

IMPORTANCE OF MULTIMEDIA

- There are a number of fields where multimedia could be of use.
- Examples:-
 - Business
 - Education
 - Entertainment
 - Home
 - Public Places



IMPORTANCE OF MULTIMEDIA

- **Business**

- Use and Applications

- Sales / Marketing Presentation
 - Trade show production
 - Staff Training Application
 - Company Kiosk



IMPORTANCE OF MULTIMEDIA

- **Education**

- Use and Applications
 - Courseware / Simulations
 - E-Learning / Distance Learning
 - Information Searching



IMPORTANCE OF MULTIMEDIA

- **Entertainment**

- Use and Applications

- Games (Leisure / Educational)

- Movies

- Video on Demand

- Online



IMPORTANCE OF MULTIMEDIA

- **Home**

- Use and Applications

- Television

- Satellite TV

- SMS services (chats, voting, reality TV)

IMPORTANCE OF MULTIMEDIA

- Public Places

- Use and Applications
 - Information Kiosk
 - Smart Cards, Security



MULTIMEDIA PRODUCTS

1. Briefing Products
2. Reference Products
3. Database Products
4. Education and Training Products
5. Kiosk
6. Entertainment and Games

MULTIMEDIA PRODUCTS

1 Briefing Products

- Small, straightforward, linear products used to present information quickly and concisely.
- Characteristic of briefing product:
 - ✓ Short Development Cycle
 - ✓ Limited Number of Presentations
 - ✓ Usage of text to present information with limited use of graphic, audio and video.
 - ✓ Have few navigational controls. (mouse click and button press to move from one page to another)
 - ✓ Content and the format are suitable for the audience and fulfill the purpose of the presentation.

MULTIMEDIA PRODUCTS

1 Briefing Products

- Good briefing presentation depends on:
 - ✓ The understanding of the presented subject.
 - ✓ Seamless integration of content.
 - ✓ Consistent layout
- Example:
 - ✓ Corporate Presentation
 - ✓ Sales Presentation
 - ✓ Educational Lectures



MULTIMEDIA PRODUCTS

2 Reference Products

- Often used for answering specific questions or for general browsing of information. (stored on CD/ DVD ROM)
- Characteristic of reference product:
 - ✓ Used by wide range of user (small – adult)
 - ✓ Have navigational menu, book marking, searching, printing utility
- 2 Basic classes of reference product:
 - ✓ **Generalized Content** (dictionary/encyclopedia)
 - ❑ Broad treatment of content at a limited depth
 - ✓ **Detailed Content**
 - ❑ Focus on specific area and provide extensive information.

MULTIMEDIA PRODUCTS

2 Reference Products

- Good usability and success depends on:
 - ✓ The developers understanding the body of information and how the end user will want to access it.
 - ✓ Help function should always available to explain how to access and use the information
- Examples are electronic forms of:
 - ✓ Encyclopedia
 - ✓ Dictionaries
 - ✓ Cookbooks, Historical, Informative
 - ✓ Scientific surveys.

MULTIMEDIA PRODUCTS

2 Reference Products

- Example:



