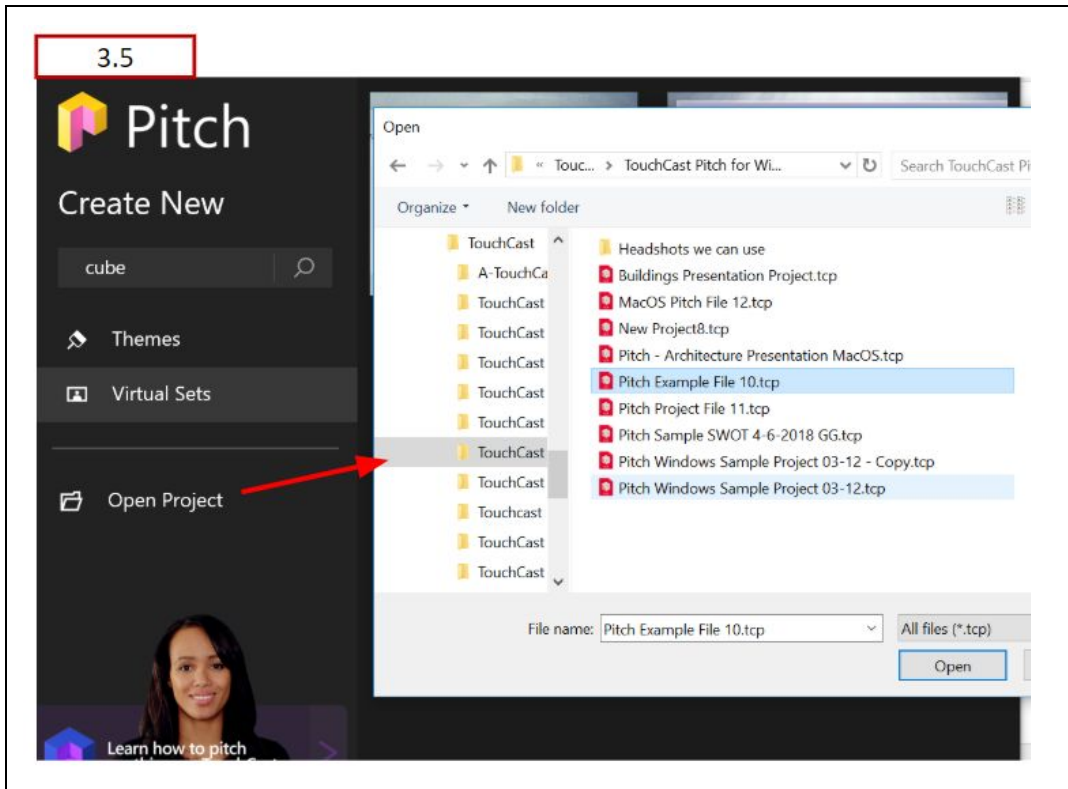


### 3.4 Recent Projects List

Not currently implemented Pitch for Windows. Use Open Project option.

### 3.5 Open an Existing Pitch Project

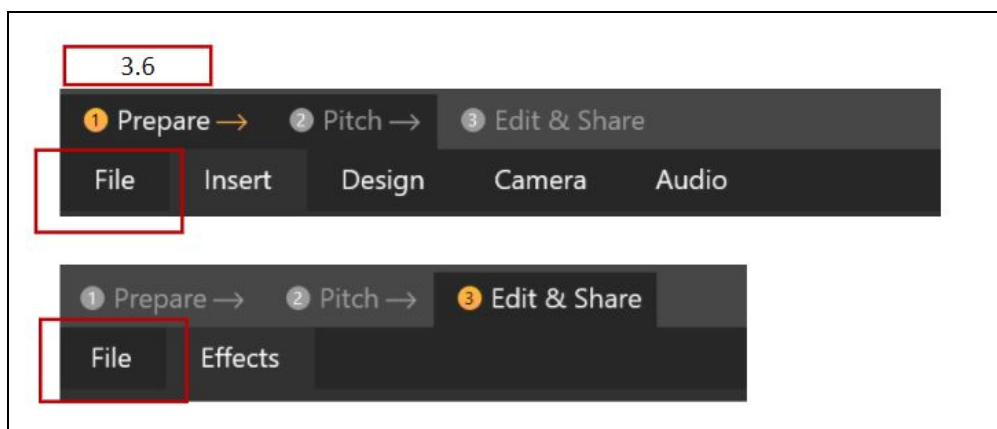
Pitch projects often take several sessions to complete and perfect. Opening your existing Pitch Project files will be a routine process for you. Pitch project files (.tcp files) can be stored on your device or other locations you can access to Save/Retrieve.



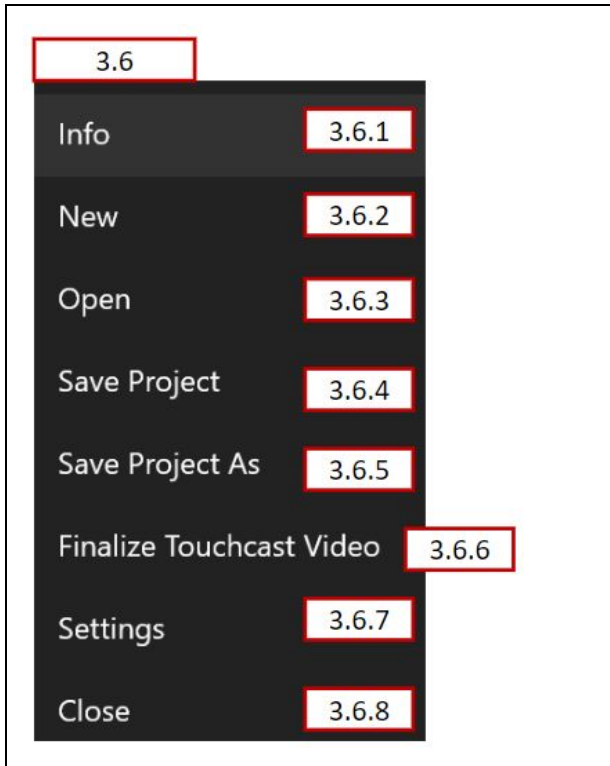
Click on the project file you wish to open and Pitch will place you in Prepare Mode with that project ready for you to work with.

### 3.6 File Menu Option

The **File** menu option appears on the Prepare and Edit & Share screens as shown below.

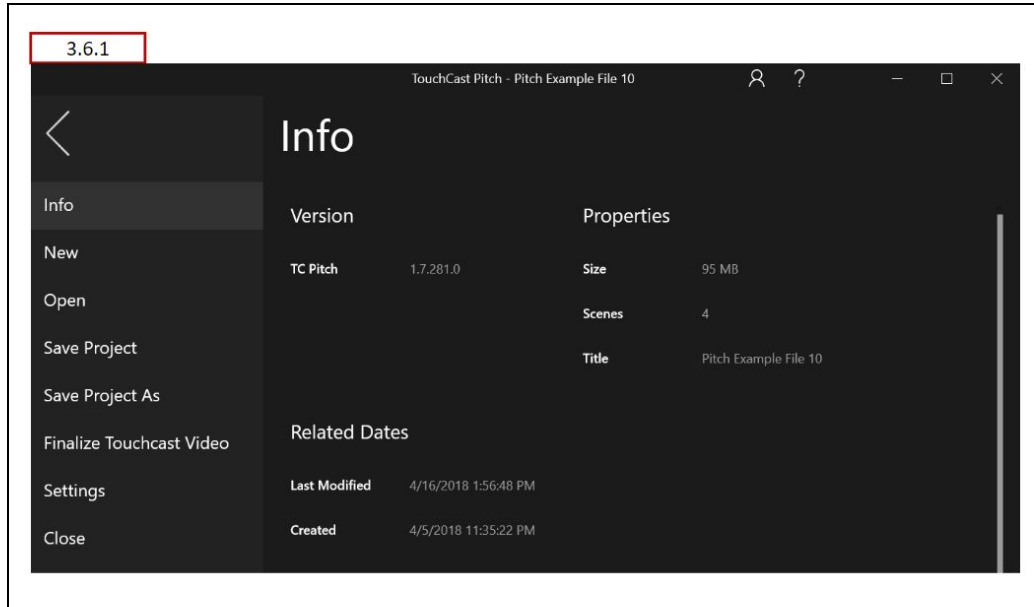


Clicking the File menu option displays the File Options screen which presents six options arranged vertically down the left side of the screen.



- Info - Displays Pitch project file details
- New - Creates a new Pitch project (an option to save any currently open project will display)
- Open - Opens an existing Pitch project (an option to save any currently open project will display)
- Save Project - Saves the currently open Pitch project to the same location with the same file name
- Save Project As - Provides the option to save the currently open Pitch project to another location with a different file name
- Finalize Touchcast Video - Options to save and share the presentation
- Settings - Account and performance setting options
- Close - Close the currently open Pitch project (an option to save the project will display)

### 3.6.1 Info



The **Info** tab lists information about the current project file including:

- Pitch Version being used
- Project File Properties - size, number of slides, title (file name)
- Related Dates - date created, date last edited

### 3.6.2 New

The **File** → **New** action is used to create a new Pitch presentation project. The File → New action does not create Scenes within the presentation. This is done using the 'New Scene' options (explained in section 4.5).

If a new project is about to be created and a project is already open (and has changes which have not been saved), Pitch will notify you and providing the option to save the previous project file.

### 3.6.3 Open

The **Open** tab has the same effect as selecting the *Open Existing Pitch Project* option explained in section 3.5 of this guide.

### 3.6.4 Save Project

The **Save** option is used to save an open (and updated) Pitch presentation (.tcp file) which has previously been saved on the device or network drive using the same location and filename. The presentation remains open after the **Save** operation is completed for additional development.

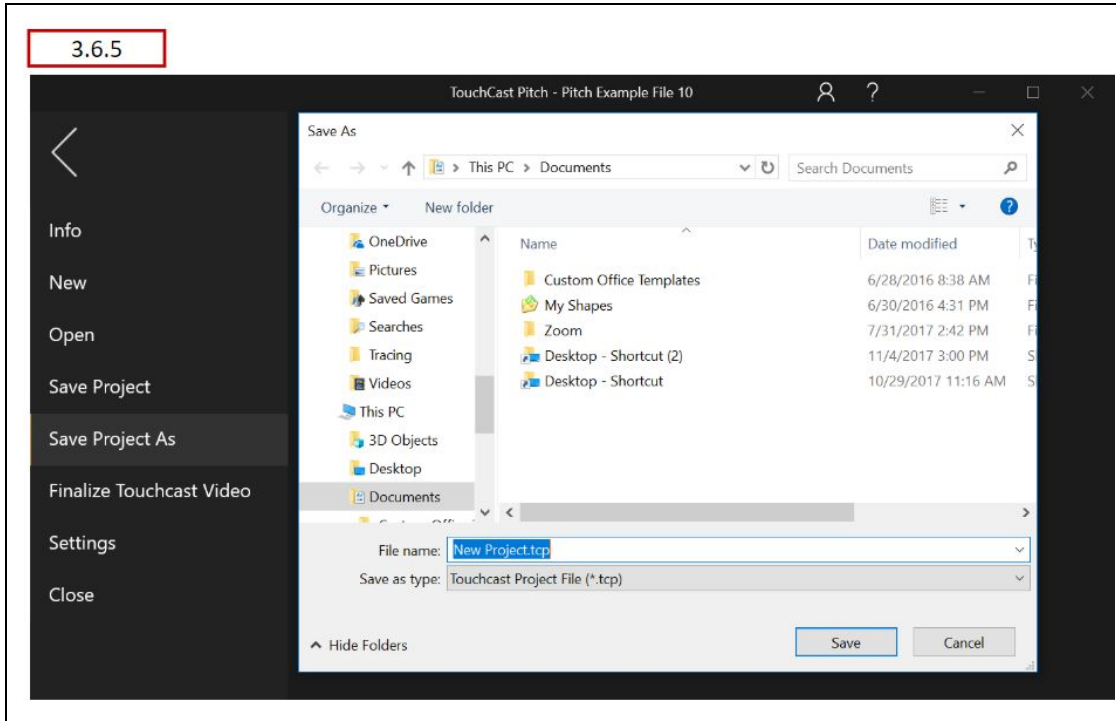
Note. Pitch does not operate with 'autosave', therefore you should save your project regularly as you make changes.

#### 3.6.4.1 Unsaved Project File

If the Pitch project has not been saved previously, the **Save** request will be treated as a **Save As** request. The location and filename can be entered.

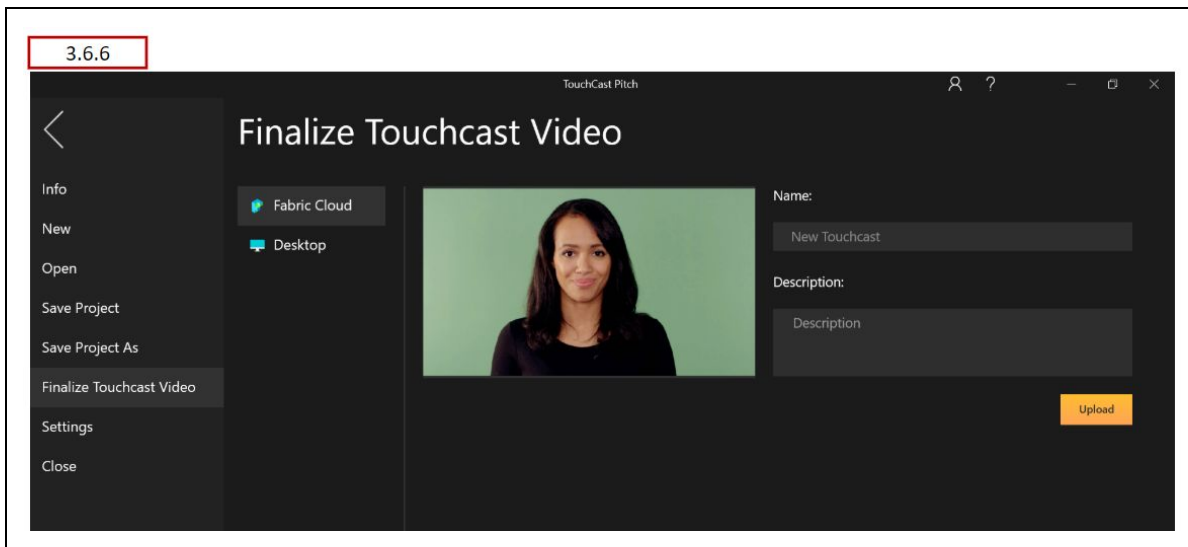
### 3.6.5 Save Project As

The **Save As** option is used to initially save a new Pitch project file or to save an existing Pitch project using a different file name or location (the location and filename can be entered). New project files are saved with the .tcp extension (a TouchCast format which contains interactive features). The presentation remains open after the **Save As** operation has completed for additional development.



### 3.6.6 Finalize Touchcast Video

Selecting this option takes you to the Finalize - Upload/Export screen. This is explained in more detail in section 8 of this guide.



### 3.6.7 Settings

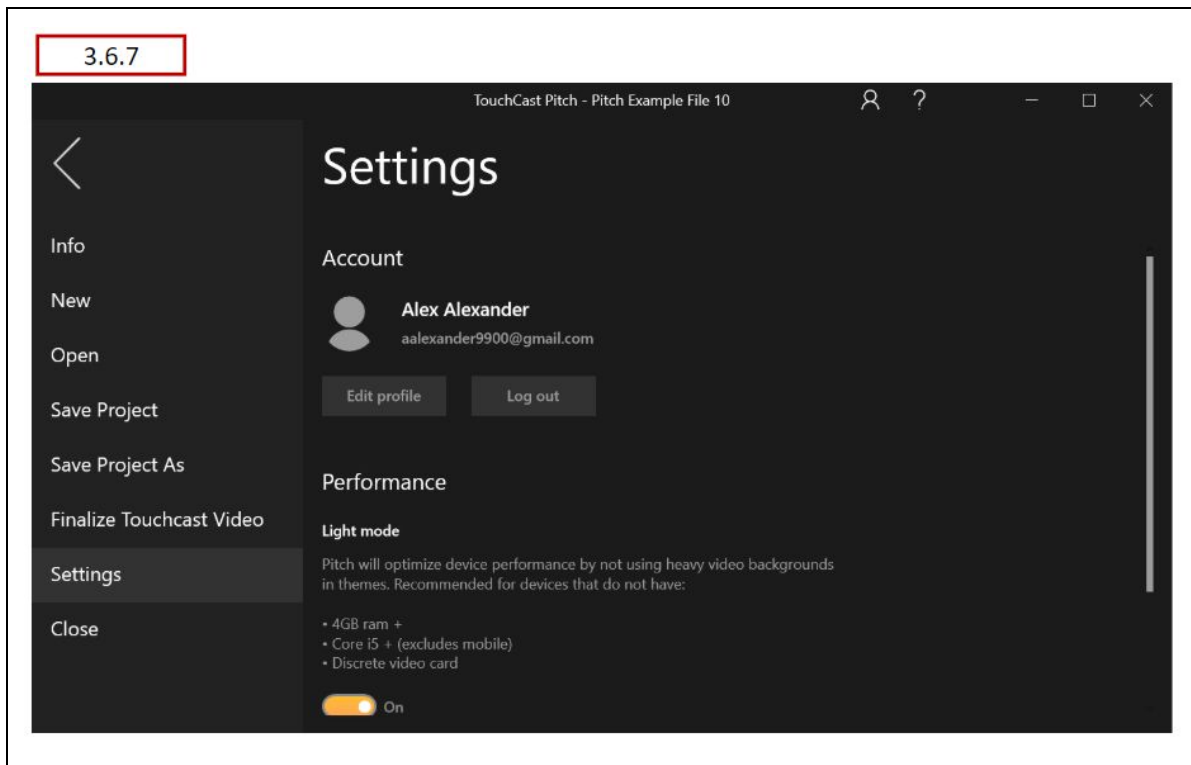
Presents Account and Performance settings to be reviewed and changed as shown below:

#### Account

- Edit account profile
- Logout

#### Performance

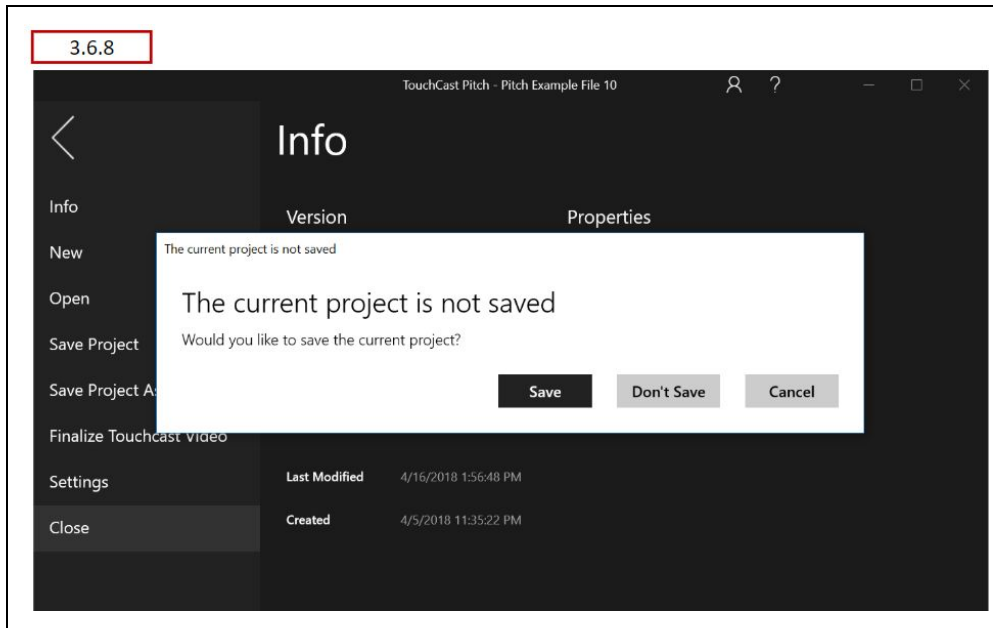
- Light mode setting (related to optimization Pitch can apply)



### 3.6.8 Close

Close the current Pitch project. If the currently open Pitch project file has not been saved, the following message will display:





### 3.6.9 Delete a Pitch Project File

Pitch does not include an option for deleting project files. If you wish to delete a project file, delete the .tcp file from the directory where it is saved.

## 3.7 Sharing Pitch Project Files (.tcp files)

In addition to sharing completed touchcast videos with others, you probably will find yourself sharing project files (the .tcp files) Pitch creates and updates as you develop your project. Using an existing project to develop a similar new project saves time and promotes consistency, especially on a larger client engagement. Here are two strategies:

- If you stored the project file on your local device, you can upload it to Fabric (outside the Pitch app using Fabric upload), then send your team mate that link.
- Save the in-progress project file to a shared storage location others can access when you initially create it. Then, if you need to share it, all you need to do is send them that link.

Be sure that the original project file is copied (or saved in Pitch) as a new file to avoid updating the original author's project (unless that is the intent - to pass the project file to someone else to continue working on.)

Note: Pitch Project files can be rather large so you should avoid trying to email files, instead send others the link.

### **Sharing video files (.tct files)**

There are two ways to share the finalized touchcast videos you have developed using Pitch.

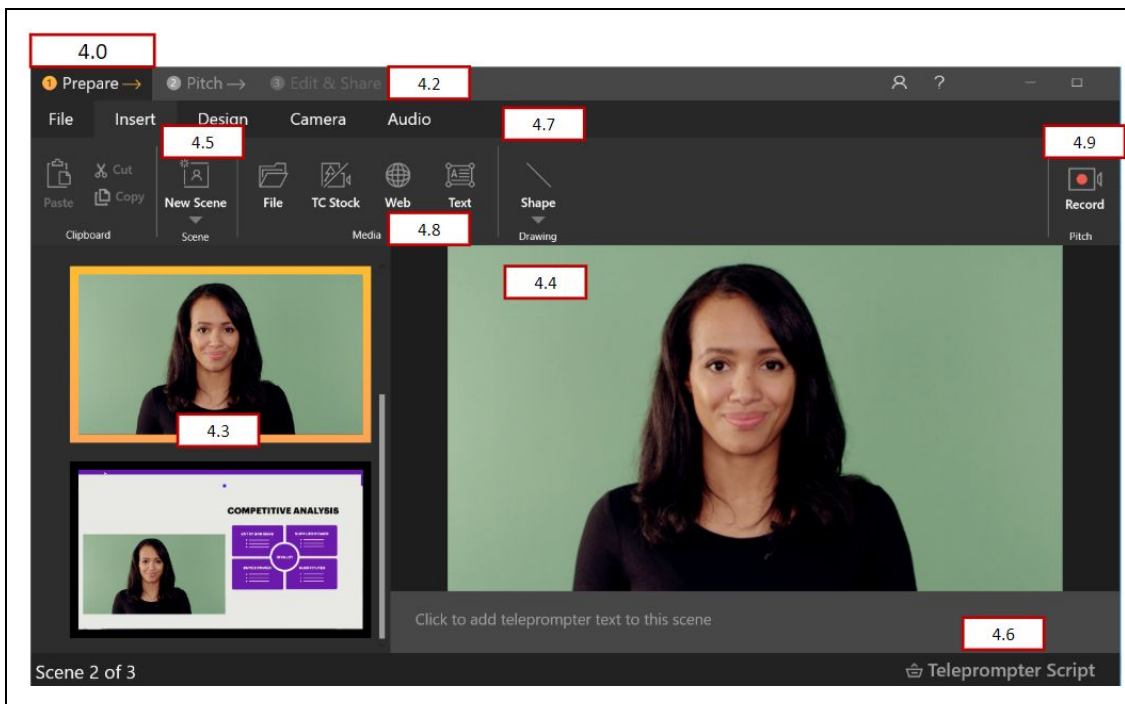
- Upload the file to Fabric, then send others the link to the file
- Save the completed video (exported to a .tct file) to a shared storage location which others can access, then send them a link to the file.

Note: Video files can be rather large so you should avoid trying to email video files, instead send others the link.

## 4 Prepare Mode

### 4.1 General - Prepare Mode Screen Layout

The **Prepare Mode** activities build the content authors use as they record the presentation. Scenes are organized similarly to slides, but unlike traditional presentation tools, Pitch allows authors to incorporate engaging visual resources including websites and documents in with images and text.



The Prepare Mode screen (shown above) contains:

- Mode selections
- Scene List and associated Scene View
- New Scene option
- Teleprompter Script options
- Settings controls
- Insert controls
- Links to Account actions and Help/Training

Each of these is explained below.

## 4.2 Mode Selections

The Mode Selections (Prepare, Pitch, Edit & Share) represent major phases of the Pitch development process.



