

Chapter 1

Introduction

1.1 Overview of multimedia and multimedia systems

1.2 Why Multimedia ?

1.3 Types of media

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1.1 Overview of multimedia and multimedia systems

➤ *What is multimedia?*

1. In terms of what multimedia is all about?
 - It refers to the storage, transmission, interchange, presentation and perception of different information types (data types) such as text, graphics, voice, audio and video.

2. Based on the word “Multimedia”

- It is composed of two words:

Multi- multiple/many

Media- source

Source refers to different kind of information that we use in multimedia.

This includes:

-text, graphics, audio, video, images

Multimedia refers to multiple sources of information. It is a system which integrates all the above types.

- Multimedia means computer information can be represented in audio, video and animated format in addition to traditional format. The traditional formats are text and graphics.

General and working definition:

Multimedia is the field concerned with the computer controlled integration of text, graphics, drawings, still and moving images (video), animation, and any other media where every type of information can be represented, stored, transmitted, and processed digitally.

➤ *What is multimedia application?*

A Multimedia Application is an application which uses a collection of multiple media sources e.g. text, graphics, images, sound/audio, animation and/or video.

➤ *What is multimedia system?*

A Multimedia System is a system capable of processing multimedia data. A Multimedia System is characterized by the processing, storage, generation, manipulation and rendition of multimedia information.

1.2 Types of media

- Media is the term we use to refer to different types of media that provide us with important information and knowledge.
- The goal of media is to convey an advertising message to the audience through the most appropriate media channel.
- In general, we can classify media in three main categories.
 - ☐ Print media
 - ☐ Broadcast media
 - ☐ Internet media

Print media

- This type of news media used to be the only way of delivering information to the public during the 80s and 90s.
- Print media includes:-
 - ✓ Newspapers
 - ✓ Magazines
 - ✓ Books
 - ✓ Banners
 - ✓ Brochures
 - ✓ Flyers etc...

Broadcasting Media

- Broadcasting media includes videos, audios, or written content that provides important or entertaining information shared by different methods.
- Examples include:-
 - ✓ Television
 - ✓ Radio
 - ✓ Movies

Internet Media

- Nowadays, we are relying on the Internet to get the news a lot more often than the traditional news sources. Websites provide information in the form of video, text, and audio.
- Types of Internet media include:
 - ✓ Social networks or websites
 - ✓ Online forums
 - ✓ Podcasts

1.3 Application areas

Examples of typical present multimedia applications include:

- Digital video editing and production systems.
- Electronic newspapers/magazines.
- World Wide Web.
- On-line reference works: e.g. encyclopedia, games, etc.
- Home shopping.
- Interactive TV.
- Multimedia courseware.
- Video conferencing.
- Video-on-demand.
- Interactive movies.