MULTIMEDIA PRODUCTS

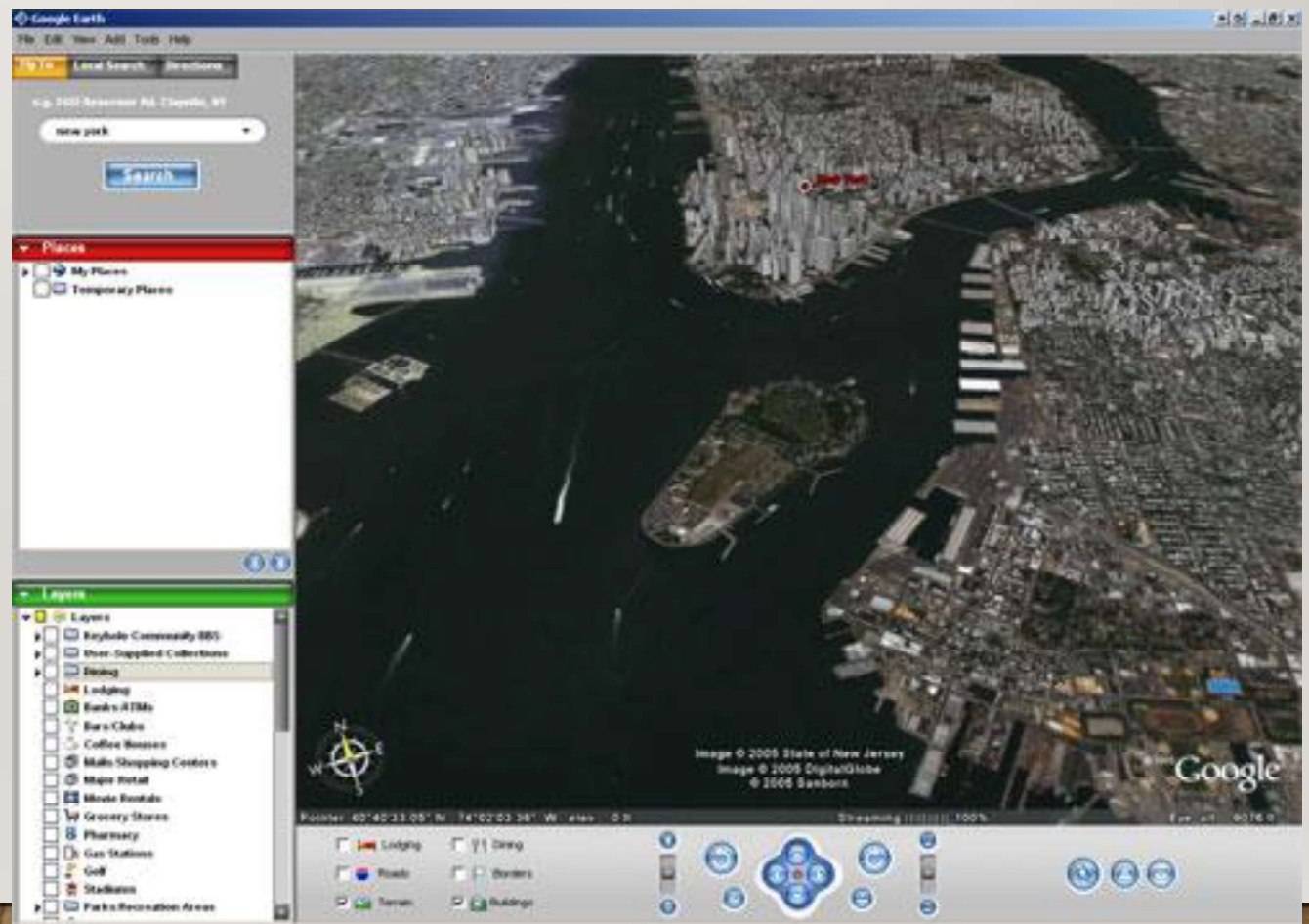
3 Database Products

- Similar to reference product in a sense that large amount of information are made available to the end user.
- Focus on storing and accessing the actual data (multimedia data such as text, graphic, audio, animation and video)
- Characteristics of Database Products are:
 - ✓ Manages multimedia data (large data)
 - ✓ Descriptive finding methods
 - Content based search
 - ✓ Simultaneous access
 - Online database
 - ✓ Relational consistency in data management.

MULTIMEDIA PRODUCTS

3 Database Products

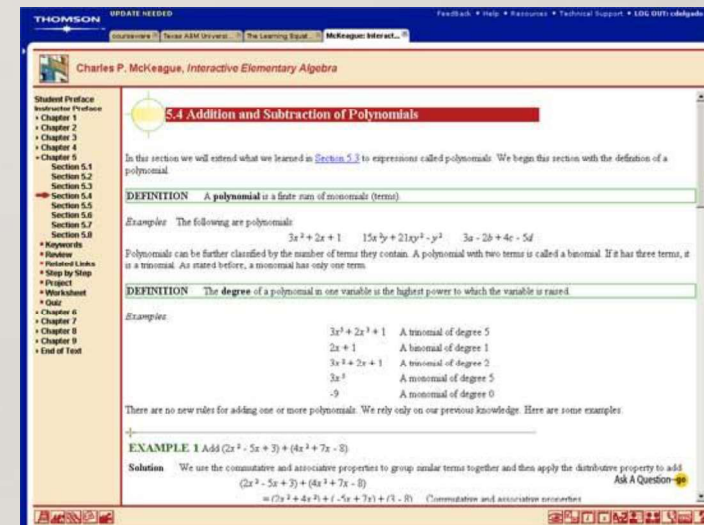
- Examples are:
 - ✓ Google Search
 - ✓ Google Earth