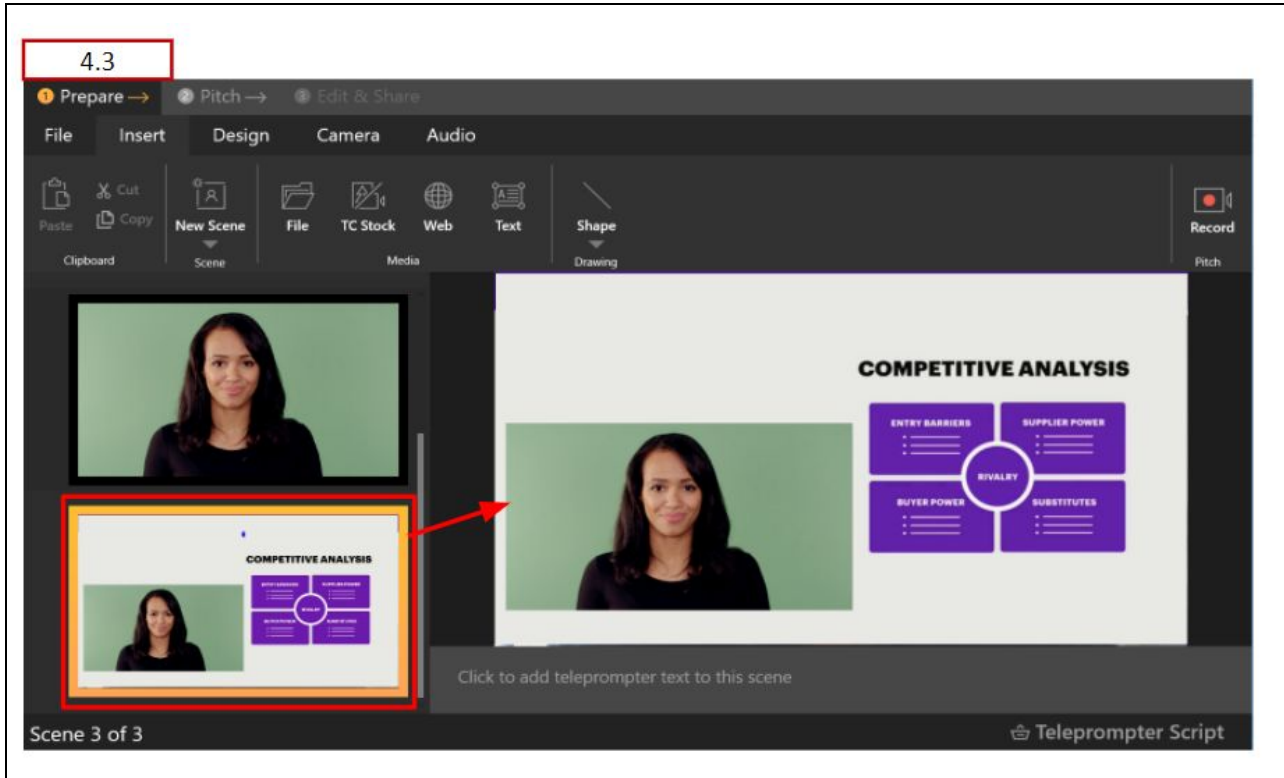
Mode	
Prepare	Develop the scenes which will be presented/recorded.
Pitch	Provides options to <b>Record</b> or <b>Present</b> , the Present option allowing more of a 'live' format.
Edit & Share	Opens the <b>Edit</b> screen where you revise your recorded presentation clips. Edit becomes active only when scenes have been recorded. The Edit screen includes the option to export or upload (share) your Pitch presentation.

You will find that progressing through the modes may not be 'one directional'. For example, after you record or even edit your scenes, you may realize how adding another scene would enhance your presentation. No problem. Return to **Prepare** mode and add that new scene, then record it. After it is recorded, you can edit it along with the other scenes in your presentation.

## 4.3 Scene List

The **Scene List** presents a thumbnail image of each scene you have added to the project along the left hand side of the Pitch screen. The currently-selected scene will display in the Scene View area of the screen. The sequence of scenes in the Scene List represents the order they will be available when the Pitch is recorded. New scenes are added to the bottom of the Scene List but can be moved or duplicated using Scene List functions.

Later, when you record or present your scenes you do not necessarily have to follow the sequence of the Scene List you developed in the Prepare activities, but you will find it easier to if you organize your scenes in the order you will record/present them.

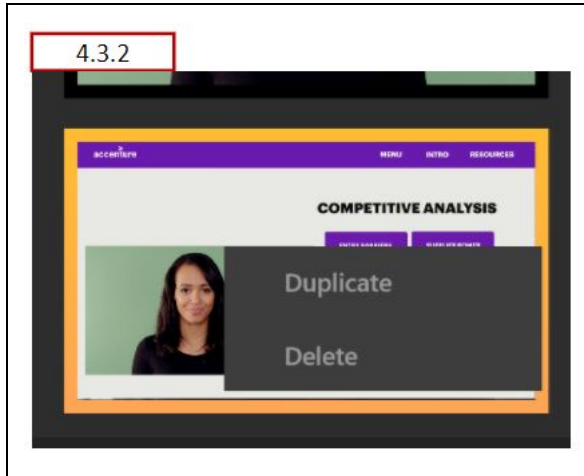


### 4.3.1 Scene List Expand Control

This section intentionally left blank.

### 4.3.2 Managing Scenes Within the Scene List

Scenes can be duplicated or deleted from the Scene List by moving the mouse pointer over the scene thumbnail and using the right-click sequence. A popup appears providing options to manage the selected scene.



**Duplicate Scene** - Clicking the Duplicate option creates an exact duplicate of the scene at the end of the Scene List.

**Delete Scene** - Clicking the Delete option deletes the scene and the Scene List is reorganized. Note: the last remaining scene of a project cannot be deleted. The Delete option will be disabled.

The order of scenes in the Scene List can be changed by 'dragging' them to a different place in the Scene List (click, hold, and move with cursor).

#### 4.4 Scene View

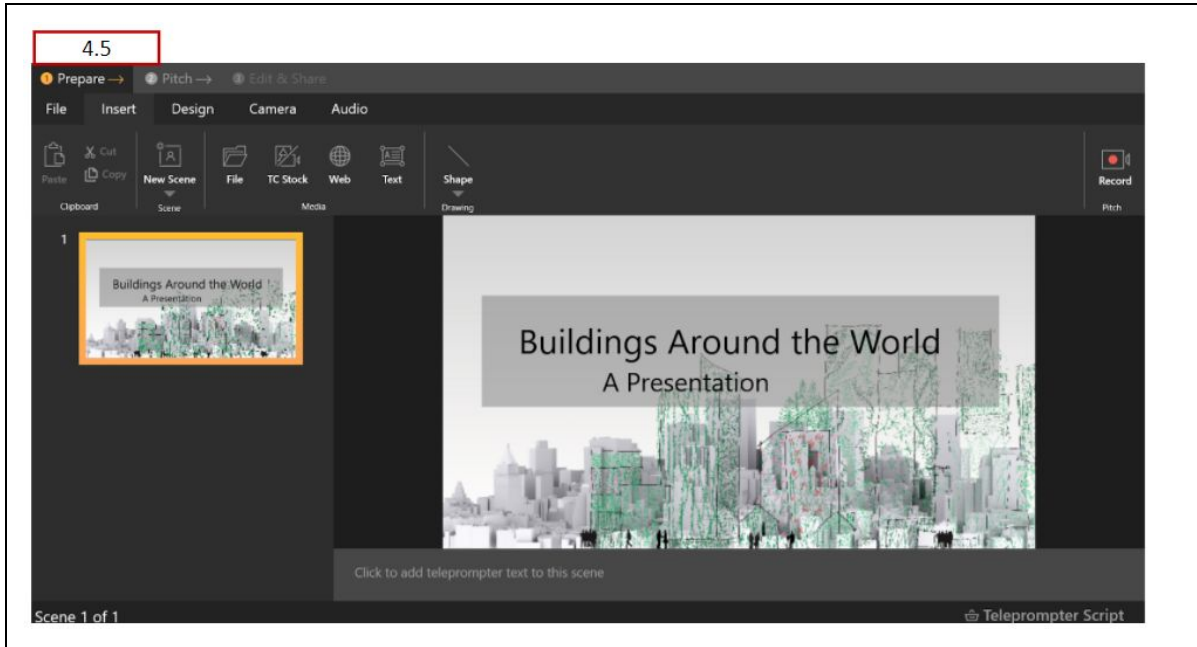
An expanded view of the scene currently selected from the Scene List will appear in this area. This where individual scenes are developed by adding:

- File, TC Stock, Web, and Text objects
- Drawing objects
- Teleprompter script

#### 4.5 New Scene Option

To illustrate this topic we have created a new Pitch project using the Architecture Theme. The presentation initially contains one scene, a title layout (this demonstrates one of the features of Themes and Theme Layouts).

After the presentation title has been edited it's time to add additional scenes. In the examples below a new scenes is added.

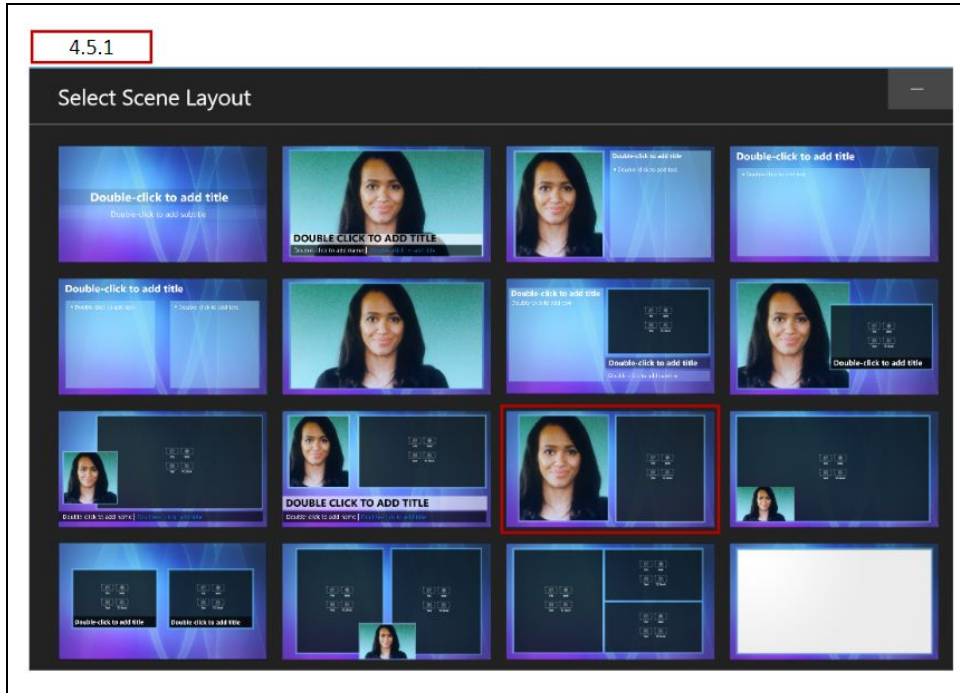


### 4.5.1 Adding a New Scene Selecting Layout

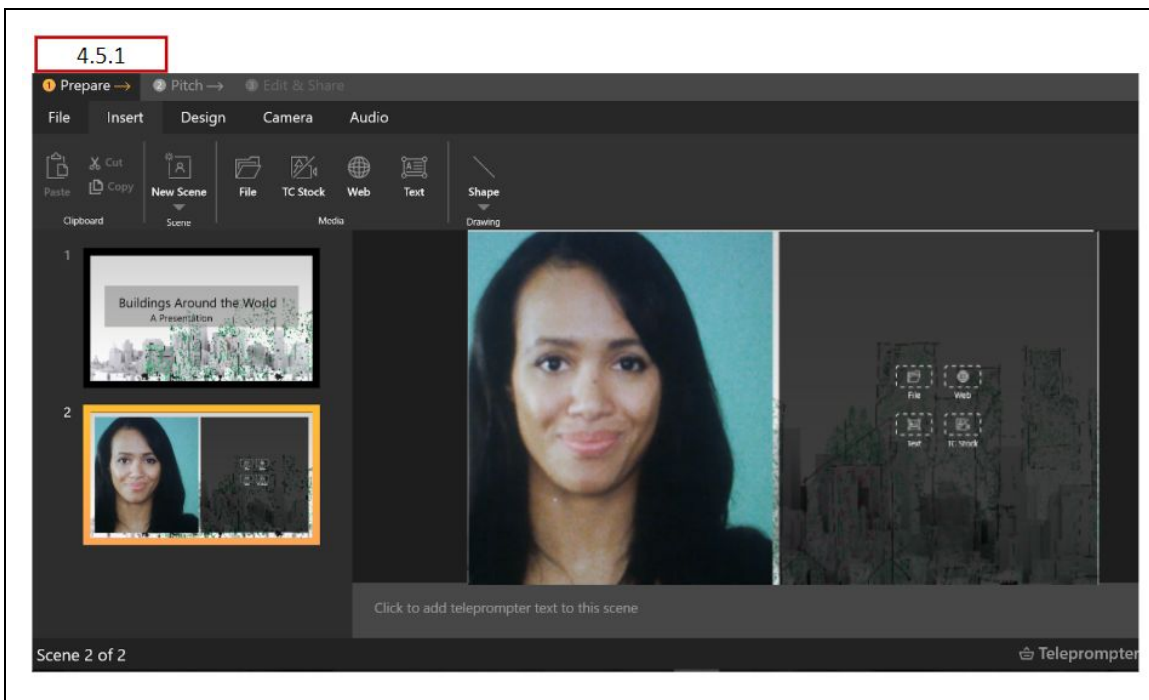
The first method is to add a Scene by selecting one of the Scene Layouts associated with the Architecture Theme we selected to create the project. To do that, click the lower portion of the New Scene sub-menu button. A selection of Scene Layouts displays.



In this example the Aurora Theme was used and a layout splitting the scene 50/50 vertically with the camera feed on the left and interactive objects on the right is selected.



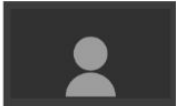


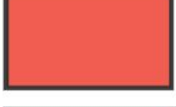
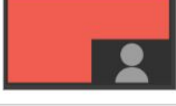
A new Scene is added to the project (see bottom of the Scene List). Normally, the author would select the interactive objects to place on that right hand side of the scene but that will be shown in a later section.






Scene Layouts help you visualize where your camera view, vApps, and banners will appear on the scene. You will get familiar with the different patterns of Scene Layouts as you work with Pitch, but here is a summary of common patterns and their terminology:

**Summary of Layout Terminology**

	<b>Fullscreen Camera</b>	The camera view appears full screen and the media (e.g., website, video, image, document, etc.) are displayed in windows on top of a camera view when selected.
	<b>Floating Media</b>	The media (e.g., website, video, image, document, etc.) are displayed in windows on top of the camera view.
	<b>Split Screen</b>	Both the camera view and the scene media are displayed in side-by-side panels of the screen. The screen split is 50% and cannot be resized.
	<b>Fullscreen Media</b>	The camera view is not displayed on the scene. Instead, the media incorporated in the scene is displayed in full screen mode.
	<b>Floating Camera</b>	The camera view is displayed in a window on top of the media (e.g., a website, video, document, or image).

Scenes can also be added to a project by repeating the same template which was added last using the template selection process described above.

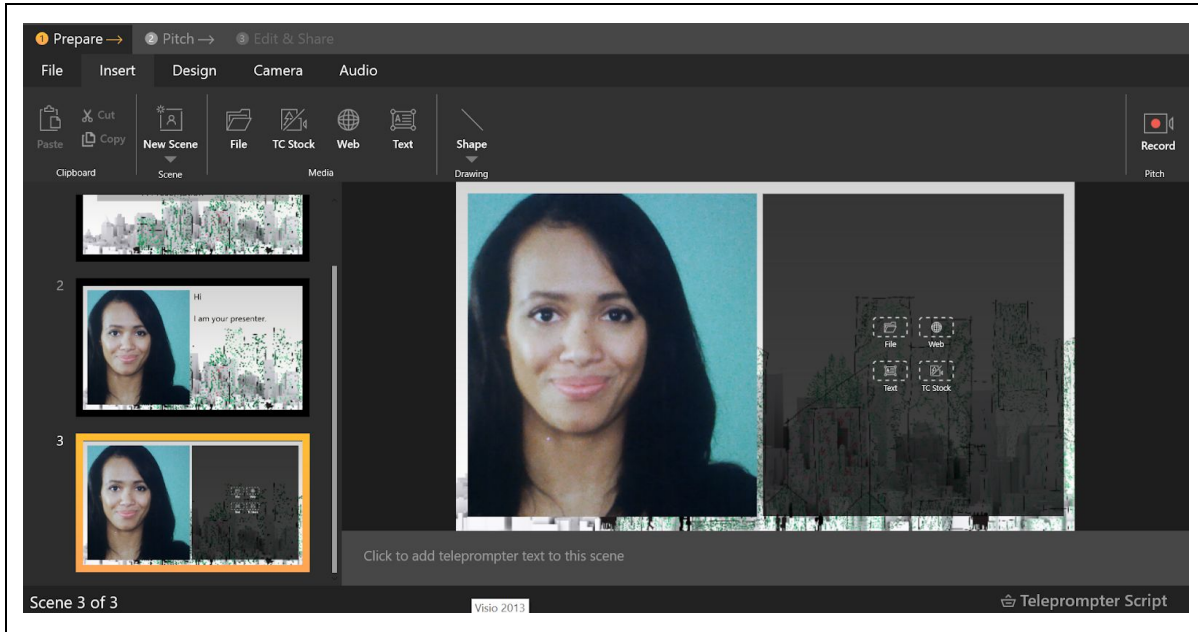


← Click HERE to add a Scene with the same layout

← Click HERE to add a Scene with a different layout. Select from layout list (dropdown)

Click the upper portion of the **New Scene** menu button (not the down arrow as done to select from the templates collection) and a new scene is created using the same Theme Layout of the same type as the last scene created. New scenes are always added to the bottom of the Scene List, but can be moved within the list.

For example, if the previous template selected was a split screen scene template, clicking the **New Scene** button will add another split screen scene to the bottom of the Scene List.

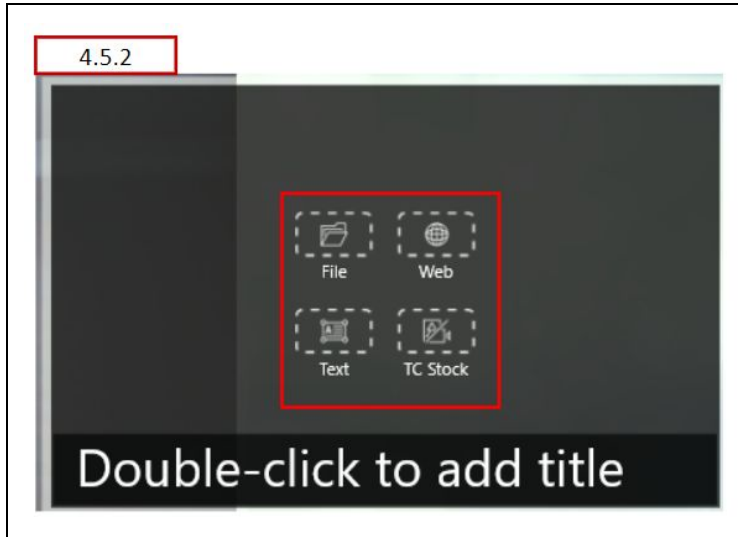


Notice that the new scene created repeating the previous layout is NOT a duplicate of the previous Scene. The previous scene had a text object (Hi .... I'm ..... ) added, but the new scene is the default Theme Layout.

Remember, the new Scene will by default be placed at the bottom of the Scene List but can be moved.

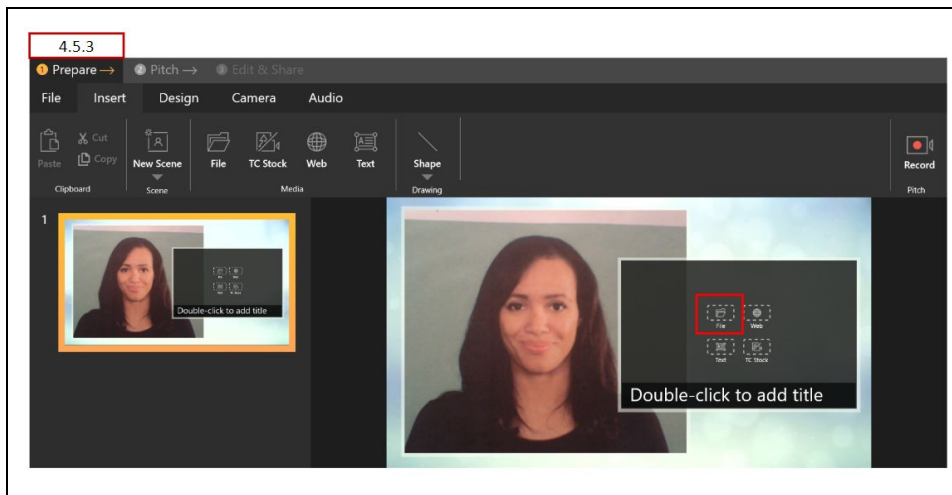
#### 4.5.2 Placing Objects Into vApp Zones

Most of the Theme layouts present vApp Zones where files, web objects, text, and TC Stock object can be placed. Click on these zones to open a window prompting you through the process.

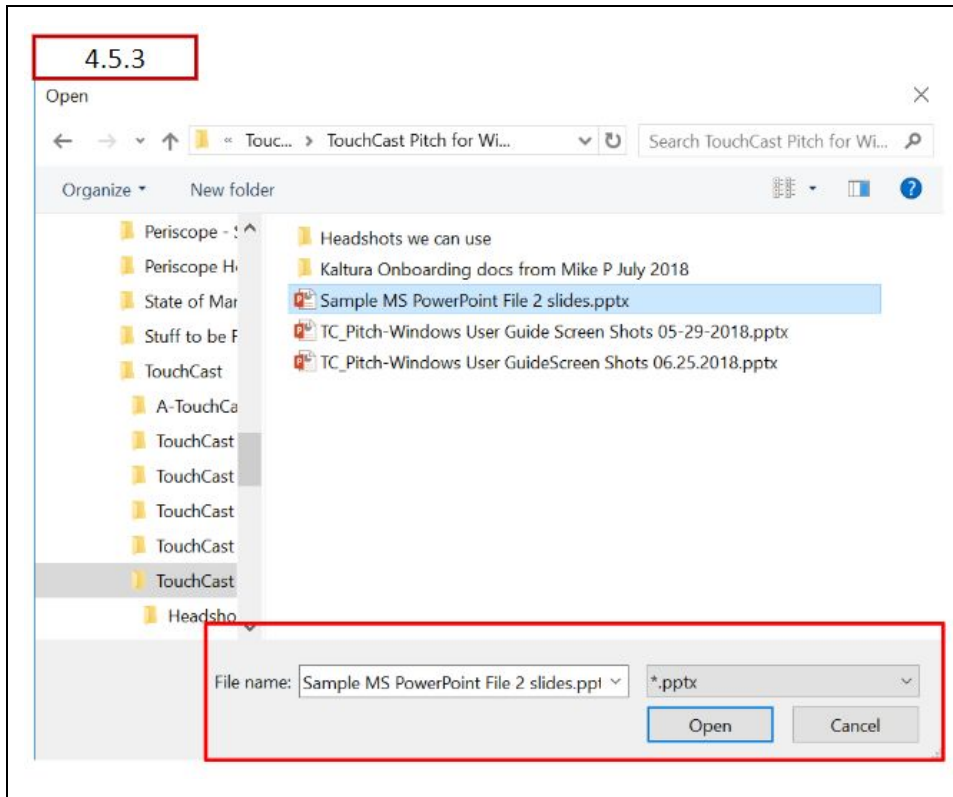


### 4.5.3 Importing Microsoft Office Documents

Microsoft Office documents can be imported into presentation scenes. Click the File vApp zone of a newly added scene as shown below.

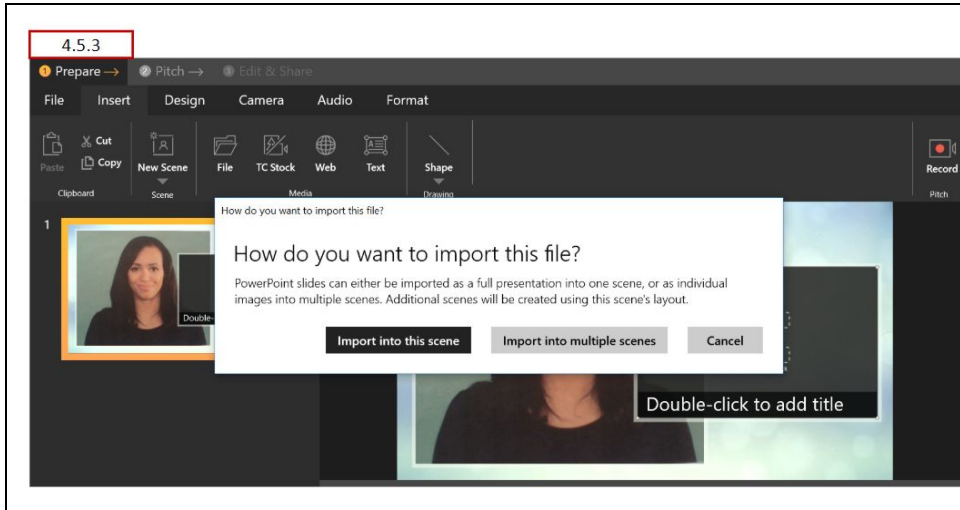


The file selection screen allows you to navigate to the file you wish to place on your scene. In addition to .pdf, .jpeg, and .png files, you can select Microsoft Office documents (Word, Excel, PowerPoint). In the example below, the criteria was limited to PowerPoint files.



