

Technology:

Borland C++ Builder,
Windows Video Drivers

Project size:

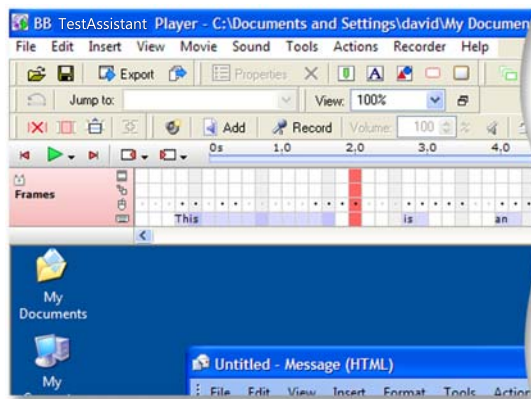
12 man-months

Team size:

3 developers, 1 manager

BB FlashBack

Software Product Development For Mass-Market Distribution



Blueberry Consultants recognised their emerging potential for creating software demonstrations, tutorials or communicating information about PC problems, and made the decision to develop a high quality application to address the gap in

the market.

BB FlashBack has been designed for ease of use: It requires no technical skills to create 'pro' quality movies; includes flexible publishing to common video formats; and one-click upload to YouTube and other video sharing sites.

**David Francis,
Project Manager.**

Product Introduction

A screen recorder is software that records a computer screen and how a user interacts with any Windows-based application or website. The recording can then be played back and additional commentary or text added to help anyone who wants to watch and understand the process being demonstrated.

Blueberry produced a screen recorder product for sale via the internet. In addition to developing the software program, Blueberry created the online store and marketed the product.

The Challenge

In 2002, computer screen recording was still a relatively novel idea with limited uses. At the time, there were few screen recorders available, and none capable of making lossless high quality recordings with small file sizes.

Blueberry's screen recorder would be designed to offer superior quality and file size to existing software, and would be distributed to a mass-market using Blueberry's in-house technical and commercial expertise.

Creating a software program that will be installed and used by thousands - or millions - of people meant many factors had to be considered during development:

- * The product had to support multiple versions of Windows and many different hardware configurations.
- * It needed to handle being installed by an administrator and run by a user with limited access rights - a common situation in many companies.
- * Upgrades and updates had to be planned for, including a "check for updates" function to make the process as

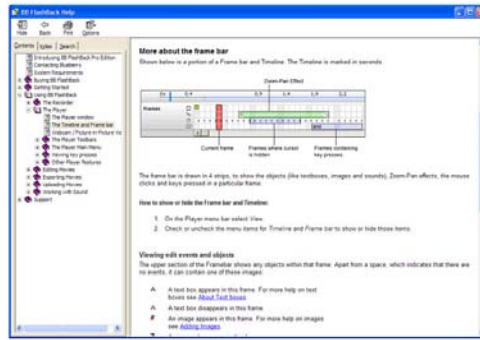
simple as possible for end-users.

- * Thorough testing of the software would be crucial to ensure reliability.
- * The design of an online store, complete with order processing system.
 - > The payment system would need to be a bespoke design that included order processing for purchase via credit card or purchase order.
 - > Web page optimisation would be critical to ensure the site would rank well on search engines for key phrases.
- * Copy protection. Comprehensive Help text had to be written as part of an end-user manual.
- * A responsive customer support system was required for order and technical queries.
- * Marketing and promotion of the software to ensure awareness of the product.
 - > This included distribution across thousands of software directory websites.

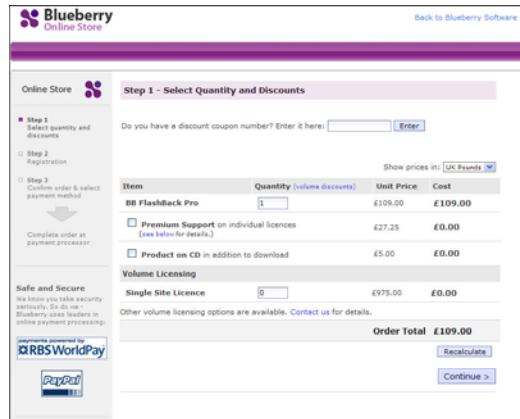
The Solution

BB FlashBack screen recorder was developed in Borland C++ Builder. To achieve lossless quality recordings at high frames-per-second while keeping file sizes small, Blueberry used a 'mirror driver' to catch all the changes written to the screen by Windows. This was one of the more technically challenging parts of the project, because although mirror drivers are a powerful feature of Windows, they are not well documented. The successful implementation of the driver was crucial in giving BB FlashBack a performance advantage over competing screen recorders.

After successful completion of the project, a new sister company - Blueberry Software Limited - was founded to handle the sales,



Help Manual
Comprehensive 'Help' text was written for the software, forming an online manual, to answer any technical or installation queries.



Online Store
The online payment system is a bespoke design that includes order processing for purchase via credit card or purchase order.

support and future development of BB FlashBack.

The Results

Since its release in 2003, BB FlashBack has undergone continuous development to keep pace with new technology and the changing needs of users. As a result, BB FlashBack offers a complete professional screen recorder solution for delivering slick, engaging movies in Flash, AVI, WMV, EXE or PowerPoint formats for a multitude of uses.

Furthermore, the success of the product has resulted in BB FlashBack being extended into a family of screen recorder products covering a wider range of price points - including a more specialised application, BB TestAssistant, aimed at the software testing market.



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