MULTIMEDIA PRODUCTS

4 Education and Training Products

- Similar to textbook or training manuals but have added media such as audio, animation and video.
- Make up a significant share of the multimedia market ranging from pre-kindergarten to postgraduate offerings from technical to corporate training products.
- 2 categories of reference product:
 - ✓ Instructor Support Products
 - ✓ Standalone or Self-Paced Products
 - ✓ Combination Products
- Shares the same characteristics as Reference Product



MULTIMEDIA PRODUCTS

4 Education and Training Products

- Example

Polymer Characterization (1)

Polymer Characterization

Gennadiy Mesh

Click on red text in **BOLD** for hyper-text links.

General Info

Nuclear Magnetic Resonance

Raman Spectroscopy

Infra-Red Spectroscopy

"Enter the correct name of this polymer into the box below and win!!!" **

Submit!

Quit

*Select a topic from the polymer chain. **Here's a hint: The green atoms are found in most toothpastes.

Sound Print Resources Tour About Chapter 3 Simplifying Algebraic Expressions Quit

Chapter 3

Simplifying Algebraic Expressions

3.1

Objectives Prerequisites Instructions

In this lesson, you will review some basic properties of real numbers, and you will learn to simplify algebraic expressions by grouping like terms and by using the distributive property.

cdelgado

Mentor

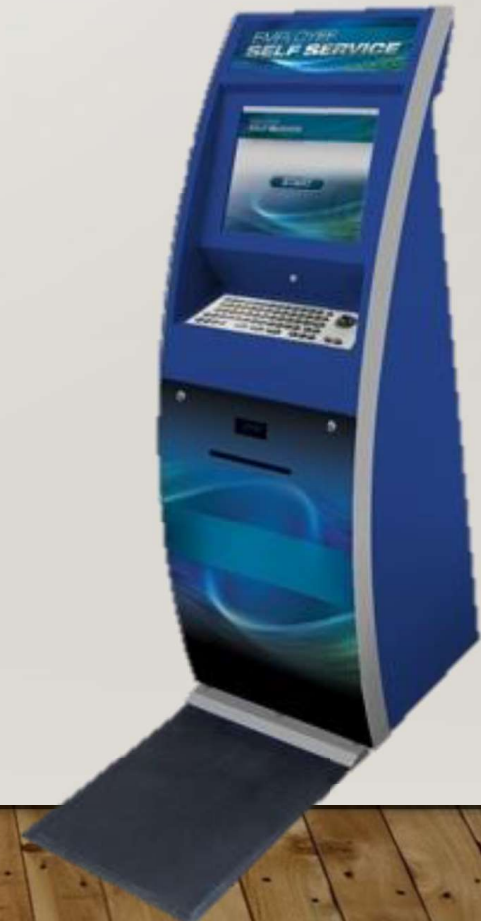
Glossary Introduction Tutorial Examples Summary Practice & Problems Extra Practice Self-Check

Previous Next

MULTIMEDIA PRODUCTS

5 Kiosk Products

- A product which is usually stationed at public places and allow the user to find information interactively and also other types of transaction.
- Characteristics of Kiosk Products:-
 - ✓ Limited target users and usage.
 - ✓ User friendly and easily used by user.
 - ✓ Fast response.



MULTIMEDIA PRODUCTS

5 Kiosk Products

- Categories of Kiosk
 - ✓ Point Of Information
 - ❑ Provide certain information (example map, timetable etc)
 - ✓ Point Of Sales System
 - ❑ Allow users to purchase or make orders
- Example of Kiosk Products:-
 - ✓ Instant Photo Booth
 - ✓ Banking Kiosk (money deposit, chequ
 - ✓ University Information Kiosk



MULTIMEDIA PRODUCTS

6 Entertainment & Games

- Most popular
- Shipped in the form of Interactive CD / DVD ROM.
- Characteristics of E & G Products:-
 - ✓ Immersive.
 - ✓ Requires constant feedback and interaction with the user.
 - ✓ Challenging and sometimes intriguing for user
 - ✓ Enabled online play for more than one user experience.