**Word documents and Excel spreadsheets** are placed in the window of the scene which can be moved as needed. The window will display the contents of the document/spreadsheet and will be scrollable.

**PowerPoint presentations** are handled a bit differently. When a PowerPoint file is selected to be imported, the following alert displays, providing you with two options for how multi-slide PowerPoint presentations can be imported.



**Import PowerPoint into this scene:**

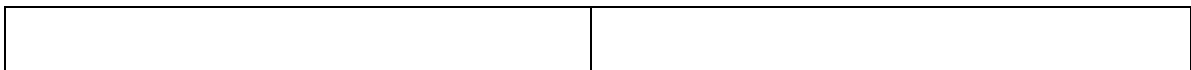
If added to a vApp zone, the full presentation is inserted into this zone and the slides are automatically converted to JPEGs (e.g. if the presentation has 20 slides and the user selects this option, all 20 slides should be added to this zone and will be scrollable).

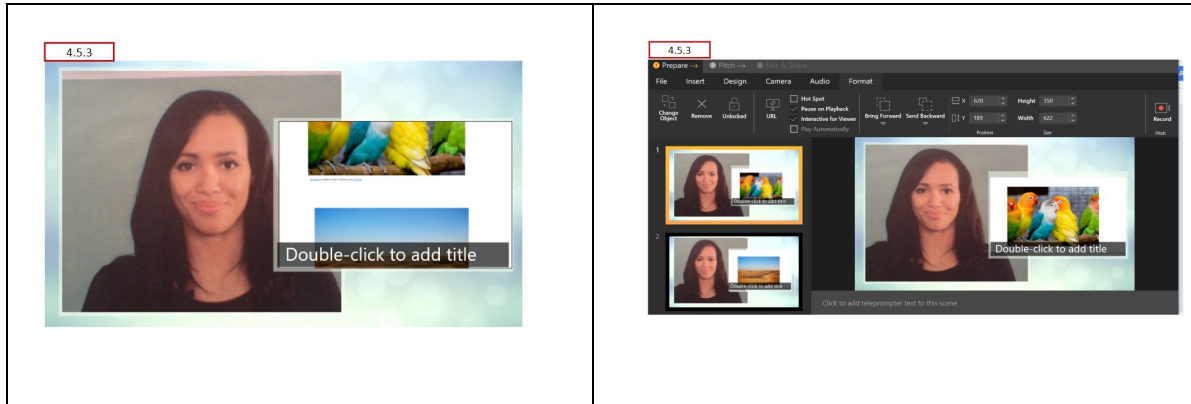
**Import PowerPoint into multiple scenes:**

If added to a vApp zone, duplicates of the scene layout are made and the slides are imported separately into each scene. If the PowerPoint presentation contains 20 slides and the user selects this option, 19 duplicates of the scene are created and the slides are imported as single JPEG images. (e.g. if the user imports the PPT into Scene 1, slide 1 should be added to that scene, slide 2 should be added to scene 2, etc.)

Note: If added from the file menu or by dragging and dropping, the pages or slides will be added as full screen vApps to multiple scenes.

Below are examples of the different results. The left example showing the two slides imported into a single scene. The right example showing an additional scene added for the second slide.





## 4.6 Teleprompter Script

The Pitch Teleprompter Script allows you to capture notes, script and other information associated with a scene so that it can be referred to when that scene of the presentation is being recorded. The Teleprompter Script (text) displays during recording activities and remains linked to the scene during editing.

There are two ways to create and edit teleprompter script text.

### 4.6.1 Enter Teleprompter Script Into Area Below Scene

One way to enter and edit Teleprompter Script is to enter / revise it using the field located beneath the scene view as shown above. Click on the teleprompter script field and begin entering text. A best practice is to break script into shorter paragraphs to make it easier to follow as you present. Also, Teleprompter Script should be written as if you were talking, not as a formal document. This way it sounds natural to your audience.

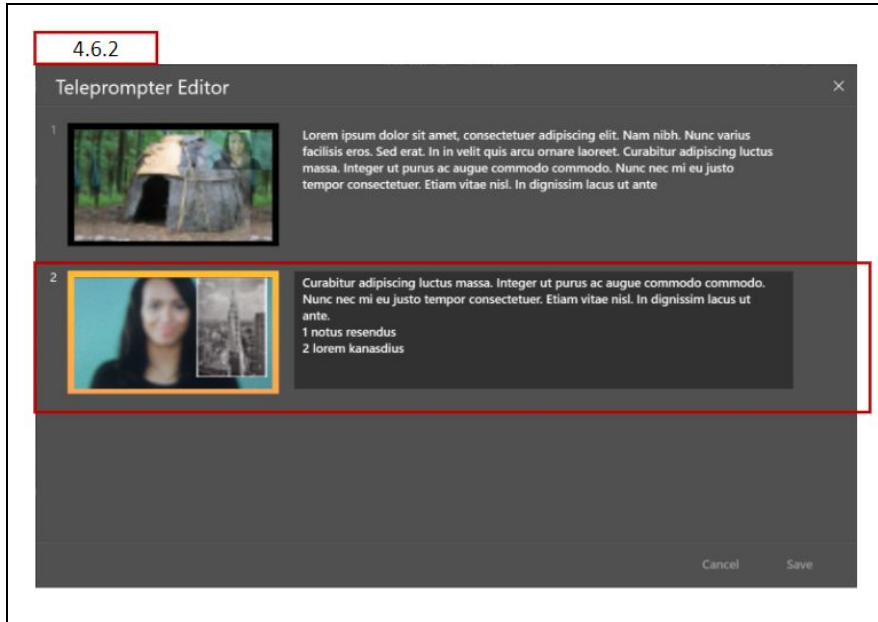


This method is useful for revising the teleprompter script for a specific scene and when you want to see the scene contents in a larger format to determine what points to include in the script.

#### 4.6.2 Enter Teleprompter Script Into Special Window

The other method to enter and edit Teleprompter Script is to click the **Teleprompter** button located above the scene viewing area.

A window opens which lists all scenes defined for the presentations (in a scrollable list). The script for any scene can be entered or revised. After all script revisions for the presentation have been made, click the **Save** button located at the bottom of the list.



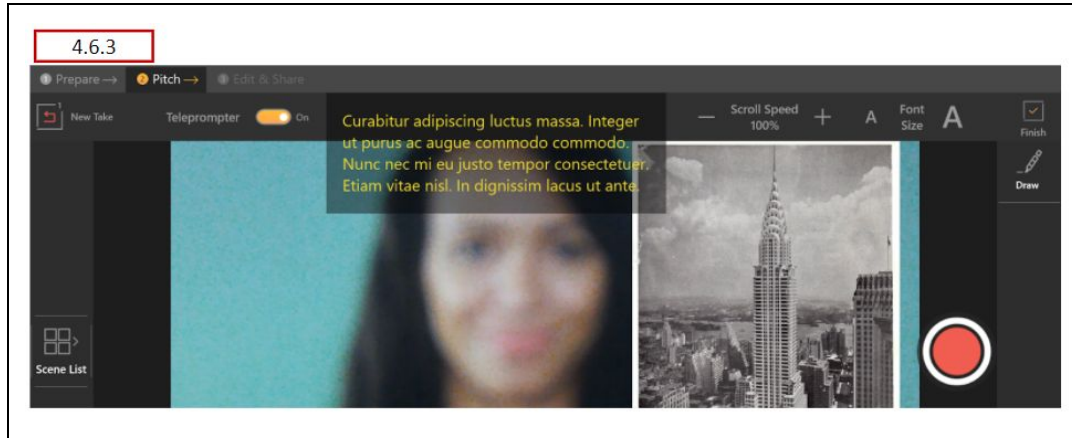
This method is useful for developing teleprompter script which needs to be coordinated between scenes. You can see points made in other scenes' scripts and use copy and paste function to move script text.

### 4.6.3 Viewing Teleprompter Script During Recording

During the Pitch mode, the teleprompter will display text associated with scenes as they are recorded. The script will appear below the scene so the presenter can maintain eye contact with the audience. The teleprompter can be manually turned off using the **Teleprompter** toggle button. The teleprompter script appears as semi-transparent text because it is not displayed in the presentation (it is not recorded as a layer of the recorded presentation.)

If the script is longer than what can display in a few lines, the text will scroll through the display field. The speed at which the Teleprompter Script scrolls is controlled by the setting of the **Scroll Speed** control. A scroll setting of 100% is an average reading speed.

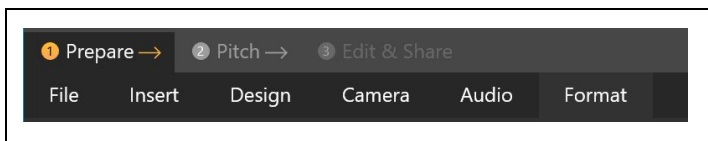




## 4.7 Settings

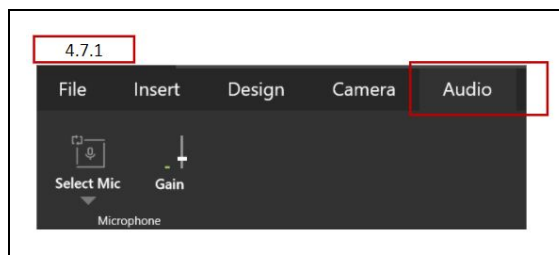
The Settings options control:

- Audio settings
- Camera settings
- Object format settings



### 4.7.1 Audio Settings

The **Audio** options are used to control which device microphone is to be used to capture the voice of the presenter or other sounds and how the volume should be set during recording activities.

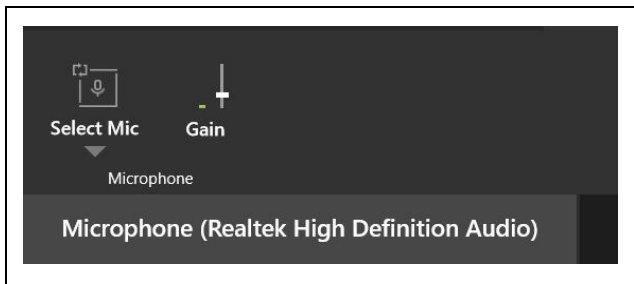


The **Audio** menu option are organized as follows:

- Select Microphone
- Gain

#### 4.7.1.1 Select Microphone

The microphone built in (or otherwise connected) to the device which should be used to record is selected using this option. For example, the device in this example has a built in microphone so only one option is available.

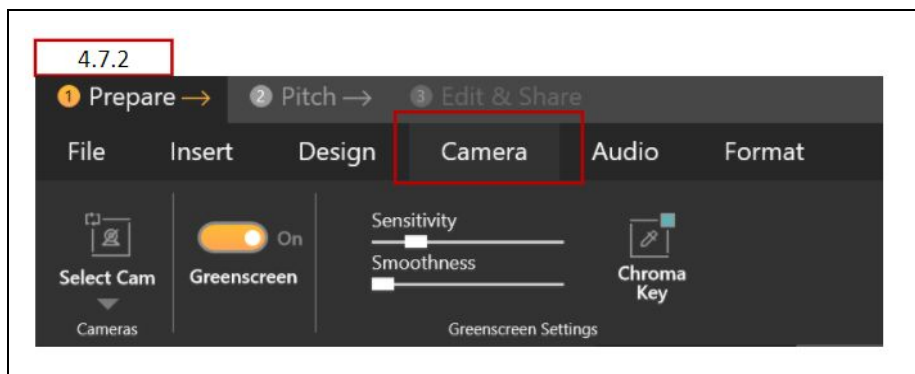


#### 4.7.1.2 Gain

The Gain Control setting is used to adjust the record volume from the microphone. It can be adjusted using 10 setting stops. The lowest setting mutes the audio, the highest setting makes the audio recording very loud. You should test the gain setting prior to recording.

### 4.7.2 Camera Settings

The **Camera** options are used to control which device camera is to be used to capture the presenter during recording and how it should appear in relation to other objects.

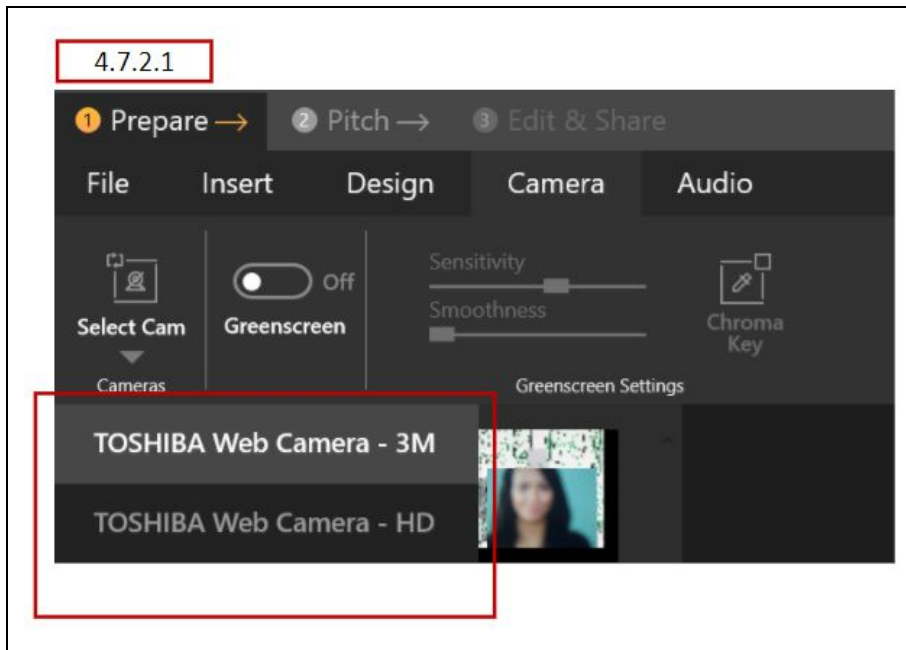


The **Camera** menu option are organized as follows:

- Select Camera
- Greenscreen

#### 4.7.2.1 Select Camera

The camera built in (or otherwise connected) to the device which should be used to record (Pitch Mode) is selected using this option. For example, the device in this example has two cameras to select from.



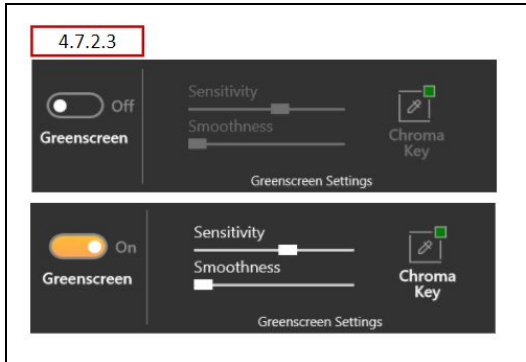
#### 4.7.2.2 Mirroring

When filming yourself facing the device's camera, the image is automatically reversed, meaning any text in the shot will be back to front.

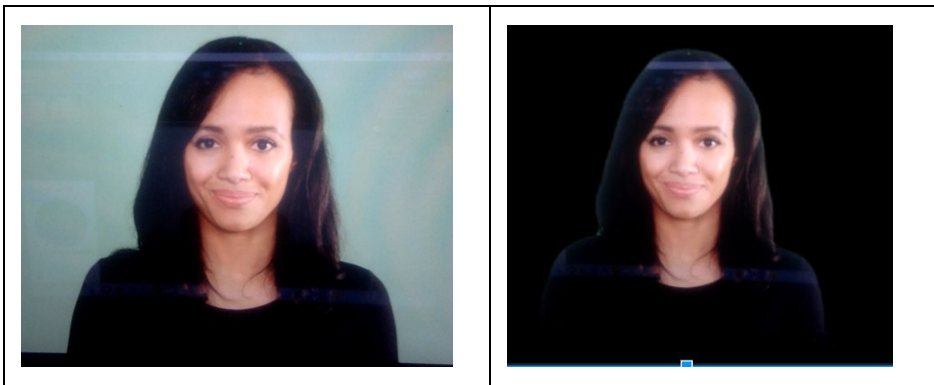
#### 4.7.2.3 Green Screen

Checkbox controlling whether the Green screen feature is enabled.

- When set off, the green screen feature controls remain inactive and hidden.
- When set on, the green screen feature controls become active and appear.



Color Keying (also known as chroma key, green screen or blue screen) is a special effect technique which allows a specific color to be removed from the camera view. The remaining image (e.g., the subject) can then be superimposed over another color, image, or video. The color removed is usually the background behind the presenter (typically a flat, evenly lit green or blue screen like that used by the weather forecaster at your local news station). Select the color to remove, and select the background color, image, or video which will be used to substitute for the removed color.



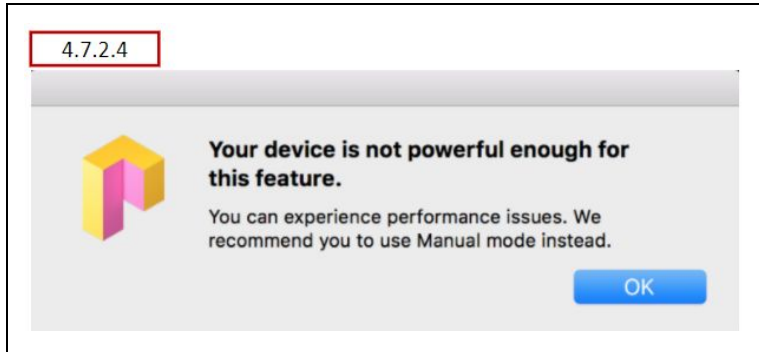
In Pitch, the Green Screen settings are specific to each scene of the presentation to allow different green screen settings for studio versus outdoor scenes within the same presentation.

#### 4.7.2.4 Adjustments

The Adjustment control present two options:

- Auto - On systems with a fast enough graphics card, Pitch offers Auto Greenscreen where the author does not need a solid color background. Pitch will detect the subject's image and eliminate the background around it. If auto is selected and the

device's graphics card does not support this function a warning message is displayed.



**Auto Green screen.** Here are some tips for getting the best from the Automatic Green Screen tool:

- Work in a well lit environment.
- If you notice some of your background is not fully removed, move to an area with a mono color and flat background (e.g. white wall without pictures or posters).

- Manual - (default) You manually control the green screen settings.

**Manual Green screen.** Here are some tips for getting the best from the Manual Green Screen tool:

- Light your shooting environment. Ensure the green screen is evenly lit and avoid any shadows falling across it.
- With yourself in place, use the Chroma Key Picker tool in Green Screen Settings to remove your background.. Use the Sensitivity and Smoothness controls to adjust the green screen's appearance.

#### 4.7.2.5 Green Screen Sensitivity and Smoothness Controls

The Sensitivity and Smoothness controls become active only when green screen is enabled. They work in unison to optimize the green screen effect.

##### **Sensitivity**

The Sensitivity Control (a slider control) is used to set how sensitive the system should be to the color to be substituted with the new background image. If the sensitivity is set too

high, the background along with the main image (e.g., the presenter) will be replaced causing the shot to appear incorrectly. It may take a little bit of trial and error to obtain the optimum setting for the specific camera, lighting and keying color.

### Smoothness

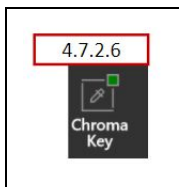
The Smoothness Control (a slider control) is used to set how granular the system should be between the color to be substituted with the new background image. If the smoothness is set incorrectly, the main image (e.g., the presenter) may appear a bit ragged. It may take a little bit of trial and error to obtain the optimum setting for the specific camera, lighting and keying color.

#### 4.7.2.6 Picker

The **Chroma key** control is used to select which color in the camera view should be eliminated. It is often called the 'keying color' because it is the color the special effect (substitution) is keying on. The current color displays in a small box on the upper right corner of the **Chroma key** button.

The color green is often used (and is the default used in Pitch) because skin tones, hair color, and clothing are generally not green, so it is safer to use that color as the key. Sometimes green is not a good keying color (think Saint Patrick's Day outfits) so Pitch allows the author to select (pick) the color to key on.

When the **Chroma key Picker** button is clicked, a floating pen icon displays in the canvas area. Position the icon over the color to be used as the keying color and click the mouse select button. That color replaces the color previous used as the keying color.



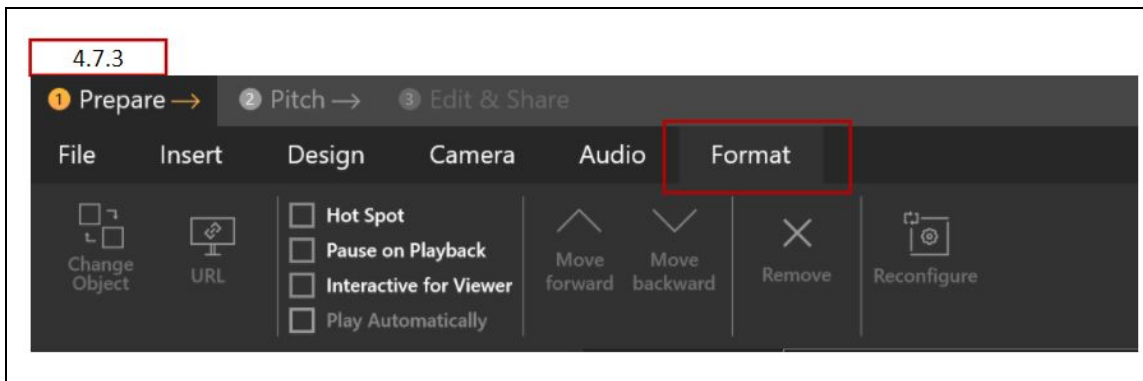
If the color options provided are not satisfactory, click the color selection box and a pallet will open allowing selection of a wider range of colors.

### 4.7.2.7 Degreeen

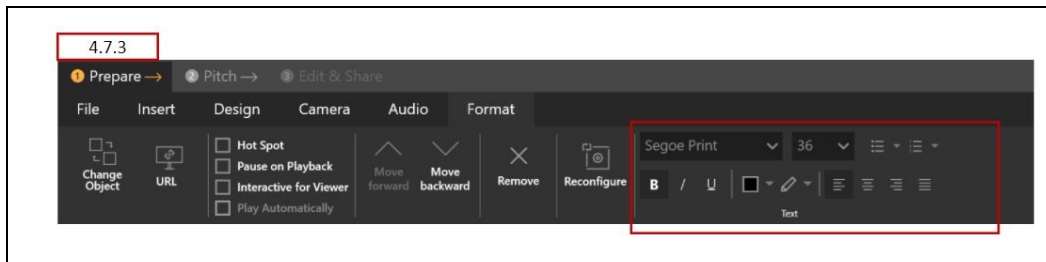
Intentionally left blank.

### 4.7.3 Format Menu Options

The **Format** menu button appears only if an object is selected and the options displayed (or active) are dependent on the Pitch function being performed at the time and/or the object type selected.



In some case, such as the URL Format option in the example above, options will be disabled if they do not apply to the object selected. In other cases, the Format option will appear only if an object of a specific type has been selected. An example of this is shown below. A text object has been selected in a scene and the Format sub-menu includes the text formatting options.



Format options are a bit complicated to illustrate with examples, but the good news is that as you work with Pitch, you will discover that as a rule, all you have to do is select an object, select the Format Menu Option, and Pitch will take care of providing you with the formatting options you can do with that object.

The following is a summary of all Format options along with a legend indicating where that option applies:

#### 4.7.3.1 Change Object

This Format option is used to change the ‘type’ of an object already placed in a scene. An example is to change an interactive object from a website to a document.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
✓	✓	✓			

#### 4.7.3.2 URL

This Format option is used to change URL of a website object already placed in a scene. This may be required if an website page has been moved.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
	✓	✓			

#### 4.7.3.3 Hotspot

This Format option is used to ‘hide’ an active interactive object which has been placed at a specific location of the screen. The vApp appears to the presenter in a special tray below the scene view. The default setting is ‘off’.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
	✓	✓			

#### 4.7.3.4 Pause on Playback

This Format option sets the selected media object (video clip) to remain in the pause state when the object appears during playback (allowing viewer to control how it is displayed). The default setting is ‘on’.



Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
		✓			

#### 4.7.3.5 Interactive for Viewer

This Format option sets the selected media (e.g., website, or video) to be opened, moved around or resized by the viewer. The default setting is 'on'.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
✓	✓	✓			

#### 4.7.3.6 Play Automatically

This Format option sets the selected media object to play automatically when the object appears during playback (allowing viewer to display it). The default setting is 'on'.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
		✓			

#### 4.7.3.7 Move Forward

This Format option brings the selected object one layer forward if multiple layers of objects are used on the scene.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
✓	✓	✓	✓	✓	✓

#### 4.7.3.8 Move Backward

This Format option sends the selected object one layer back if multiple layers of objects are used on the scene.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
✓	✓	✓	✓	✓	✓

#### 4.7.3.9 Remove

This Format option deletes the selected object from the scene.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
✓	✓	✓	✓	✓	✓

#### 4.7.3.10 Reconfigure

This Format option sets the selected object back to the location and appearance it had when it was initially placed on the scene, allowing the author to start the customization process for that object over.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
✓	✓	✓	✓	✓	✓

#### 4.7.3.11 Text Color

This Format option sets the text color of the selected text object to a color displayed in the color palette. The default setting is blue.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
			✓		

#### 4.7.3.12 Background Color

This Format option sets the background color of the selected text object to a color displayed in the color palette. The default setting is 'none'

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
			✓		

#### 4.7.3.13 Font, Font Size, Bold, Justify

The **Font, Font Size, Bold, and Justify** Format options apply/remove settings control the appearance of the selected text object.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
			✓		

#### 4.7.3.14 Stroke Color

This Format option sets the object color of selected drawing objects.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
				✓	✓

#### 4.7.3.15 Width

This Format option sets the outline width of selected drawing objects.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
			✓		

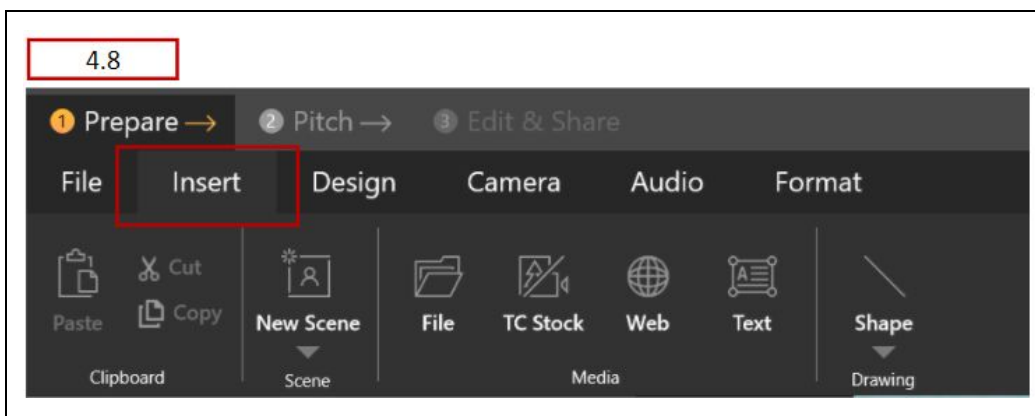
#### 4.7.3.16 Color

This Format option sets the outline color of selected drawing objects to one of the colors in the color palette. The default setting is blue.

Image	Document	Web	Text	Drawing – Line	Drawing – Circle, Rect.
					✓

## 4.8 Insert Objects

The **Insert** options are used to place media and drawing objects onto your Pitch scenes. The use of powerful elements will enhance your audience’s experience. The objects are inserted on the scene currently selected (appearing in the scene view). Inserted objects can subsequently be moved, resized, and deleted using Format and cursor functions.



The **Insert** options are organized as follows:

- **File** – Used to insert a file (image, document, or video) on the scene
- **Web** – Used to insert a website on the scene
- **Text** - Used to insert text on the scene
- **Draw** – Used to add line, arrow, circle, and rectangle objects to scenes
- **TC Stock** - Used to add TouchCast stock images to scenes

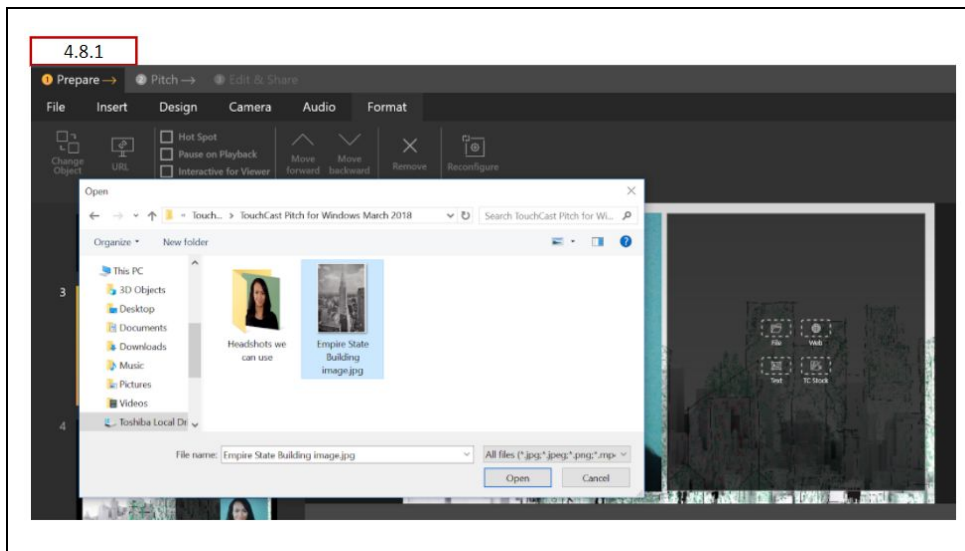
Additionally, you can Cut, Copy, and Paste interactive objects from/to scenes using clipboard commands. The process begins by selecting an object already placed on a scene, then selecting the clipboard action (**Cut** or **Copy**) to be performed with the selected object. The next step is to select the scene to place the object and select the clipboard **Paste** option.

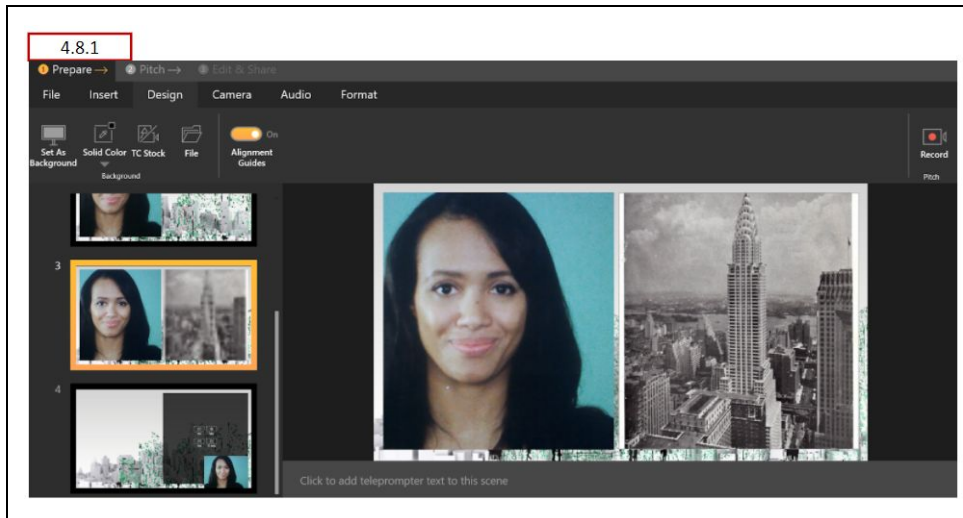
### 4.8.1 Inserting File Objects

File objects, including documents, videos, and images, can be inserted as objects in an existing presentation scene by selecting the file icon representing a file clicking it. Many common types of graphic media (.pdf, .png, .jpeg, .jpg, and .mp4 files) can be inserted as file objects in a Pitch presentation scene. Unsupported file types can be added to Pitch by converting them to a PDF.

A popup will prompt the author to select the file object to be inserted into the scene. In the example below, an image file (.jpg format) is selected to be inserted into the right side of the scene.

Click the **Open** button located at the bottom on the file selection popup.



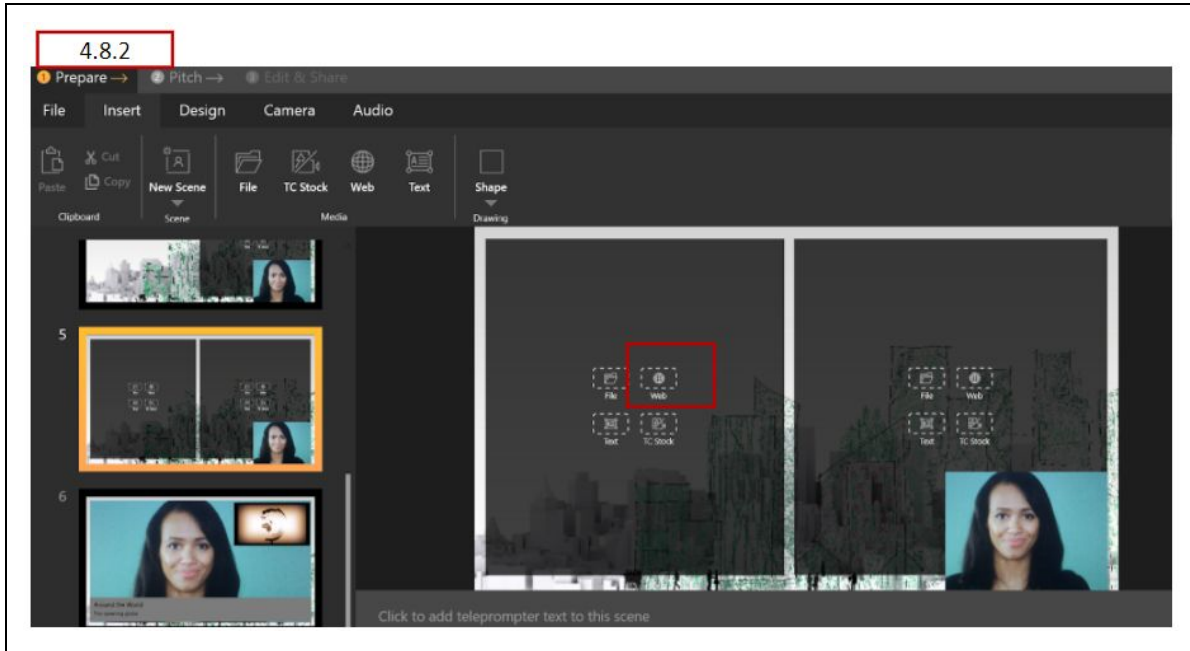


Pitch adds the file (image) object to the selected scene as shown in the example above.

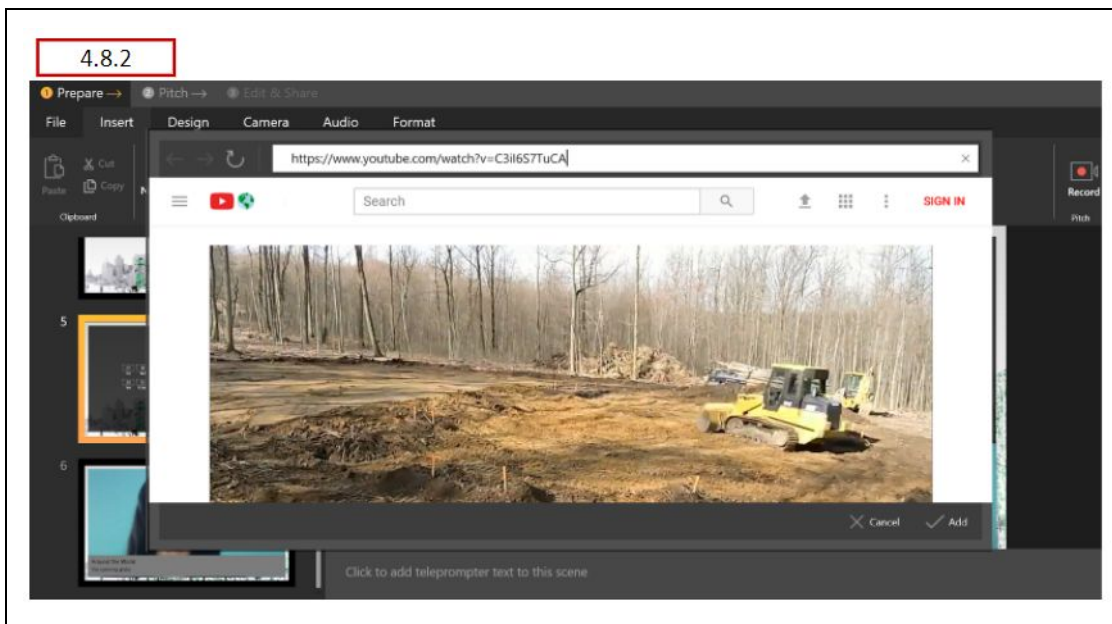
In this layout, the Empire State Building image occupies the entire right half of the Scene and can't be resized. In other layouts, this image object could have been moved and resized. Note the change to the Scene List.

#### 4.8.2 Inserting Web Objects

Web objects such as websites can be inserted as objects into an existing presentation scene by either selecting the scene in the Scene List and clicking **Insert** → **Web** by clicking the icon of a web object already placed on a Theme Layout (as shown in the example below). Either method follows the same process and provides the same results. This method is being used to demonstrate how Theme Layouts help you.

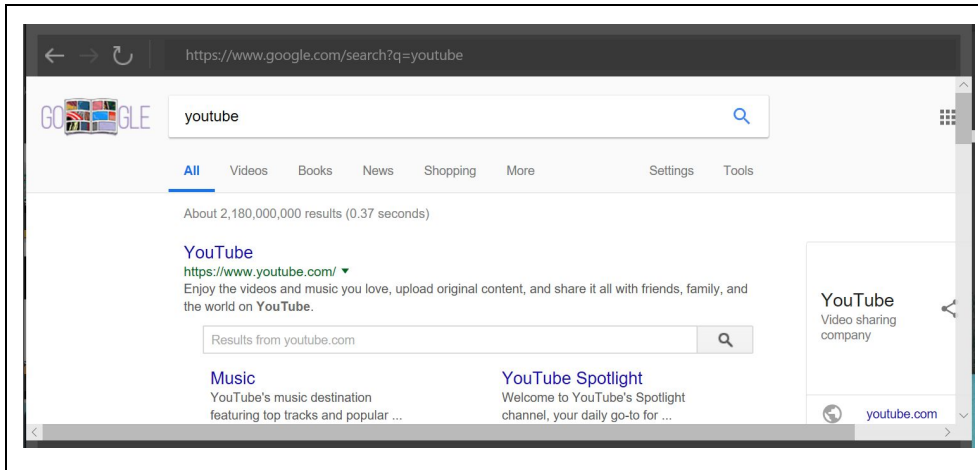


A popup window prompts the author to enter or paste the URL of the website to be added to the scene. Pitch allows the site to be searched using browser features and will show any recently visited websites. You may also search for key terms using the address bar. To search for a keyword or phrase, simply type the query into the address bar and hit enter. The query will result in a google search.



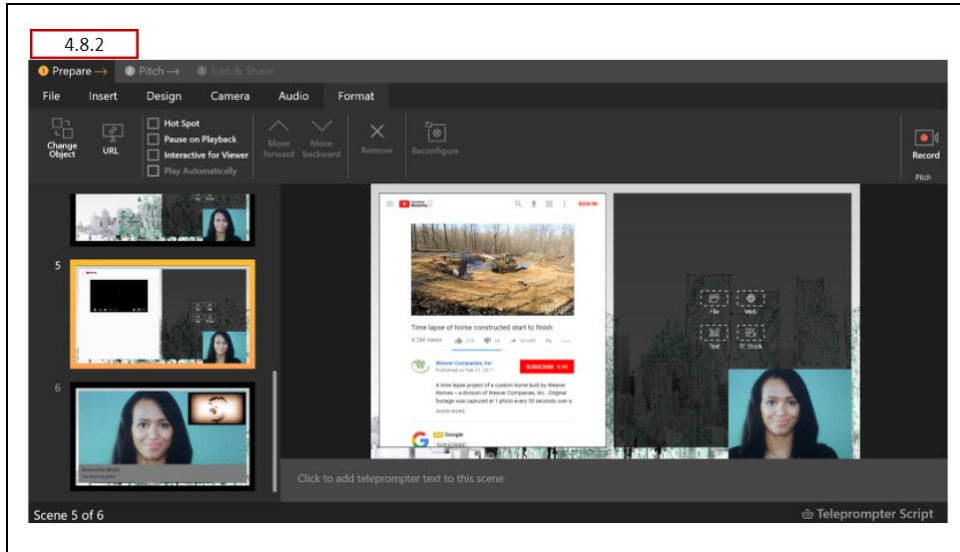
In the example below, the phrase 'youtube' was entered. The Google search returned the YouTube.com website along with a list of recent searches. Select the website or navigate to a specific video, then click the **Add** button at the lower right corner of the pop up window.

You may also search for key terms using the address bar. To search for a keyword or phrase, simply type the query into the address bar and hit enter. The query will result in a google search.



In the example below, the time lapsed house construction video (a youtube video) will be inserted onto a left side of the Scene. We still have some space for another object on the right side above the camera feed. This is another example of how Theme Layouts can help you.



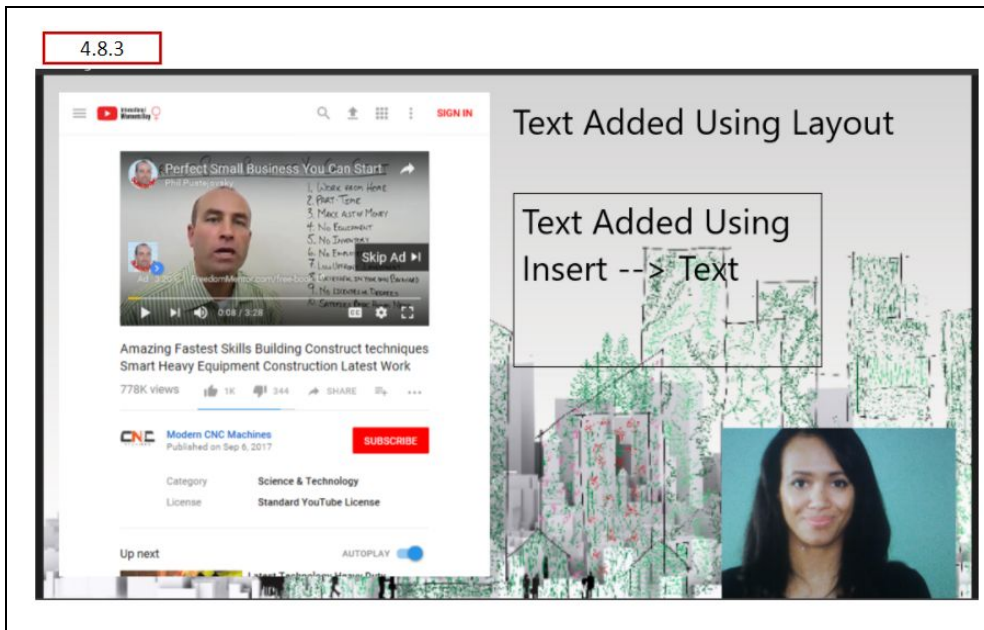
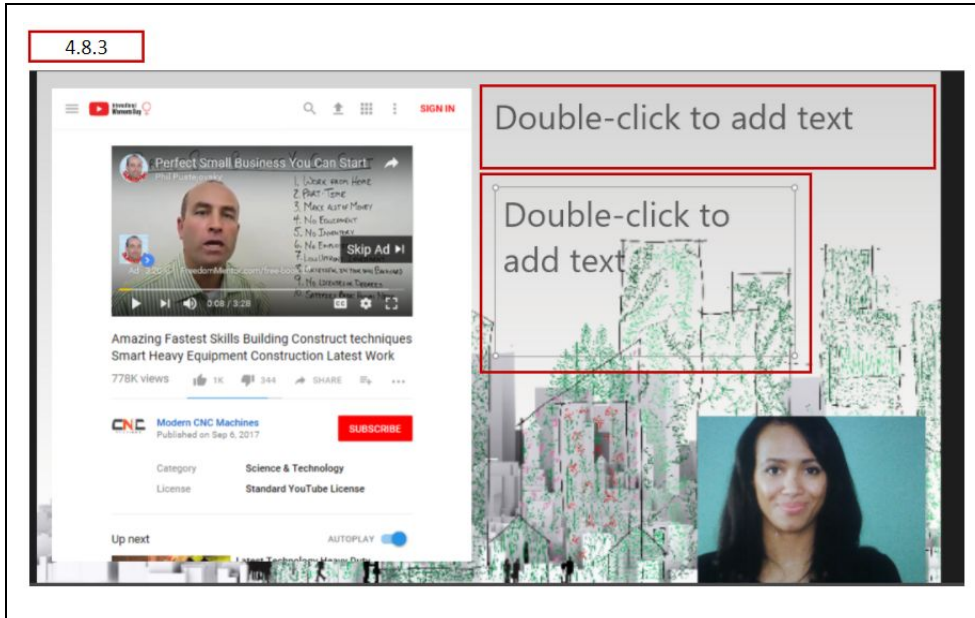


### 4.8.3 Inserting Text Objects

Text objects, such as titles and labels, can be inserted as objects into an existing Pitch presentation scene either by selecting the scene in the Scene List and clicking **Insert** → **Text** or by selecting the Text icon on a Scene Layout. The end result will be the same but the interface is a bit different. Both methods are used in the example shown below.

The top text entry field was created by clicking a text icon on the layout. A text object box (containing the prompt phrase: *Double-click to add text*) is placed at the top of the scene area. The text can be entered there and moved as necessary.

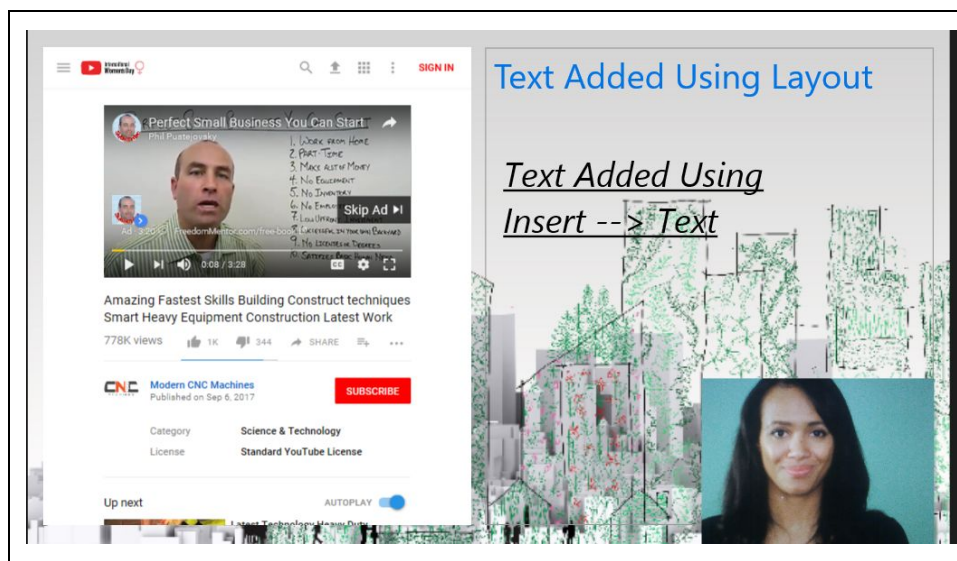
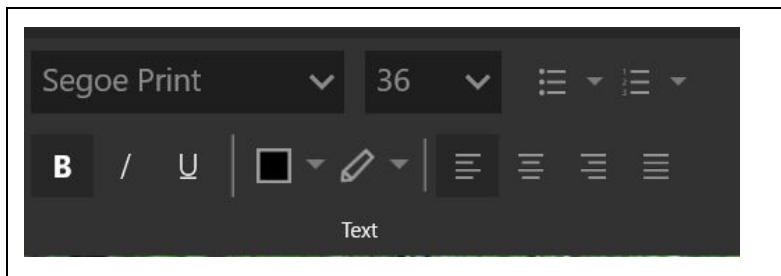
The lower text field was added using the Insert → Text approach. A text object box (containing the prompt phrase: *Double-click to add text*) is placed in the middle of the scene area (inside a container). The text can be entered there and moved as necessary.



The text is entered by typing directly in the box provided.

Click and drag the object window to position it. Click any corner of the object window to change its size.

A collection of text formatting options displays on the sub-menu to modify the color, background, font and size of the text using a 'picker' palette (text color and background) or drop down list (font and size). Additionally, Bold, Italics, and Justification options can be selected.



#### 4.8.4 Inserting Drawing Objects

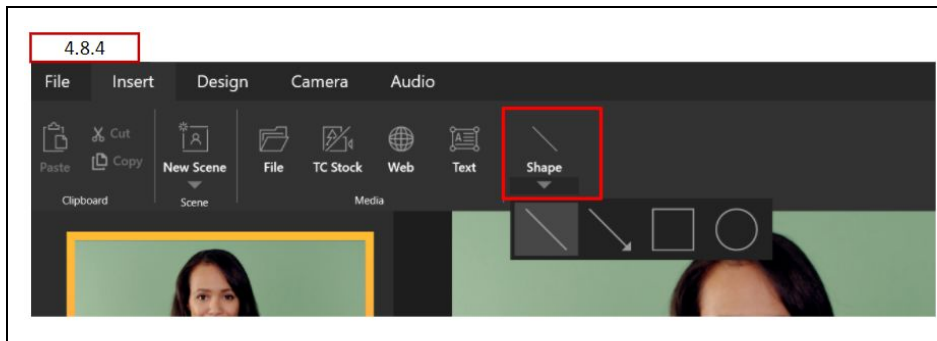
The **Draw control\***, powered by Microsoft Ink, is used by the presenter to add illustrations to a scene using the cursor as their drawing tool. These drawings can be placed on the scene while recording is active or can be placed when the recording is paused (so that the

illustrations will already be in place when recording is resumed. There are five Draw Control options available:

- Ballpoint pen
- Pencil
- Highlighter
- Eraser
- Ruler/protractor

\*Available on devices running Windows 10 Anniversary Update and later.

Drawing objects are placed (Circle, Rectangle) or drawn using the cursor as a 'pen'.



Below is additional information on the use of drawing objects.

### **Moving Drawing Objects**

Drawing objects can be moved while the presentation is being recorded, but cannot be added or removed while recording. Therefore, authors will want to place all drawing objects they plan to use while in the Prepare phase of a project.

### **Deleting Drawing Objects**

Drawing objects can be deleted from scenes during Prepare by clicking the object and either pressing the **Delete** key on the device keyboard or clicking **Format** → **Remove**. As always, Format options only appear if an object is selected.

### **Drawing Line Objects**

The **Line** drawing tool is used to add straight lines of any length or angle to the scene. Lines are positioned by clicking the line to select it and dragging the object to the desired location by moving the cursor.

The length and direction of the line is controlled by clicking on one of the end point(s) and moving that point.

Controlling line weight and color is explained in section 4.7.3, Format Menu option.

### **Drawing Arrow Objects**

The **Arrow** drawing tool is used to add arrows of any length, direction, or angle to the scene.

Arrows are positioned by clicking the arrow to select it and dragging the object to the desired location by moving the cursor.

The length and direction of the arrow is controlled by clicking on one of the end point(s) and moving that point.

Controlling arrow weight and color is explained in section 4.7.3, Format Menu option.

### **Drawing Circle Objects**

The **Circle** drawing tool is used to add circles of any size to the scene.

Circles are positioned by clicking the circle outline to select it and moving the cursor to reposition the object to the desired location using the cursor.

The size of the circle (or shape) is controlled by clicking on one of the corner point(s) and moving the cursor.

Controlling outline weight and color is explained in section 4.7.3, Format Menu option.

### **Drawing Rectangle Objects**

The **Rectangle** drawing tool is used to add rectangles of any size to the scene.

Rectangles are positioned by clicking the rectangle's border outline to select it and moving the cursor to reposition the object to the desired location with the cursor.

The size of the rectangle (or shape) is controlled by clicking on one of the corner points of the object box and moving that point.

Controlling outline weight and color is explained in section 4.7.3, Format Menu option.

### Drawing Object Formatting

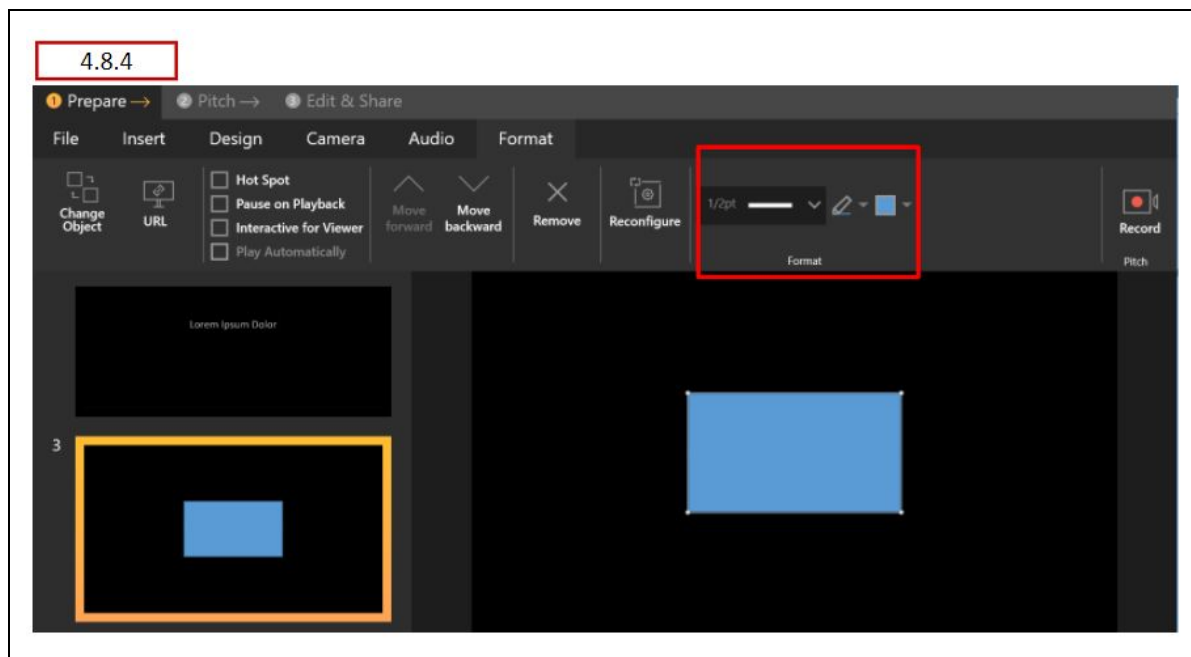
The location and size of Drawing Objects can be changed using drag and drop actions using the cursor.

The Format menu option provides controls which allow the color and width of objects and object borders to be changed.

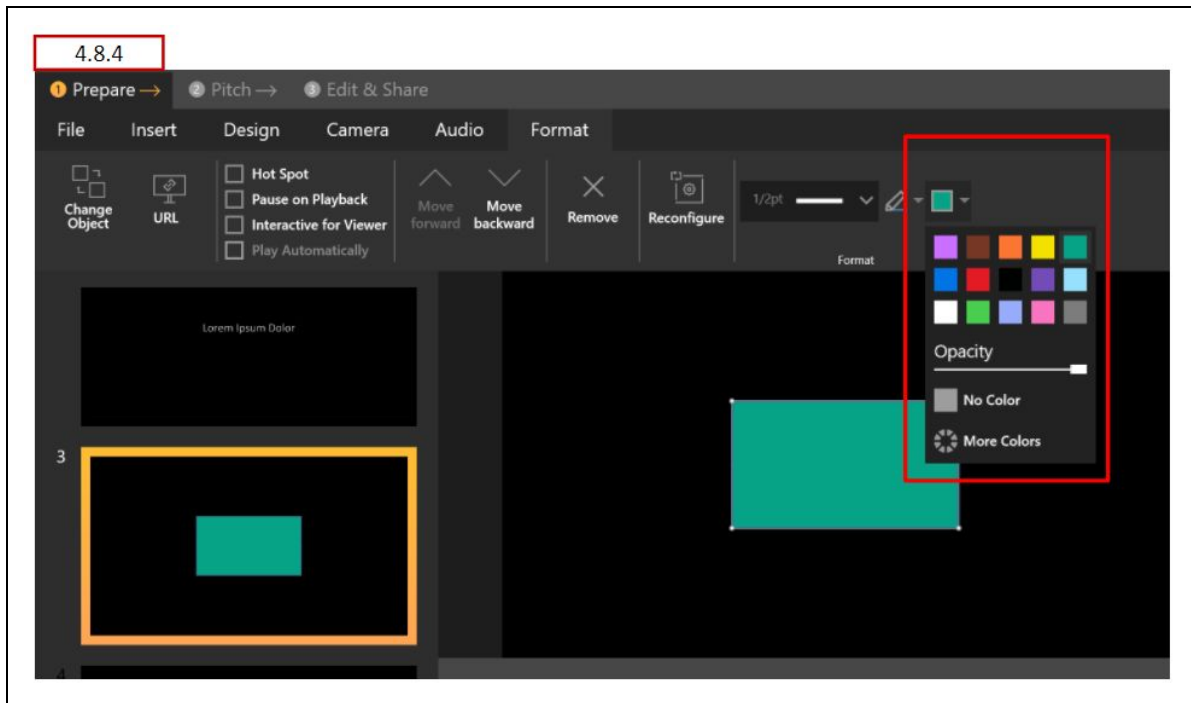
### Reconfiguring Drawing Objects

Drawing Objects can be set back to their original appearance and location (when placed) by selecting the object and clicking **Format** → **Reconfigure**.

In the example below, a rectangle object was placed on the scene.



To demonstrate the use of Format options, the blue (default fill color) is modified by selecting a different fill color (green).



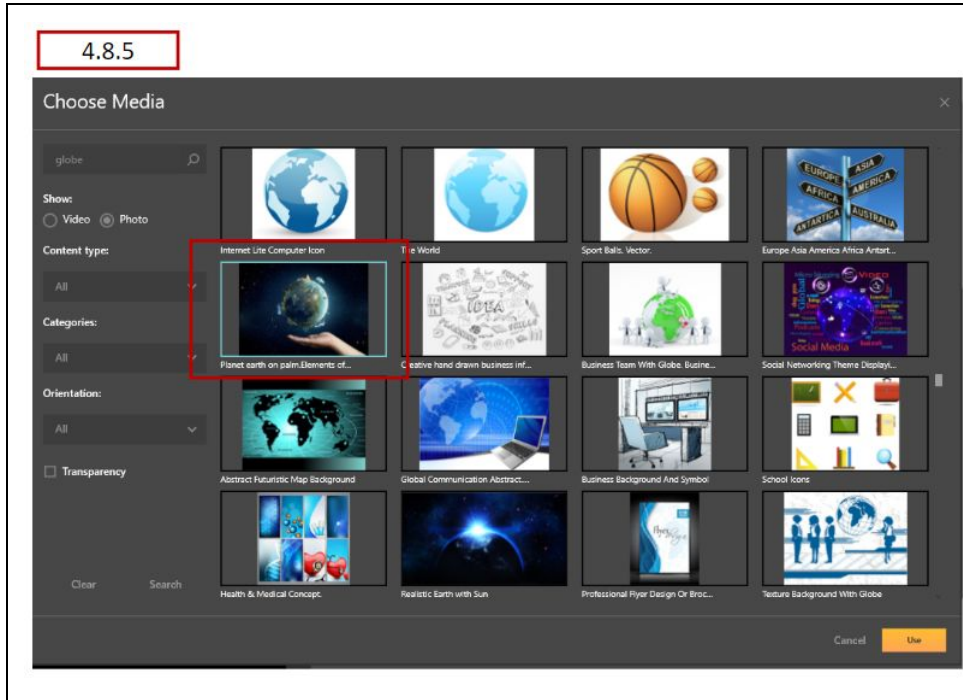
#### 4.8.5 Inserting TouchCast Stock Objects

Pitch includes a collection of stock images which can be inserted as objects into an existing presentation scene by selecting the scene in the Scene List and clicking **TC Stock** media option.

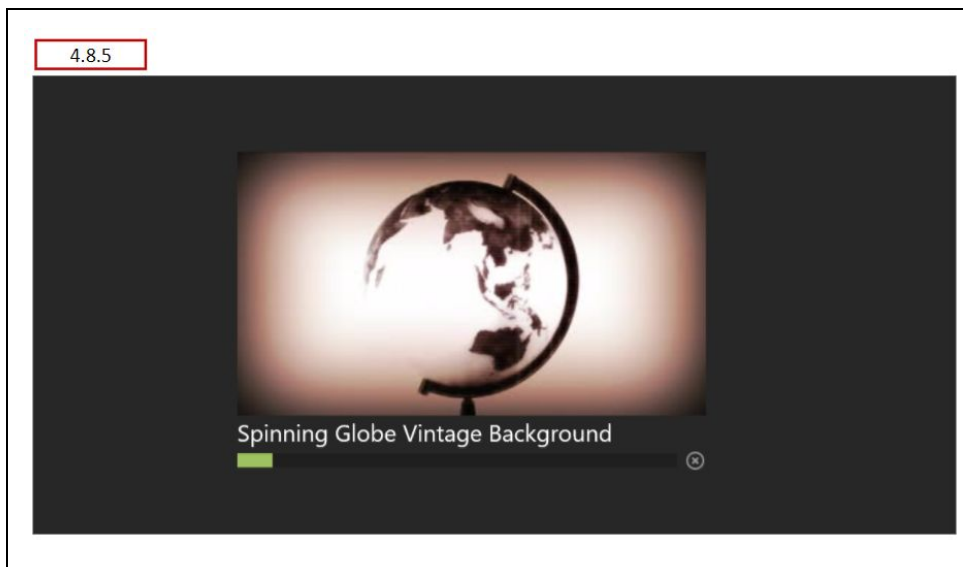
Pitch includes thousands of royalty free images and videos you can include in your presentation. In this example we have located an image of a spinning globe. This image could have been located either by scrolling through all of the available images or the search option could be used. The Globe image is selected and the **Use** button is clicked.

The TC Stock media selection interface provides options for setting the sort order and sort types.



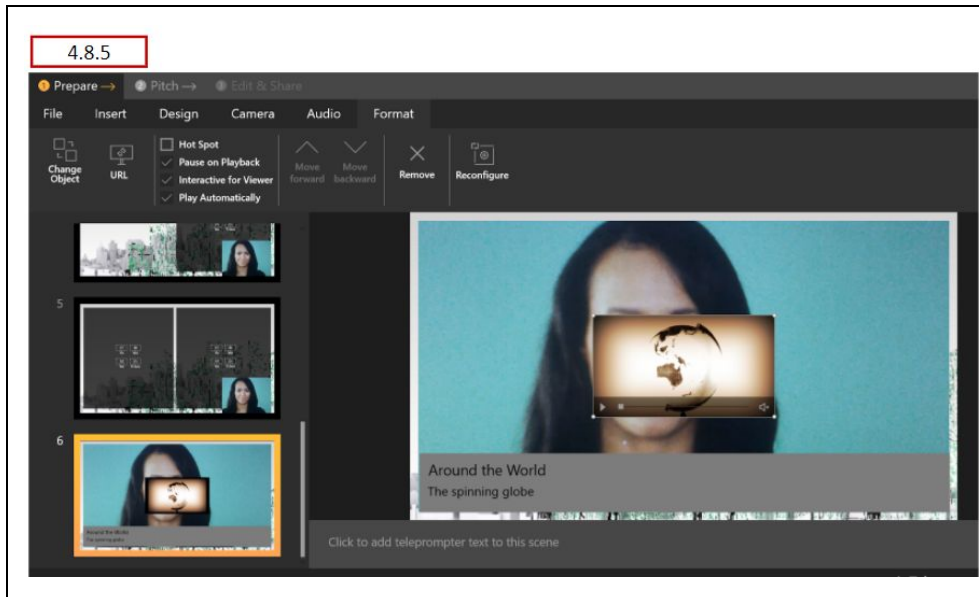


As the TC Stock media loads, a message like this will display.



The TC Stock media will appear on the scene as shown below. It can be moved or resized.





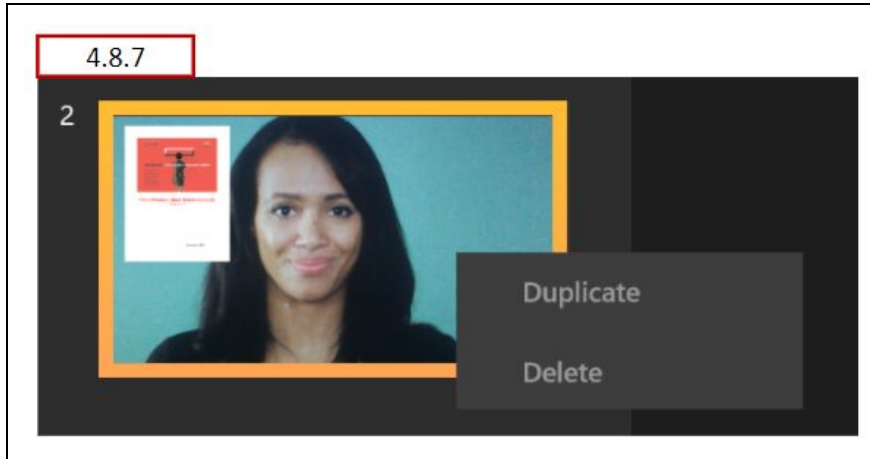
#### 4.8.6 Repositioning and Resizing Objects on Scenes

The layout of objects on scenes can be revised (repositioned or resized) by clicking the **Format** → **Reconfigure** option and dragging the entire object window (reposition) or its corners (resize).

Simple repositioning and resizing of objects on scenes can often be accomplished by selecting the object and using the cursor to move or resize the border. The exception are object placed within containers (for example the half screen layouts). In these cases the object is fixed within the container.

#### 4.8.7 Managing Scenes Within the Scene List

Scenes can be duplicated or deleted from the Scene List by moving the mouse pointer over the scene thumbnail and using the right-click sequence. A popup appears providing options to Duplicate or Delete the selected scene.



Individual scenes in the Scene List can be managed using the following actions:

**Move Scene** - The order of scenes in the Scene List can be changed by 'dragging' them to a different place in the Scene List (click, hold, and move with cursor)

**Duplicate Scene** - Clicking the Duplicate option creates an exact duplicate of the scene at the end of the Scene List

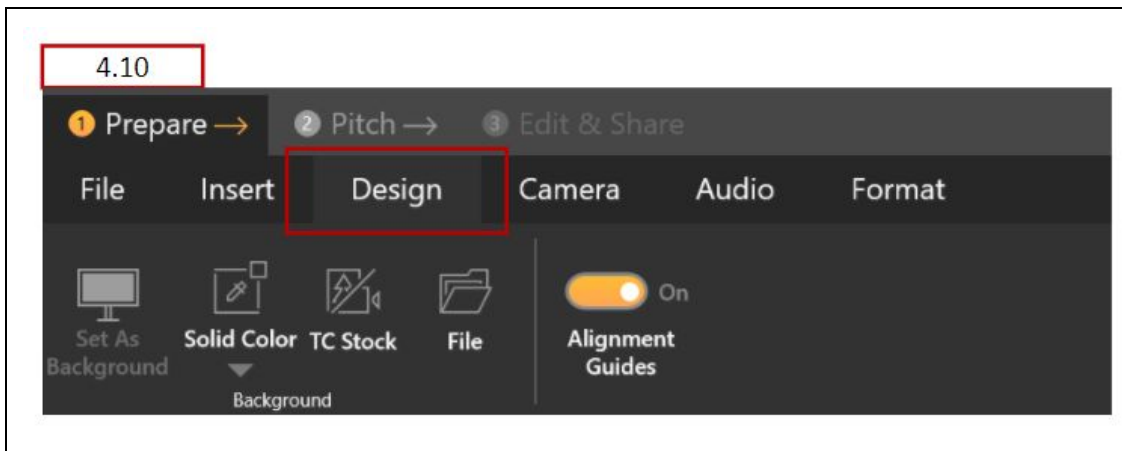
**Delete Scene** - Clicking the Delete option deletes the scene and the Scene List is reorganized. Note: the last remaining scene of a project cannot be deleted. The Delete option will be disabled.

## 4.9 Record Option

Clicking on the **Record** option located on the upper right corner of the Prepare Mode screen takes the user to the Pitch Mode screen.

## 4.10 Design Menu Option

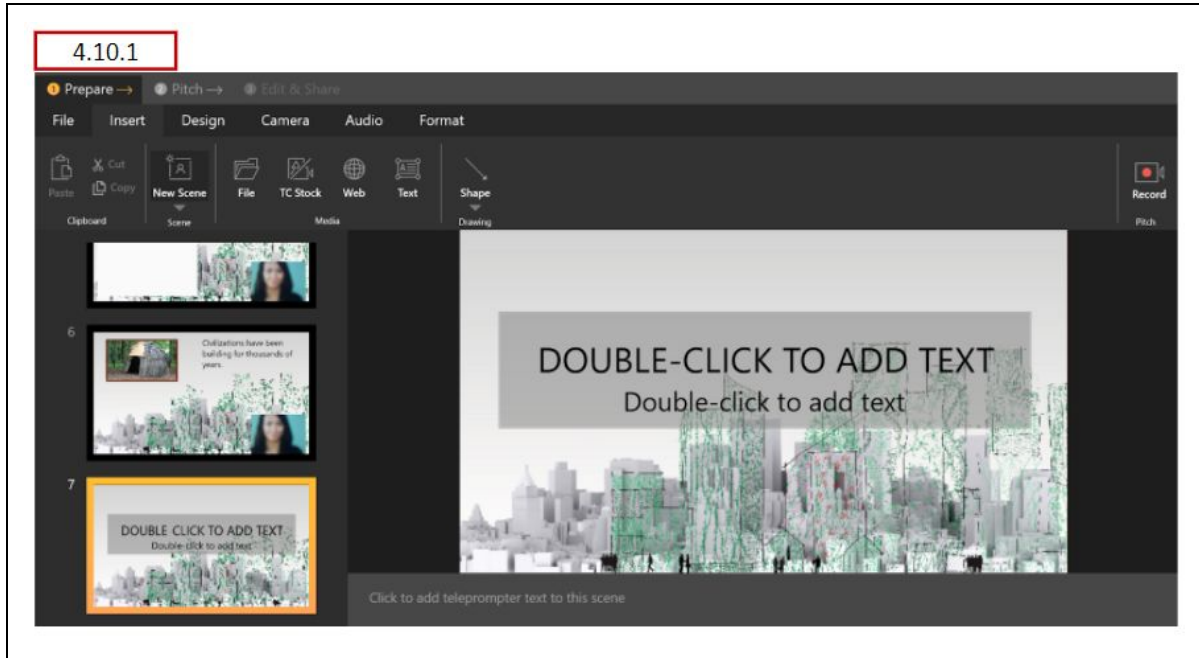
The **Design** options are used to perform additional visual enhancements to Pitch scenes including selecting backgrounds and display of a grid to help in aligning objects and text.



### 4.10.1 Background

The four Background Design options are used to override the current background associated with the Theme selected when the Pitch project was created with some other background. Remember, setting a scene background using this option affects only the selected scene. If you insert a new scene, it will default to the last scene layout - not the background you may have selected.

For the examples of background selection, the following scene will be used.



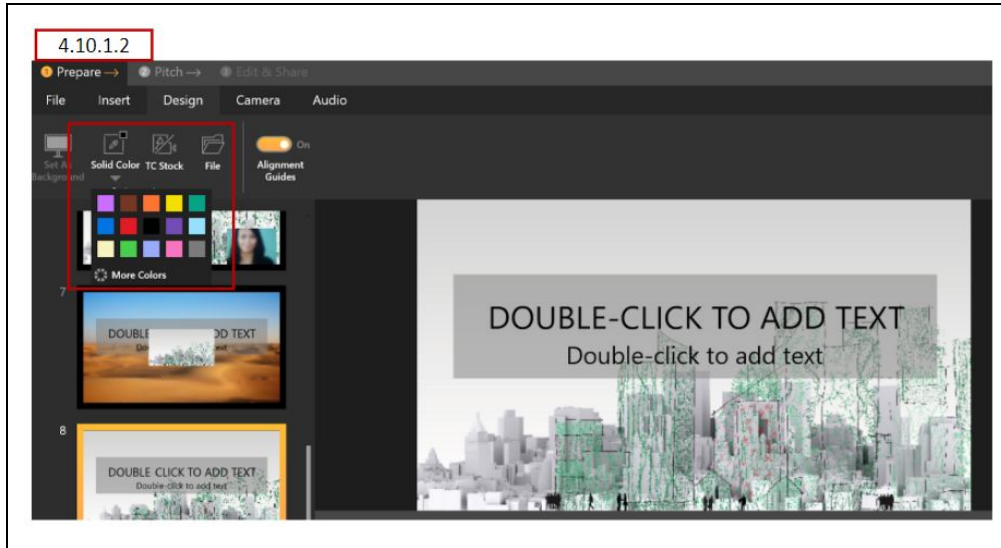
#### 4.10.1.1 Set as Background

**Set as Background** is used to set an object selected on the Scene to become the Scene background.

Select the color or image you would like to use, then click the **Add** button to place it on the scene. Next, select the object then click the **Format** option and the **Select as background** option will become active. Click that option to make it the new background.

#### 4.10.1.2 Solid Color

**Solid Color** is used to set one of the colors from a color palette to become the Scene background.



After the desired solid color is selected, click the Solid Color icon (I-dropper) to make that solid color the background for the slide as shown below.

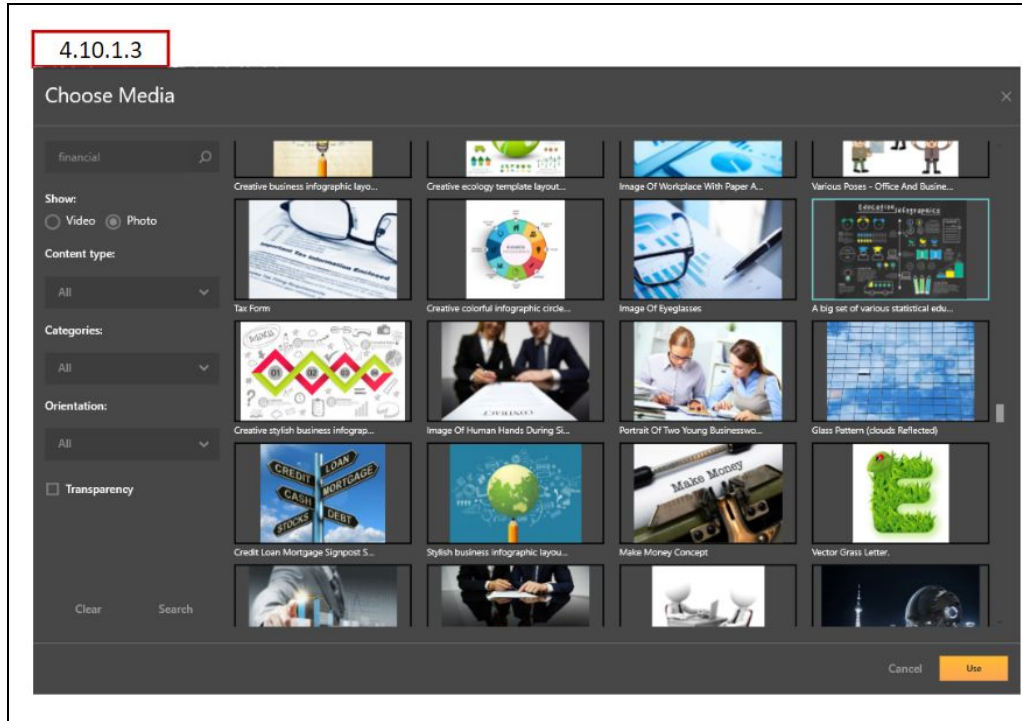
#### 4.10.1.3 TouchCast Stock

Pitch includes a collection of stock images which can be used as the background for an existing presentation scene by selecting the scene in the Scene List and clicking the **Design** → **TC Stock** background option.

Pitch includes thousands of royalty free images and videos you can include in your presentation. In this example we have selected a financial oriented image. This image could have been located either by scrolling through all of the available images or the search option could be used. The Globe image is selected and the Insert **Button** is clicked.

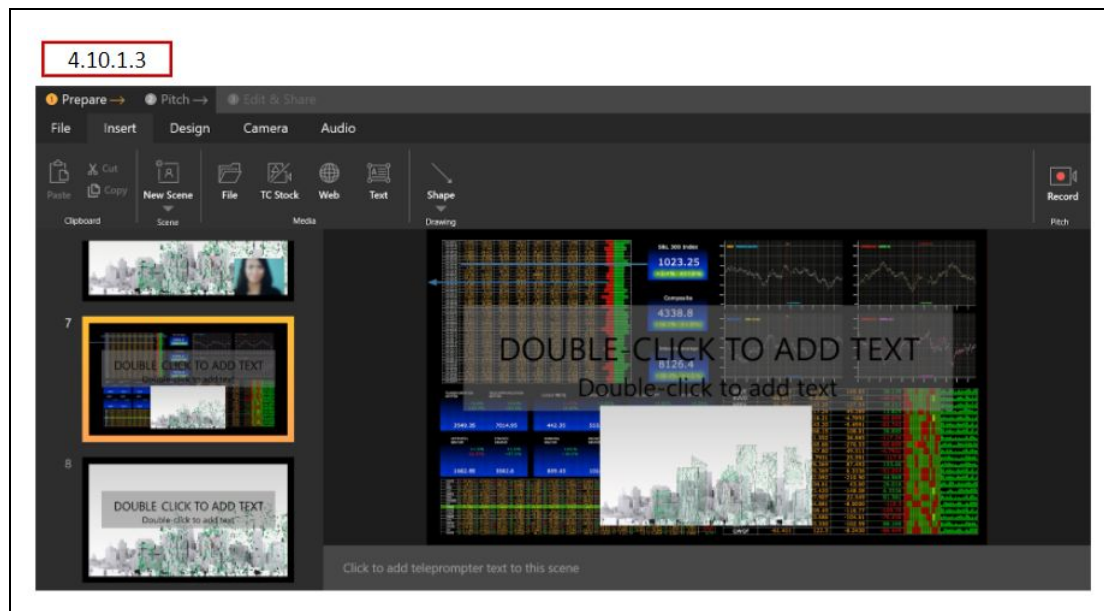
The TC Stock media selection interface provides options for setting the sort order and sort types.

In the example below, the author has selected a Financial TouchCast Stock image as the background (first image in thumbnail selection list).



After the TC Stock image loads, it is inserted as the new background for the scene selected.

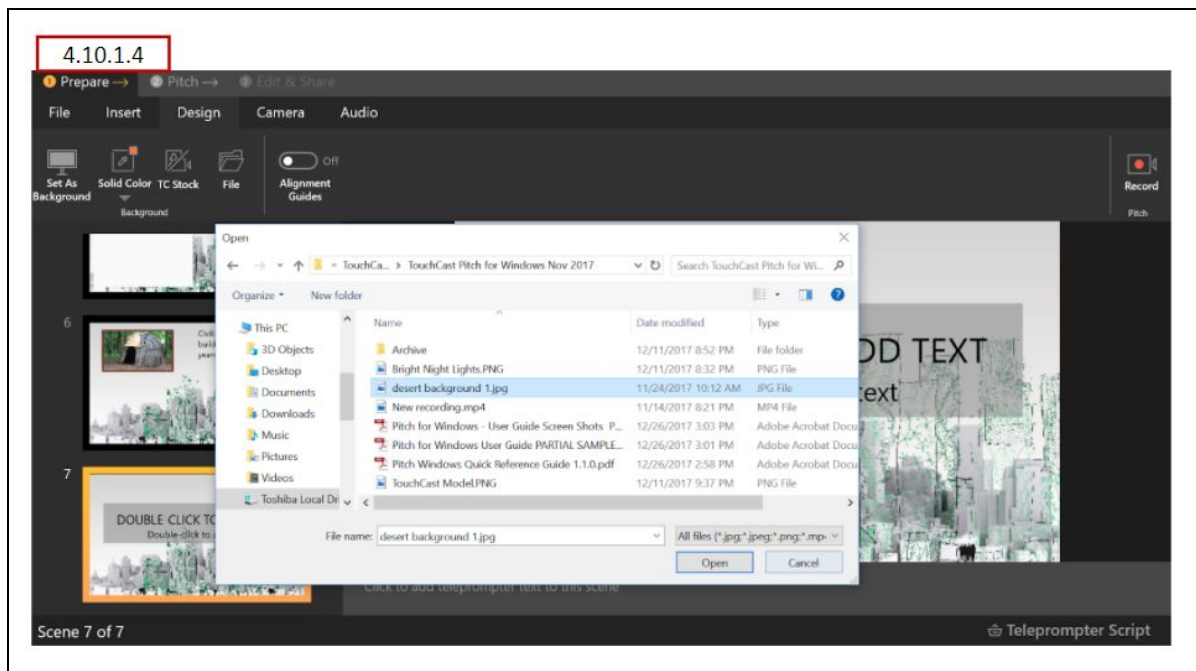
Note that the title entry fields present on the original background are still there ready to be filled in with text.



#### 4.10.1.4 File

**File** is used to select an image file of your choice to become the Scene background.

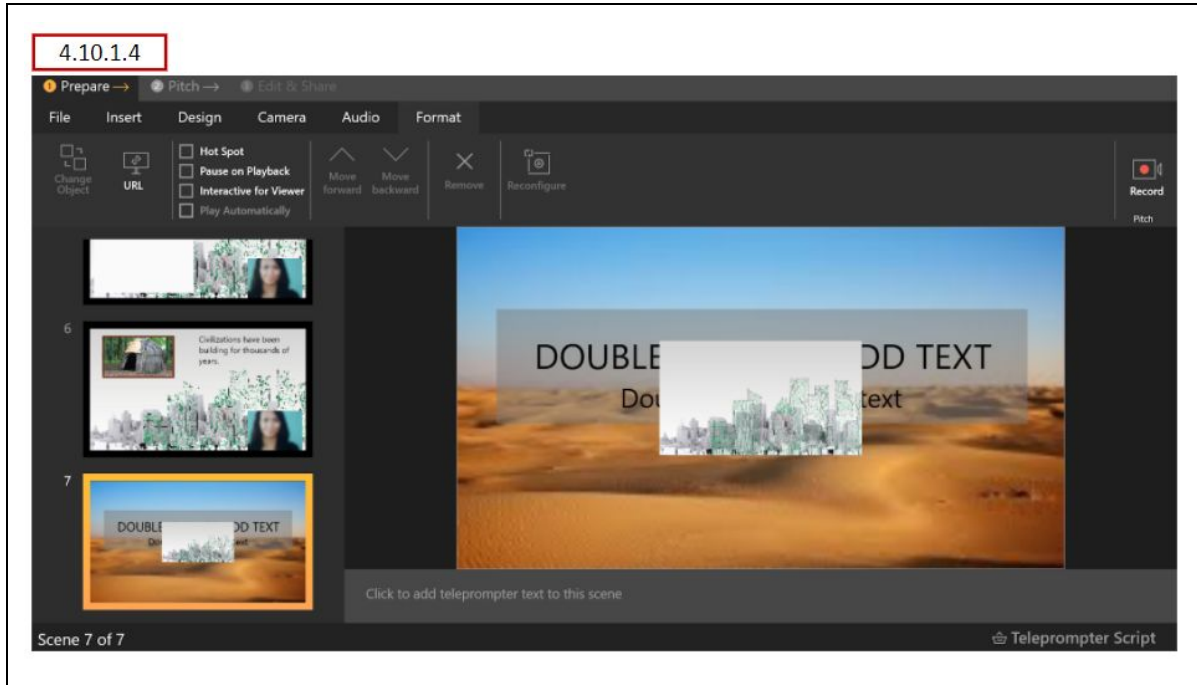
In this case, the author wants to select an image file of a desert scape. When the **Design** → **File** option is selected, a pop up is used to navigate to the file's location as shown below.



The selected image file is inserted as the new background for the scene.

Note that the title entry fields present on the original background are still there ready to be filled in with text.





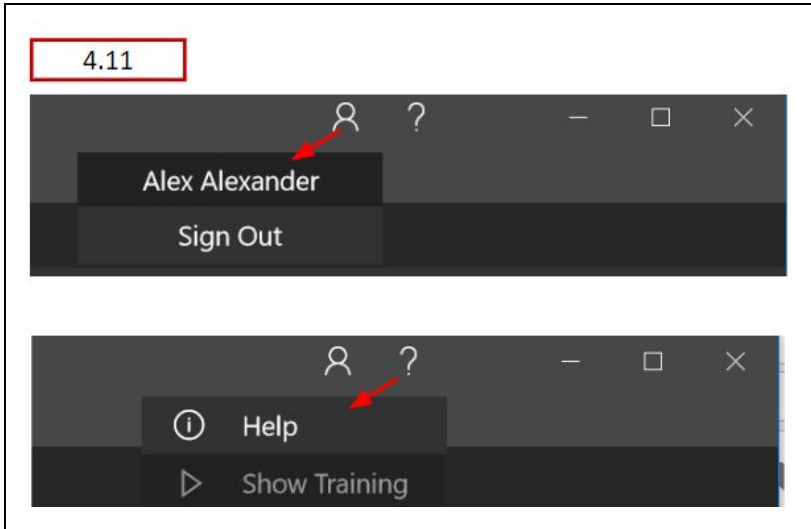
#### 4.10.2 Alignment Guides

**Alignment guides** display a 'grid' on the scene to help align object and text. Alignment Guides appear on in Prepare Mode, but they do not appear in the recorded presentation. The Alignment Guides can be toggled On or Off using the control.

#### 4.11 Account and Help Options

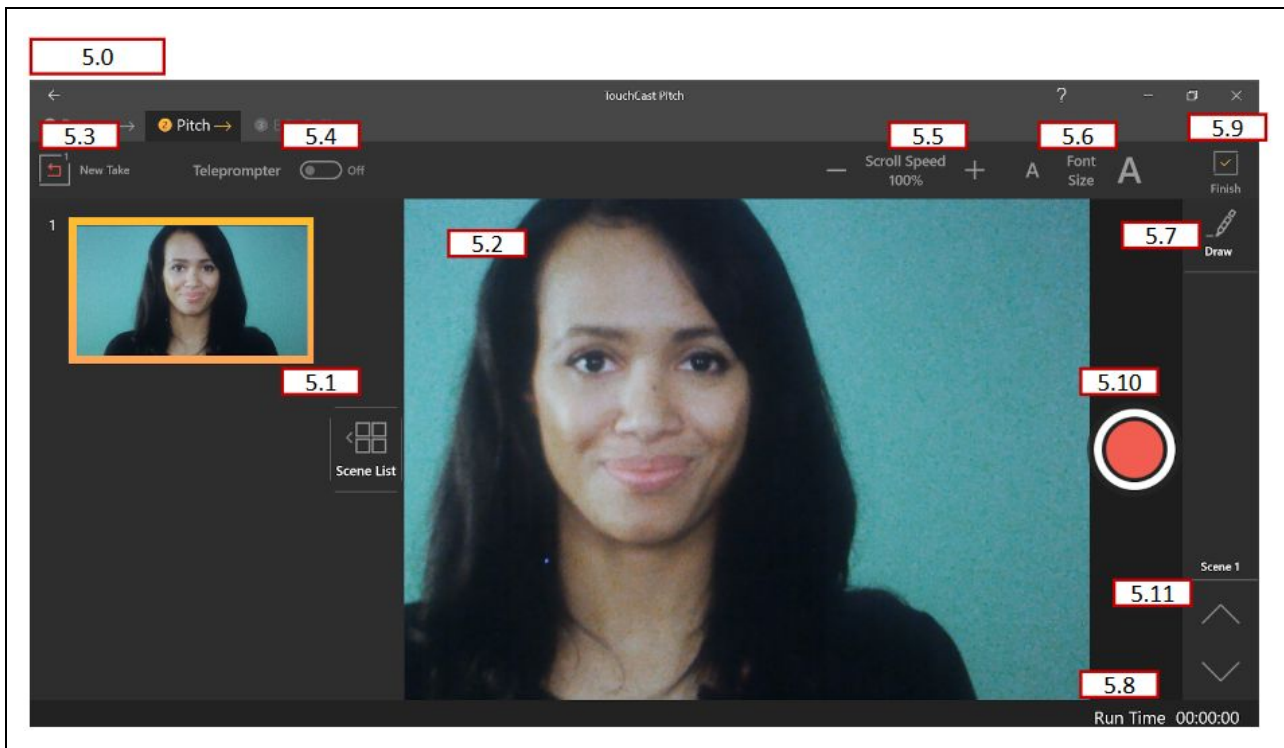
Use the Account and Help icons at the top of the screen to sign out of Pitch or select help/training. Click **Show Training** to view the Pitch overview video.





## 5 Pitch Mode

The **Pitch Mode** options are used to record the presentation. This is where all inputs (camera view, microphone audio, scenes, scene objects, text, and drawings) come together, recorded so the presentation can be viewed by others.

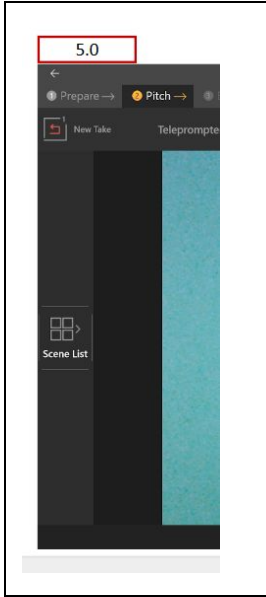


### 5.1 Scene List and Scene List Display Control

The **Scene List** displays the scenes created during Prepare mode as thumbnails along the left hand side of the Pitch screen.

The **Scene List Display Control** is used to display (expand) or hide (contract) the Scene List. If the Scene List is already displayed, clicking on the control causes the Scene List to contract out of view. If the Scene List is contracted, clicking on the control causes the Scene list to expand.

Example of contracted Scene List:

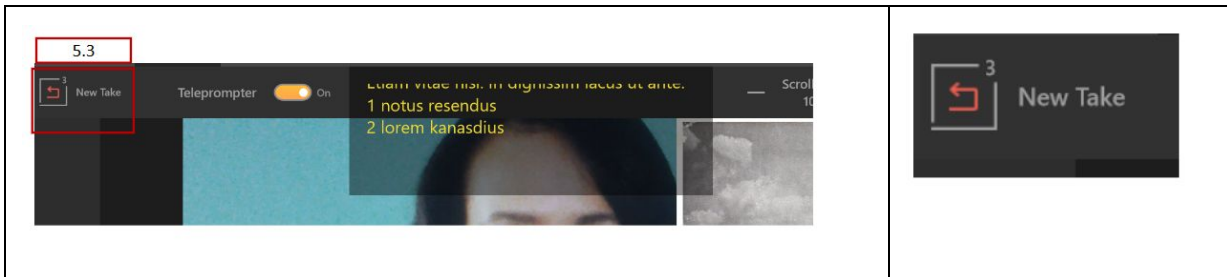


## 5.2 Selected Scene

What appears in this area is what is being recorded (or will be recorded).

## 5.3 New Take Control

The **New Take** button allows the presenter to repeat recording the last scene. All recorded takes for a scene are retained and can be used. By default the last recorded take will be shown in Edit Mode, but previous takes can be reviewed and selected. The New Take Control displays the number of takes recorded for each scene if multiple takes have been recorded.



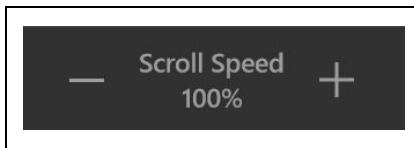
#### 5.4 Teleprompter On/Off Control

The Teleprompter On/Off Control (toggle) allows the presenter to display the teleprompter script as scenes are recorded. Other teleprompter control (scroll speed and font size) will remain inactive when the Teleprompter is set Off. The default setting is On.

The teleprompter script appears as semi-transparent text because it is not displayed in the presentation (it is not recorded as a layer of the recorded presentation.) If the script is longer than what can display in a few lines, the text will scroll through the display field.

#### 5.5 Teleprompter Scroll Speed Control

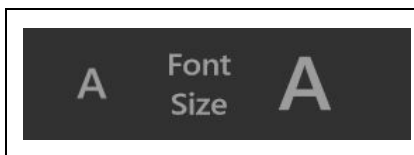
If the script is longer than what can display in a few lines, the text will scroll through the display field. The speed at which the Teleprompter Script scrolls is controlled by the setting of the **Scroll Speed** control. A scroll setting of 100% is an average reading speed.



Clicking the '-' (minus) icon decreases the scroll speed 10%  
Clicking the '+' (plus) icon increases the scroll speed 10%

#### 5.6 Font Size Control

The font which the Teleprompter Script displays is controlled by the setting of the **Font Size** control. There are 15 font size setting and the default font size is the 3rd setting.



Clicking the 'A' (smaller A) icon decreases the font 1 size  
Clicking the 'A' (larger A) icon increases the font 1 size

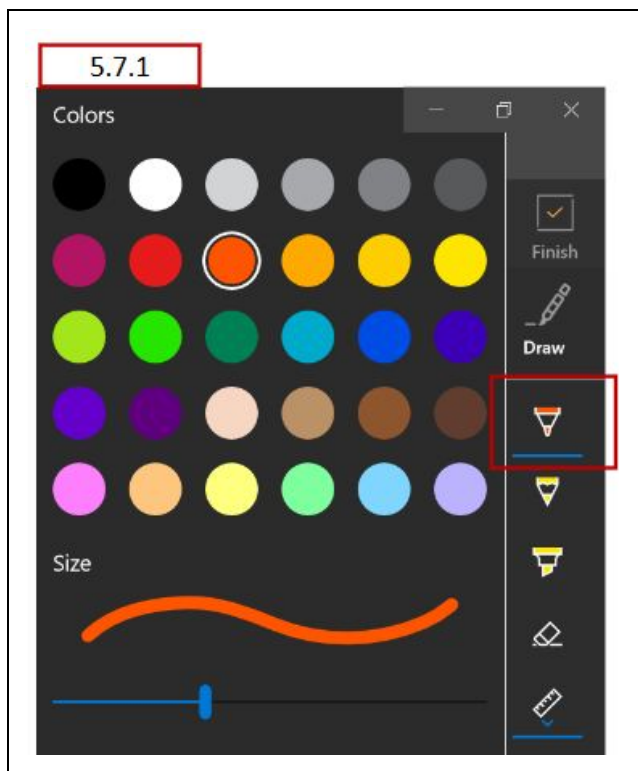
## 5.7 Draw Control

The Draw control is used by the presenter to add illustrations to a scene using the cursor as their drawing tool. These drawings can be placed on the scene while recording is active or can be placed when the recording is paused (so that the illustrations will already be in place when recording is resumed).

There are five Draw Control options available:

### 5.7.1 Ballpoint Pen

Draws a bolder (more dense) line than the Pencil option. The color of the pen icon indicates the color which will be used for new illustrations. Clicking the arrow immediately below the tip of the pen icon opens a pallet where the illustration color can be selected from 30 color options and line width is selected using a slider control.

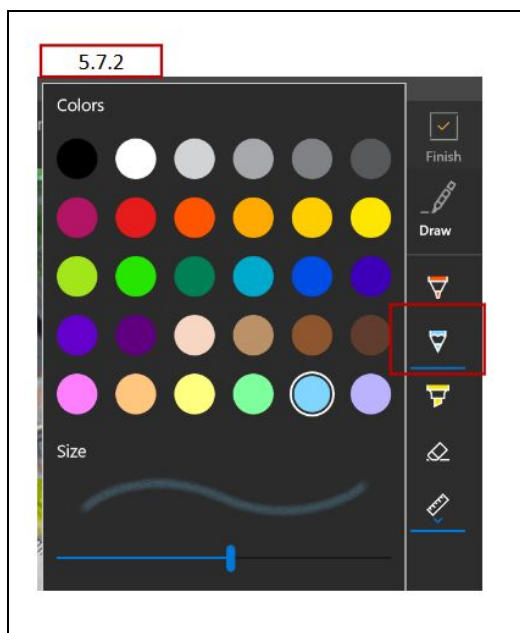


After the color and size are selected, the cursor is used to draw on the scene.

Clicking the main Draw Control icon again, reverts the cursor back to its normal function.

### 5.7.2 Pencil

Draws a less dense line than the Ballpoint Pen option. The color of the pencil icon indicates the color which will be used for new illustrations. Clicking the arrow immediately below the tip of the pencil icon opens a pallet where the illustration color can be selected from 30 color options and line width/density is selected using a slider control.



After the color and size are selected, the cursor is used to draw on the scene.

Clicking the main Draw Control icon again, reverts the cursor back to its normal function.

### 5.7.3 Highlighter

Draws a bold semi-transparent line. The color of the highlighter icon indicates the color which will be used for new illustrations. Clicking the arrow immediately below the tip of the highlighter icon opens a pallet where the illustration color can be selected from 6 color options and line size is selected using a slider control.

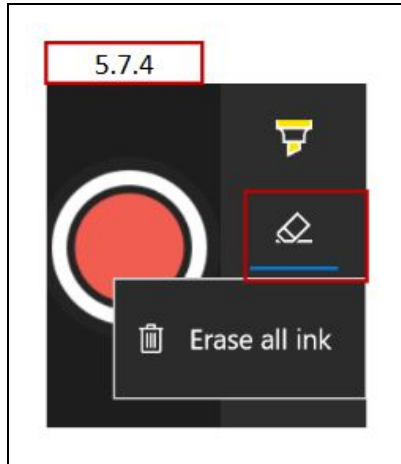


After the color and size are selected, the cursor is used to draw on the scene.

Clicking the main Draw Control icon again, reverts the cursor back to its normal function.

#### **5.7.4 Eraser**

Removes specific illustrations (lines) or all drawings from the scene. Clicking on the eraser icon turns the cursor into an eraser which removes any drawing it passes over. Clicking the arrow immediately below the tip of the eraser icon opens a window to select the option erase all drawings on the scene (just the currently selected scene).

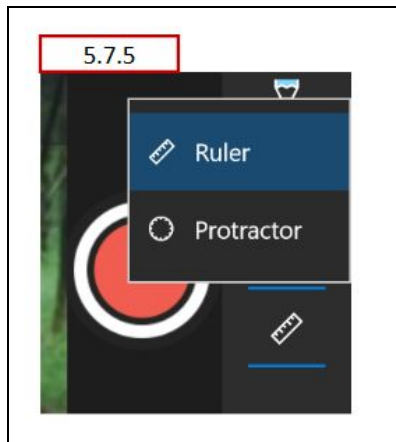


The *Erase all ink* option can not be undone.

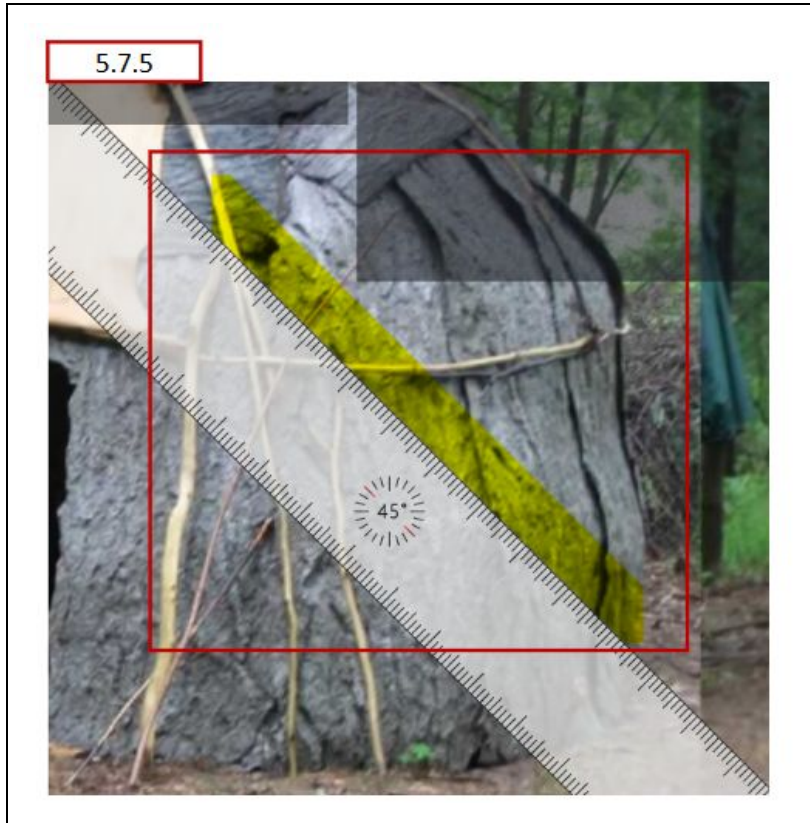
Clicking the main Draw Control icon again, reverts the cursor back to its normal function.

### 5.7.5 Ruler / Protractor

Provides either a ruler or protractor image to be displayed to make drawing neat lines easier. The default option is the Ruler, but right clicking the option allows the Protractor to be used. In both cases, the object can be moved around on the scene using the cursor.





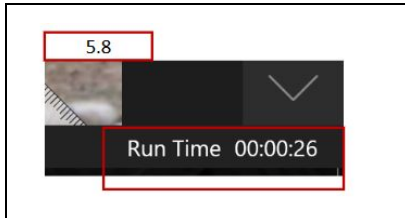


The example above shows the Ruler option used to draw a precise line using the Marker. The ruler or protractor image does not appear in the recorded scene. Note that in this example the ruler crosses the scene at a 45 degree angle (the center of the ruler displays the current angle). The ruler can be moved to different locations and angles using the cursor.

Clicking the main Draw Control icon again, removes the ruler/protractor.

## 5.8 Run Time Clock

The **Run Time** clock displays the length of time the scene has been recording in hh:mm:ss. The time indicated is the time since recording began last and is not necessary elapsed recording time because the timer starts over each time the record is started or resumed.



## 5.9 Finish Button

The **Finish Button** is clicked when the author has completed recording all scenes (with possible multiple takes for scenes) and is ready to begin editing the presentation.



## 5.10 Record/Pause Toggle

The large red Record / Pause button controls when video is being recorded to the Pitch presentation. When recording, the Pause button (three vertical lines icon) displays. When paused, the Record button is displayed.

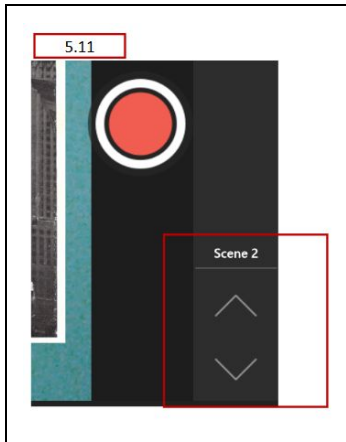
### 5.10.1 Record Countdown

When the Rec (record) control is selected, prior to capture starting, a Countdown Animation displays showing the countdown from 5 seconds (the default delay) to when zero is reached and the recording actually begins and the Recording Control panel is displayed. During the countdown, the Recording Controls panel is displayed, but all options on the Recording Controls panel are inactive. During the countdown, the Author can click the Countdown Animation to stop the countdown (cancel starting to record) and return to the Screen Capture Setup Panel. If the recording is cancelled and the presenter returns to Setup Panel, all selected settings will appear as they had been set.

### 5.11 Scene Advance

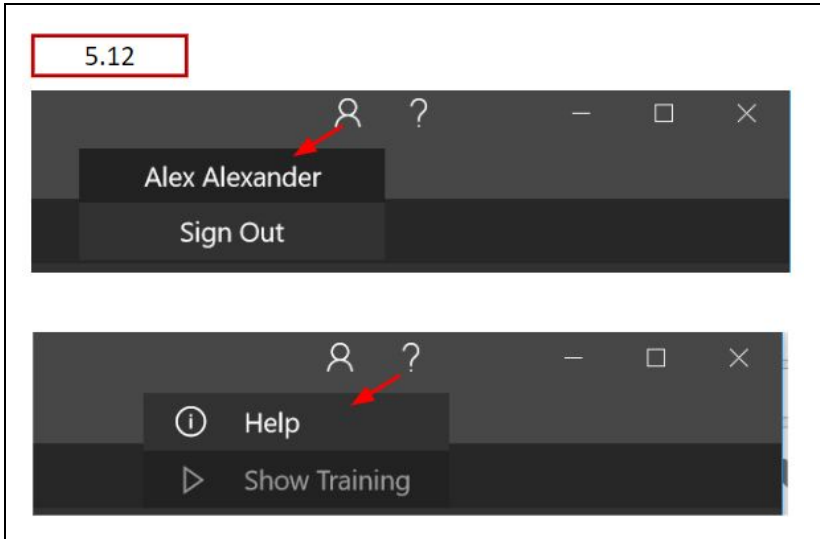
The **Scene Advance** control is used to move (advance) through the scenes in the Scene List as they are recorded. Clicking on the upper arrow (up arrow ^) returns to the last scene in the scene list. Clicking on the lower arrow (next arrow v) advances to the next scene in the scene list. The current scene number is displayed above the arrows.

Note: The same function can be performed by selecting scenes from the scene list, but the author may want to collapse the scene list making the Scene Advance the only option.



### 5.12 Account and Help Options

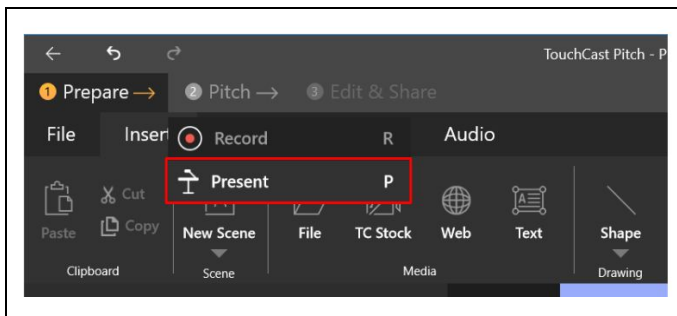
Use the Account and Help icons at the top of the screen to sign out of Pitch or select help/training. Click **Show Training** to view the Pitch overview video.



## 6 Present Mode

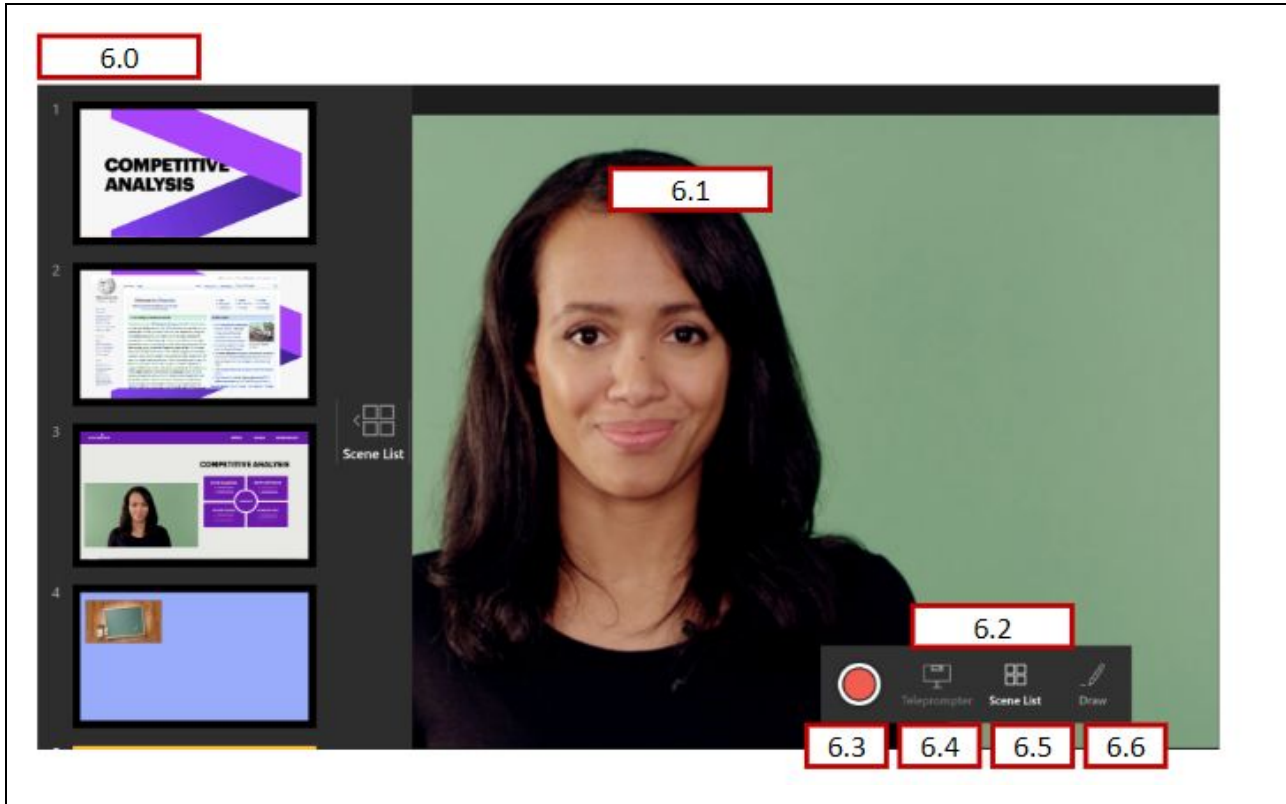
The Pitch Basics section of this guide explained that the **Pitch Mode** provides the author with two options for how their presentation will be presented and recorded, **Record** and **Present**. This section covers the **Present** option, which is used to create presentations using a screen more suited to a live audience situation. All inputs (camera view, microphone audio, scenes, scene objects, text, and drawings) come together so the presentation can be viewed by others, either live or recorded. Scenes recorded in Pitch Mode are placed in the Edit Mode clip tray along with recordings made with Record Mode.

When you select to advance to Pitch Mode, a pop up window opens for you to select which Pitch Mode option you would like to follow. Click the **Present** option.



If you discover that you aren't ready to record, or would prefer the Record, click on the **Prepare Mode** button

Remember, all recorded clips, created using either option, are placed into the Clip Tray.



In the **Present** option, the default is for scenes to display without controls showing. This is done to support “live” presentations where the audience is viewing your device screen.

To provide the presenter basic controls, Present uses three special features:

- Clicking the Escape key (esc) ends recording (if active) and returns the presenter to Prepare Mode
- The Up and Down arrow keys can be used to advance through the scene list (even if the list is not currently displayed)
- Moving the cursor temporarily opens an Option Window (explained in section 6.2)

## 6.1 Selected Scene

What appears in this area is what is being presented or recorded (or will be recorded).

## 6.2 Floating Option Window

In Present Mode the default is for scenes to display without any Pitch controls showing. This is done to support 'live' presentations where the audience is viewing your device screen. To allow the presenter to perform necessary functions such as controlling the teleprompter, an Option Window appears temporarily when the cursor is moved. After a few moments, the window closes.



## 6.3 Record Button

The large red Record / Pause button controls when video is being recorded to the Pitch presentation. When recording, the Pause button (three vertical lines icon) displays. When paused, the Record button is displayed.

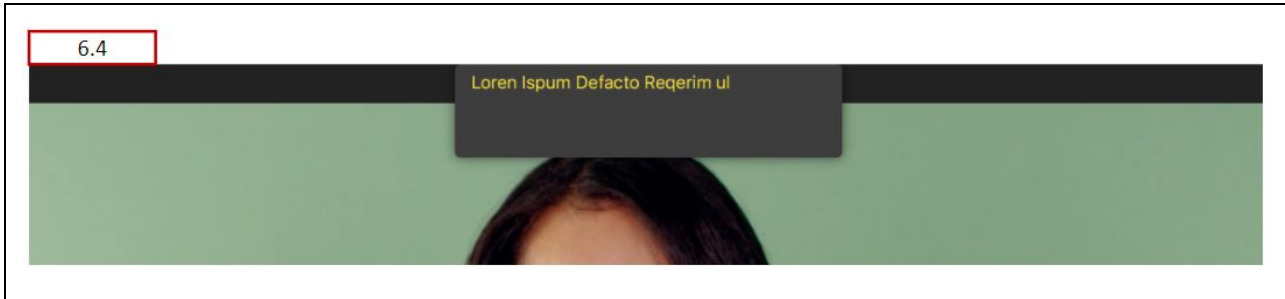
### 6.3.1 Record Countdown

When the Rec (record) control is selected, prior to capture starting, a Countdown Animation displays showing the countdown from 5 seconds (the default delay) to when zero is reached and the recording actually begins and the Recording Control panel is displayed. During the countdown, the Recording Controls panel is displayed, but all options on the Recording Controls panel are inactive. During the countdown, the presenter can tap the Countdown Animation to stop the countdown (cancel starting to record) and return to the Screen Capture Setup Panel. If the recording is cancelled and the presenter returns to Setup Panel, all selected settings will appear as they had been set.

## 6.4 Teleprompter Control

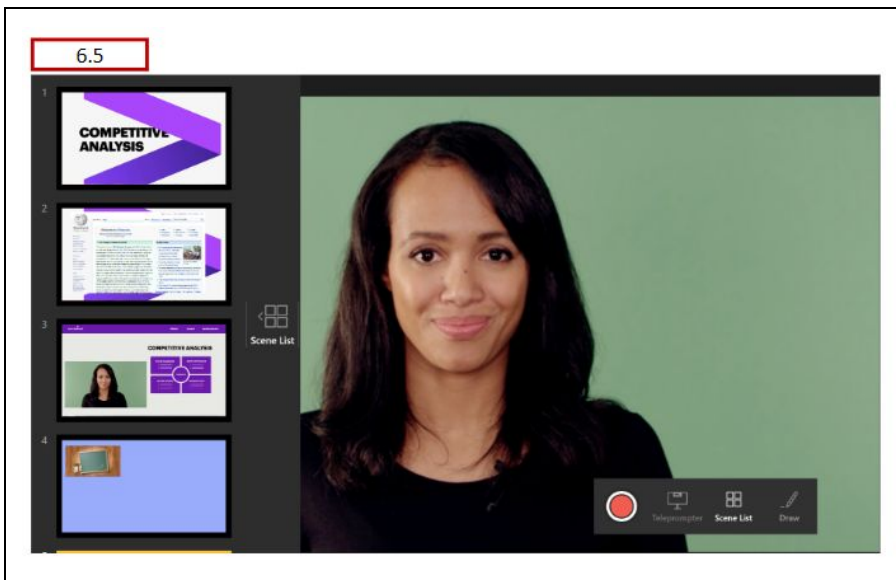
Clicking the Teleprompter option opens the teleprompter script window at the top of the Scene. The presenter and others viewing the device screen will see the teleprompter script but it is not recorded in the video clip. Clicking the Teleprompter option when it is active closes the teleprompter script window.

Present Mode does not provide teleprompter controls available in Record Mode (e.g., script font size and scroll speed).



## 6.5 Scene List Control

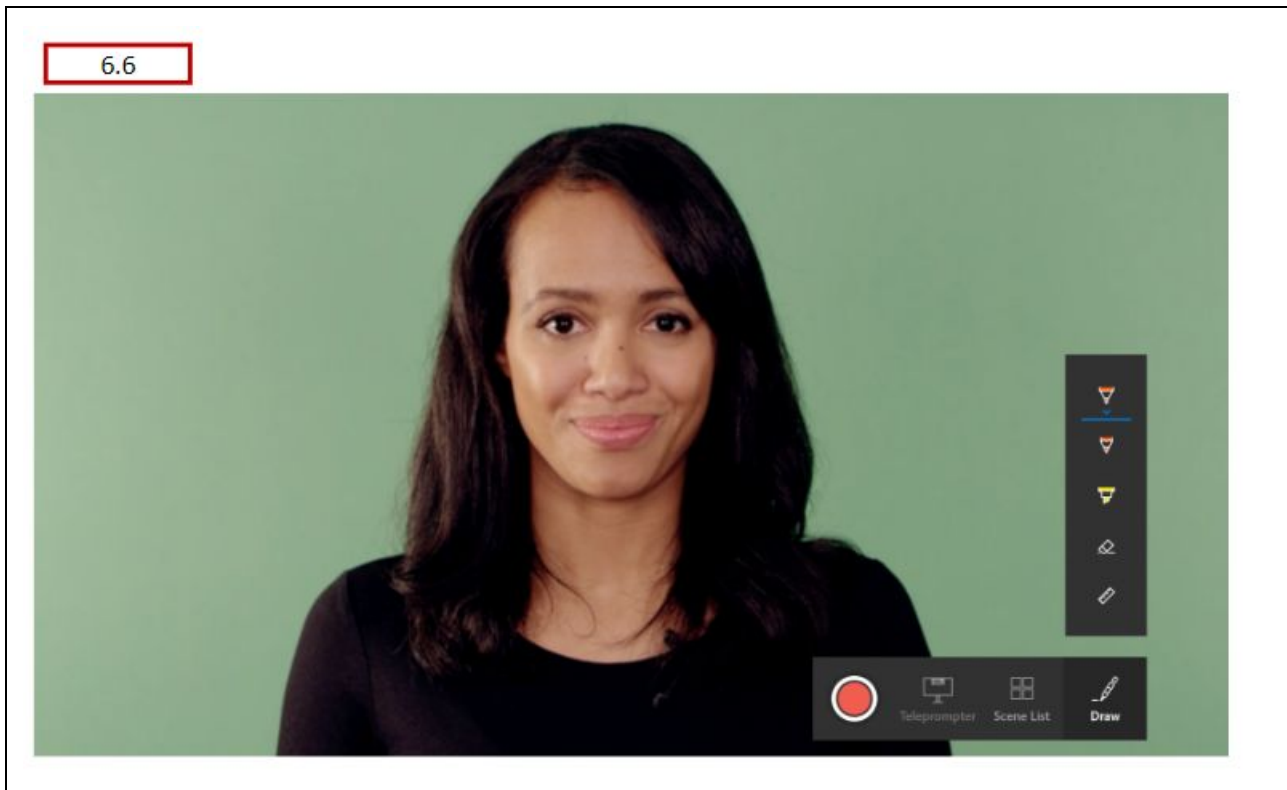
Clicking the Scene List icon opens the Scene List on the left side of the Present Mode Screen. Clicking the Scene List icon when the Scene List is open hides the Scene List.



## 6.6 Draw Control

The Draw control is used by the presenter to add illustrations to a scene using the cursor as their drawing tool. These drawings can be placed on the scene while recording is active or can be placed when the recording is paused so that the illustrations will already be in place when recording is resumed.

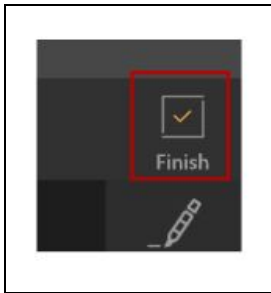




The Draw Control functions in Present Mode are identical to those used Record Mode. Please refer to section 5.7 for information on Draw Controls.

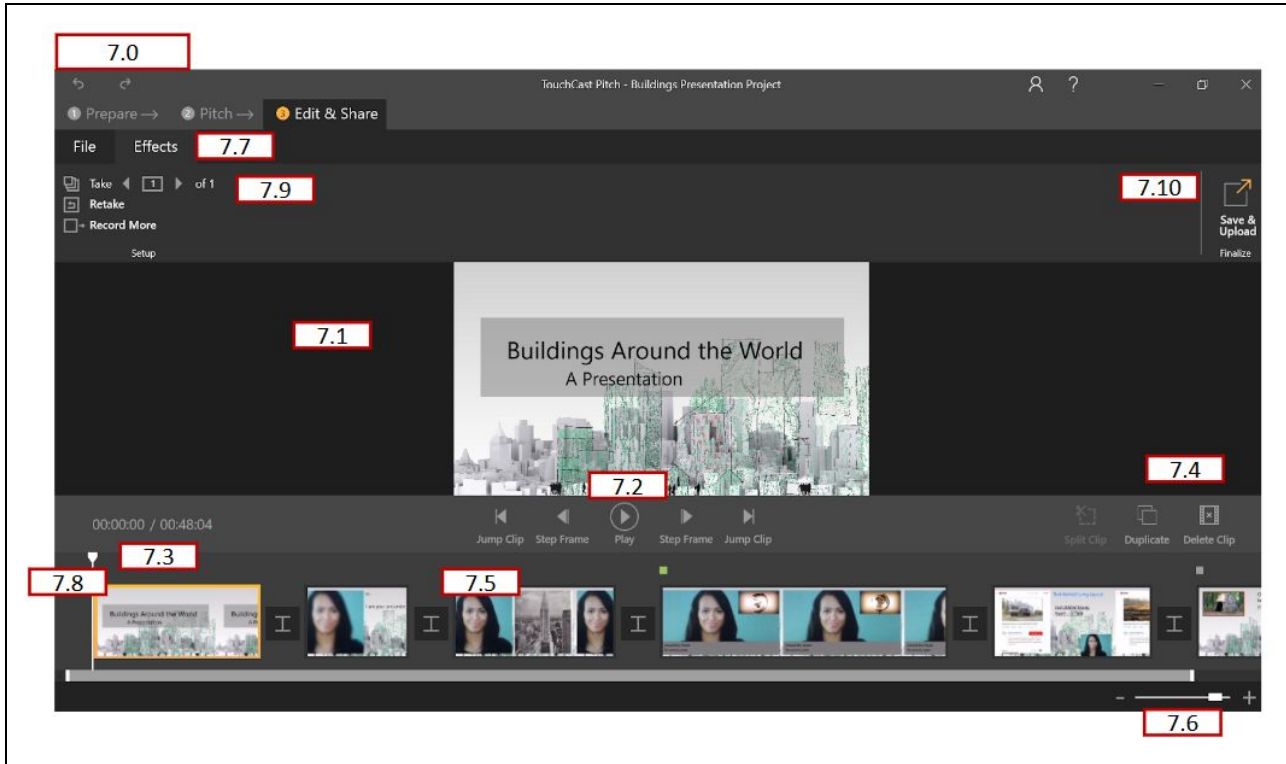
## 7 Edit & Share Mode

The **Edit Mode** options are used to ‘fine tune’ the presentation. To activate the Pitch Edit tool, click the **Finish** button located in the upper right corner of the Pitch Record screen (explained in section 5.9).



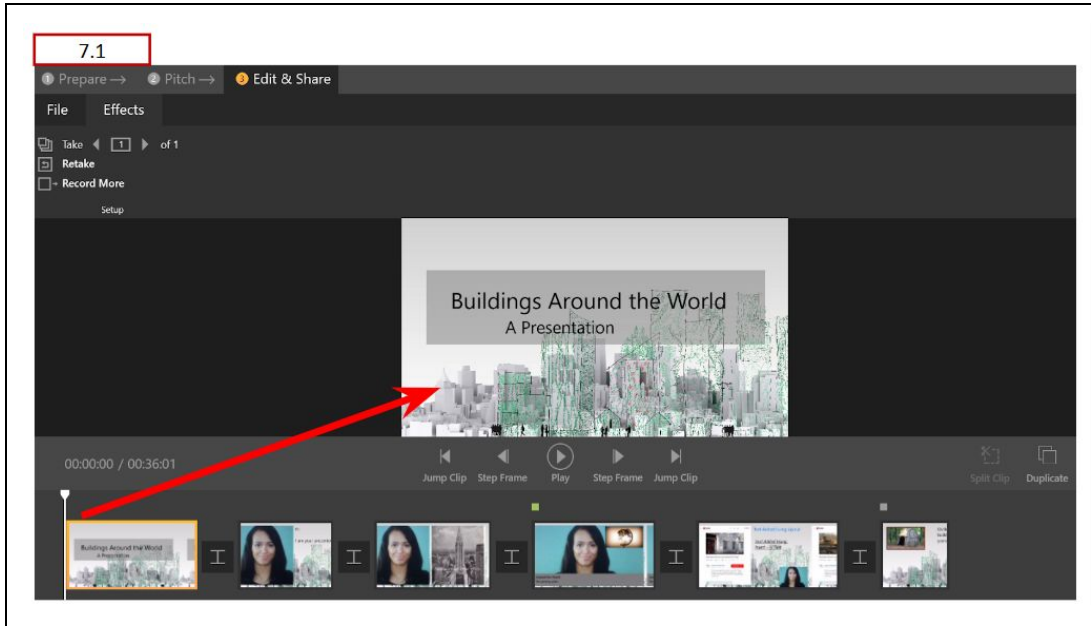
The Edit mode screen is displayed below and explained in this section. The edit tools are used to move through the recorded presentation and perform editing operations including:

- Deleting entire clips or portions of clips
- Moving clips to different locations in the presentations
- Splitting clips into multiple clips to allow additional editing
- Retaking scenes
- Adding additional recordings



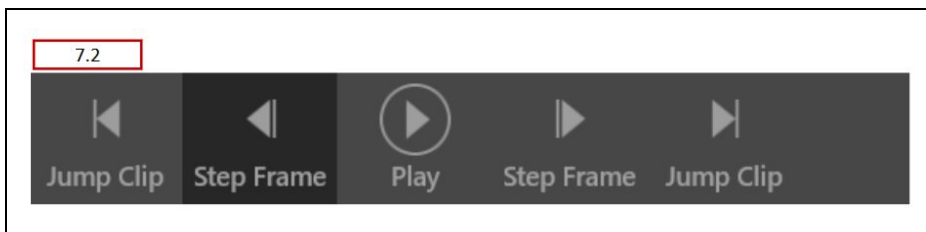
## 7.1 Clip Playback Window

The Clip Playback window displays the recorded frame at a specific location in the clip. Playback tools are used to move through the recorded presentation and perform editing operations.



## 7.2 Clip Playback Controls

The Playback Controls are used to start/pause playback and move through the recorded clips.



- Jump Clip (back) - Move back one complete clip
- Step Frame (back) - Move back one frame of the current clip
- Play / Pause Control - Play or pause the playback at the current position (playback bar)
- Step Frame (forward) - Move forward one frame of the current clip
- Jump Clip (forward) - Move forward one complete clip

### 7.3 Clip Playback Timer

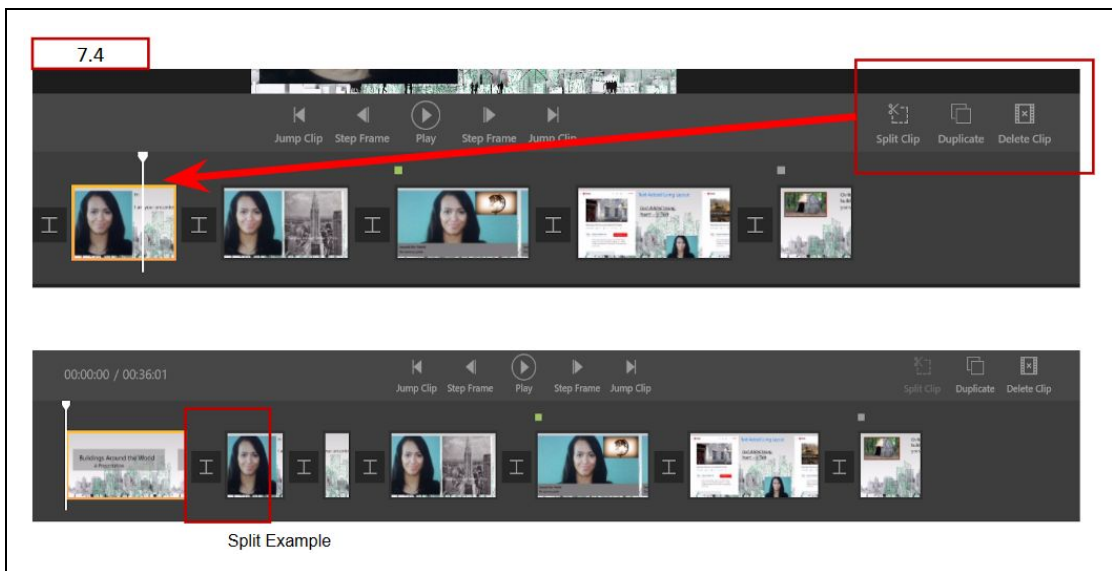
The Playback Timer displays both the current position in the presentation and the total length of the recorded presentation in mm:ss:tt format.



### 7.4 Clip Action Options

These options are used to:

- Split the selected clip at the current position
- Duplicate the selected clip
- Delete the selected clip

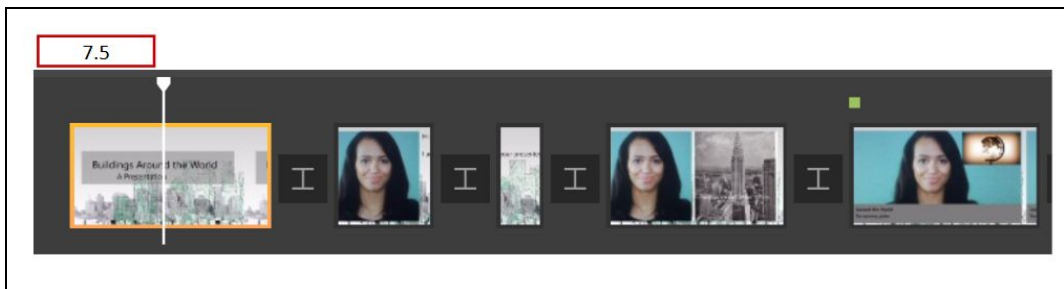


- Splitting the selected clip produces two clips (replacing the original clip). The playback bar serves as the split point.

- Duplicating the selected clip creates an exact copy of that clip in the Clip Tray immediately after original clip. The new clip can be edited independently of the original clip.
- Deleting the selected clip removes it from the presentation and the Clip Tray.

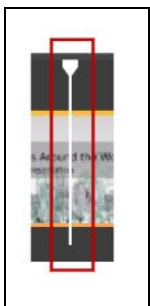
## 7.5 Clip Tray

The Clip Tray provides a visual depiction of all clips comprising the presentation. The large vertical bar represents the current position within a clip (corresponds to what is displaying in the viewing area).



Below is additional explanation of symbols you will see on the Clip Tray:

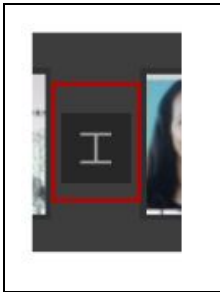
**Playback Bar.** The Playback Bar will advance during playback and it can be manually moved to a specific frame by clicking on it and moving the bar with the cursor.



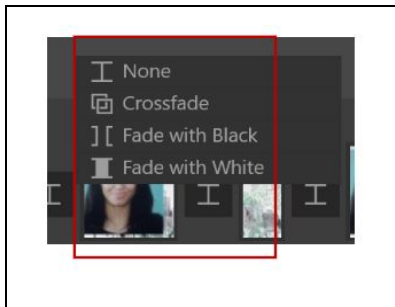
**Current Clip.** The currently-selected clip's frame will be highlighted as shown below.



**Break Points.** Breaking points between clips are represented with the following icon:



**Transition.** Clicking the break point icon between clips displays transition options for how the clip will transition to the next clip.



- None - (Default) No transition between clips
- Crossfade - Previous clip dissolves into the next one
- Fade with Black - Previous clip fades to black and next one appears out of black
- Fade with White - Previous clip fades to white and next one appears out of white

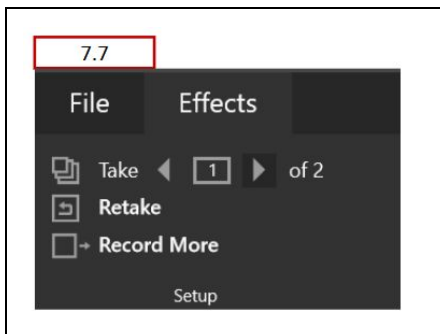
**Interactive elements** (documents, websites) are represented with colored squares above the clip.



## 7.6 Clip Tray Scale Control

This slider control is used to adjust the size (visual representation) of each clip in the Clip Tray. This is used to compress the tray (if there are many clips) or expand the tray (to allow more precise splits).

## 7.7 Effects Options



The Effects options allows you to **Retake** scenes and all recorded takes for a scene are retained and can be used. Select which **take** will be used (by default the last recorded take will be shown in Edit Mode).

You can also **Record More** scenes.

The Effects options menu contains three controls.

### 7.7.1 Take

The **Take** control is used to select which take of a scene should be used (if multiple takes were recorded for a scene). In the example above, two takes are available of the current scene.

### 7.7.2 Retake

The **Retake** control is used to retake the current scene. When this control is clicked, you are returned to the Pitch mode, where an additional take of the current scene can be recorded.

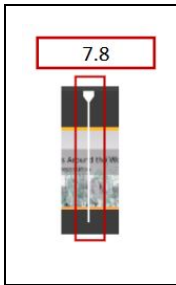
### 7.7.3 Record More

The **Record More** control is used to record additional scene. When this control is clicked, you are returned to the Pitch mode, where an additional scene can be recorded.



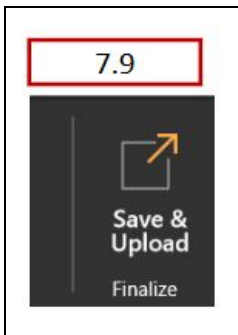
## 7.8 Playback Bar

The **Playback Bar** indicates the frame position in the current clip playing. That frame will display in the Playback Window.



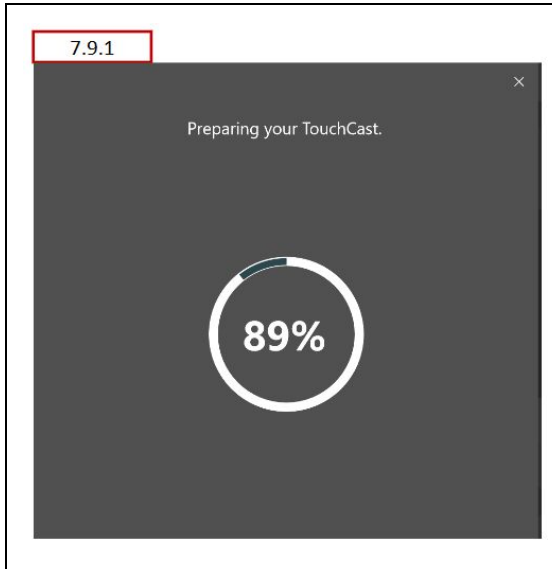
## 7.9 Finalize - Save & Upload

The **Save & Upload** option is clicked after all editing of the presentation has been completed and you are ready to share your TouchCast Pitch presentation files with others in your organization or with a wider, public audience. To begin the process, click the **Save & Upload** button located at the upper right corner of the Pitch screen.



### 7.9.1 Export Preparation

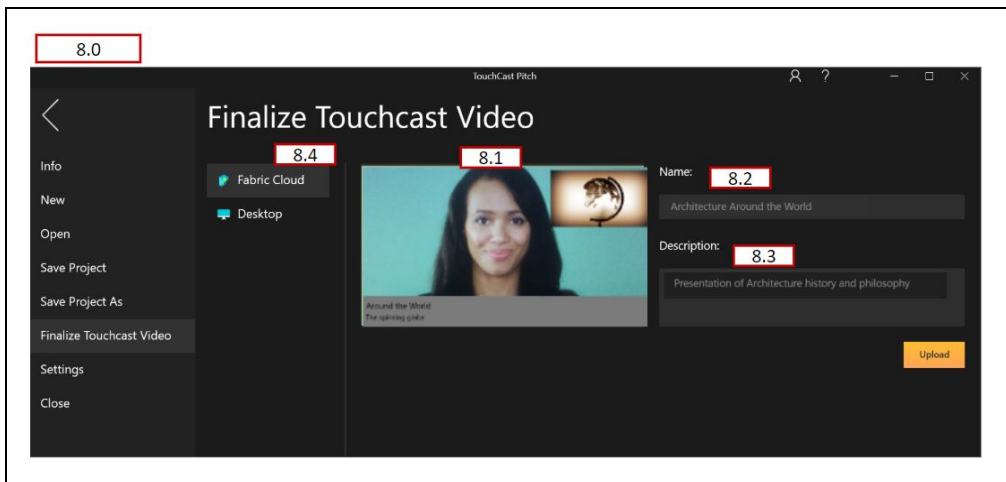
When the Save & Upload button is clicked, Pitch prepares your project file for export. The length of time required will depend on the number of scenes and the options used in your presentation. During this time, the following screen is displayed:



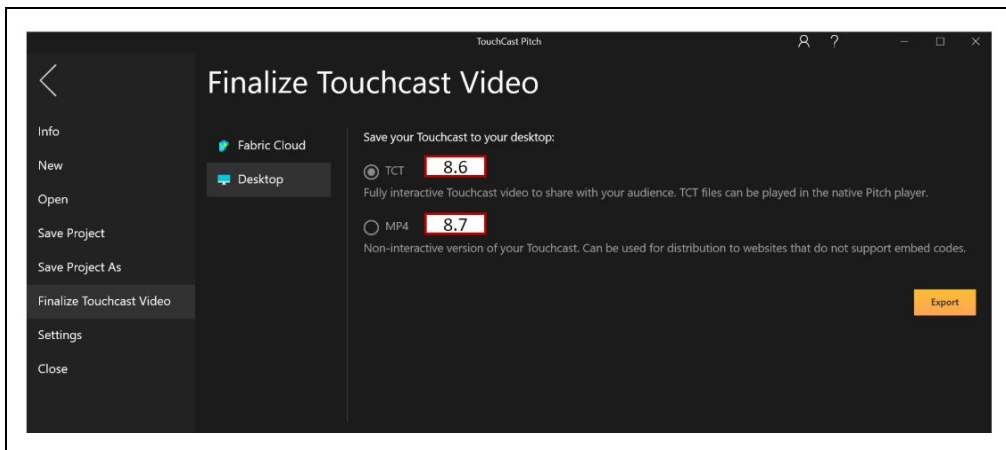
## 8 Finalize - Upload / Export

After the Pitch project is prepared for upload or export, the **Finalize** screen displays. This screen presents options for how (the format) and where (TouchCast Fabric Cloud or locally to the desktop) the presentation should be saved or exported.

With Fabric Cloud option selected:



With Desktop option selected:



### 8.1 Pitch Preview Frame

Pitch automatically selects one frame from the presentation to be displayed in Fabric (if the Fabric Repository is used). The user can not select the frame used, but can select a different image later if desired using a Fabric feature..

### 8.2 Pitch Name

The **Pitch Name** field contents is used as the project name in TouchCast Fabric and as the filename if the file is exported to a local storage location.

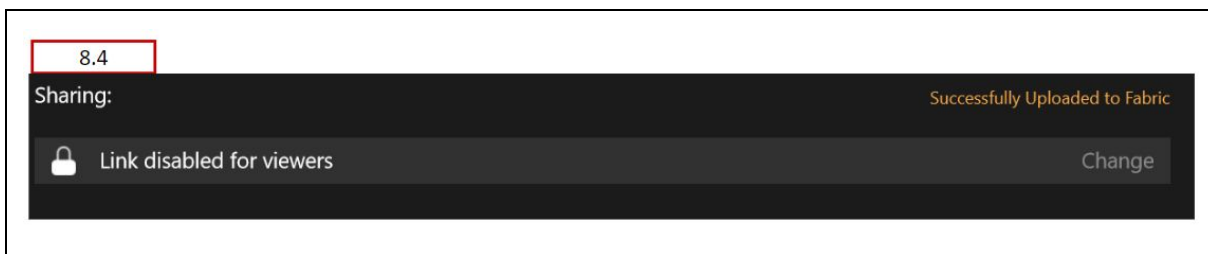
### 8.3 Pitch Description

The **Pitch Description** contents is used if the file is to be exported to TouchCast Fabric, but will not be used if the file is to be exported as a .tct file elsewhere (not to Fabric) or as a .mp4 file. In these cases, the project description cannot be associated with the file. Entering a Pitch Description is optional, but recommended so that others will understand the content in your presentation as they view a list of presentations.

### 8.4 TouchCast Fabric Upload Option

Click the **Upload** button to upload the presentation to TouchCast Fabric where others in the enterprise department (or public if that is designated) can view the presentation. Uploading a .tct file to Fabric allows you to share your fully interactive touchcast video internally, track analytics, and replace interactive media elements that you have added to it. These features are described in the TouchCast Fabric documentation.

When the **Upload** button is clicked the upload begins and a progress window displays. In the example below, the upload has completed.

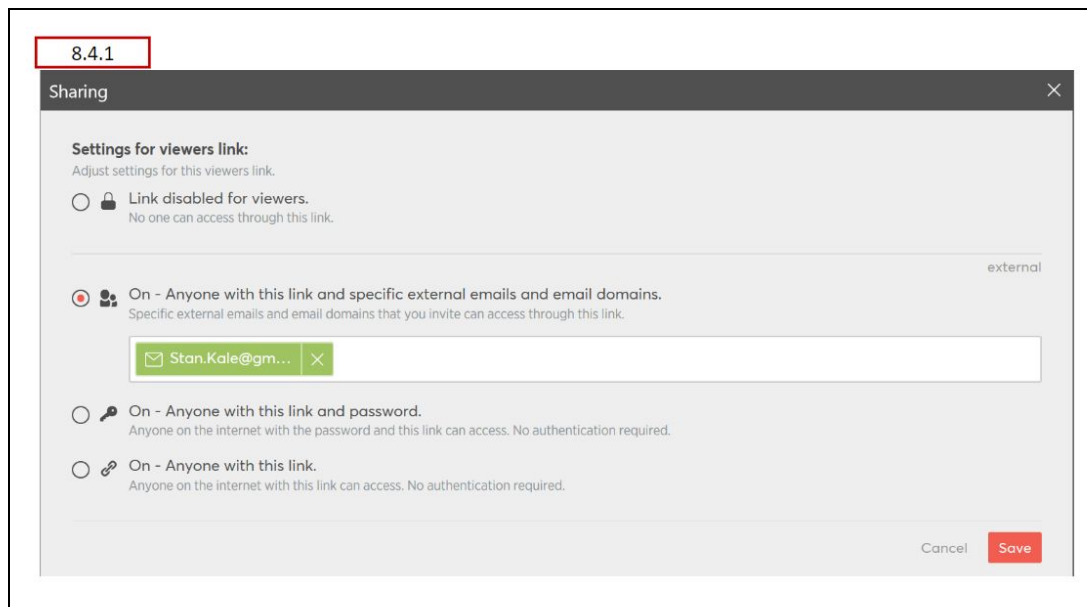


By default, access to the new Pitch presentation through TouchCast Fabric is limited to the author. Clicking the **Change** button opens the Fabric screen where additional persons from your organization can be granted access.

### 8.4.1 Fabric Access Settings

The Fabric Access Settings available are:

- Link disabled for viewers - You will be the only person able to find and view the presentation. Click the **Save** button to save your changes.
- Anyone with this link and specific external emails and email domains - Only you and persons listed will be able to find and view the presentation. Click the **Save** button to save your changes.

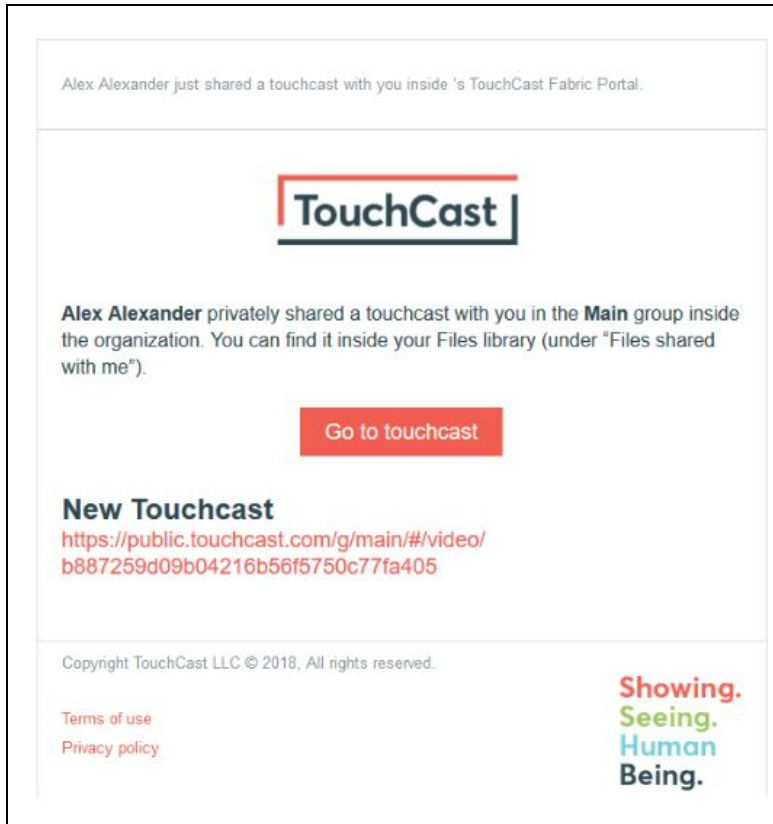


When this access setting is selected, clicking in the dropdown opens a list of TouchCast users already registered in your Organization. Select as many members as you like, then click the **Save** button to save your changes.

- Anyone with this link and password - Only you and persons who have been given the link and password will be able to find and view the presentation. When this option is selected, a field for entering a password of your choice displays. Click the **Save** button to save your changes.

- Anyone with this link - You and persons who have been given the link will be able to find and view the presentation. Click the **Save** button to save your changes.

Below is an example of the email informing members of your organization of presentations you have specifically shared with them:



## 8.5 Link for Sharing Presentation

After the sharing option has been selected, the screen will include an additional option for sharing the link to the presentation. Click the **Copy** button to copy the link to the system clipboard so it can be pasted into communications to your teammates.



## 8.6 Export to Desktop as TCT

**Export as .tct file** – (recommended) Saves the presentation as a TouchCast format file. When the **Export** button is clicked, a Windows File Explorer window displays for navigating to the location (desktop, local device, or network) where the file should be exported. The export file name defaults to 'New Project1' (the presentation project name assigned on the export window) but can be changed as needed on the Windows Explorer Save screen prior to saving the file. The filename extension defaults to '.tct'.

Exporting to a .tct file lets you share your fully interactive Pitch Presentations. Viewers will need to have a TouchCast app installed on their device to play the touchcast video.

## 8.7 Export to Desktop as MP4

**Export to mp4 file** – Saves the presentation as a standard mp4 file. When the Export button is clicked, a Windows File Explorer window displays for navigating to the location (desktop, local device, or network) where the file should be exported. The export file name defaults to 'New Project1' (the presentation project name assigned on the export window) but can be changed as needed on the Windows Explorer Save screen prior to saving the file. The filename extension defaults to '.mp4'.

Exporting to a .mp4. will allow you to share your Pitch Presentation to websites such as YouTube and Twitter, but unlike touchcast .tct files, viewers will **not** be able to interact with objects that you have incorporated into your presentation.





## 9 Best Practice Tips

### 9.1 Test Your Camera and Audio Setting

Always check the Camera and Microphone settings before working with Pitch to develop presentations. The default setting be fine for your session but it's always better to check them first.

Use the Camera options to:

- Select the camera to be used when you record
- Setup green screen special effects if that is to be used

Use the Audio options to:

- Select the microphone to be used as you record
- Set your microphone record volume (gain)

### 9.2 Organize the Sequence of Your Scene List

When you record or present your scenes you do not necessarily have to follow the sequence of the Scene List you developed in the Prepare activities, but you will find it easier if you organized your scenes in the order you will record/present them.

### 9.3 Teleprompter Script

Use of the Teleprompter Script is recommended. Even a simple outline will help you avoid 'rambling' or omitting key information.

Write Teleprompter Script as if you were talking, not as a formal document so it sounds natural to your audience.

Speak naturally and vary the speed and volume of your voice.

### 9.4 Drawing Objects - Prepare in Advance vs On the Fly

Drawing objects, e.g., lines, arrows, circles, etc. can be added to scenes as you record or in advance, e.g., during scene preparation or when recording is paused. The purpose of the drawing and your comfort using the drawing tools should be considered as you prepare your presentation. A good practice is to draw on the fly only when necessary and when you do, avoid overdoing it!

## 9.5 Break Presentations and Scenes Into Multiple Clips

Each time you begin recording your Pitch presentation, Pitch starts a new clip. You could begin recording and capture all of your scenes, then stop recording. This will result in one very long clip. While this method could work, it makes editing and finalizing your presentation more difficult.

A better approach is to start recording as you begin a scene and pause when you are done with that scene. Using this method, you will have one clip for each scene (plus clips for scenes retakes). The method makes editing your presentation easier.

Yet another approach is to use Record Start / Pause operations to break sections within a scene into multiple clips. This method provides additional flexibility as you edit and handle multiple takes.

## 9.6 Save Your Project File Frequently

Remember to save your project to a local (or network) storage location frequently (Pitch saves your project as a .tcp file which you can assign a name to as you save it).

## 9.7 Use Shortcuts

Many common Pitch operations can be performed using Shortcuts (key combinations). Many users find this to be a time saver. A table of available shortcuts is presented in section 1.3 of this guide.

## 9.8 Uploading Files Using Fabric

Project, presentation, and other files can also be uploaded directly to TouchCast Fabric using Fabric Portal Upload feature. For instance, if you would like to share a .tcp (project file) with a co-worker, you can upload the file to Fabric where the co-worker can download it to his/her device and open it to begin working on the presentation. Refer to the Fabric User Guide for information on file upload.

End of Document