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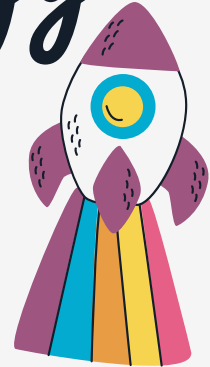
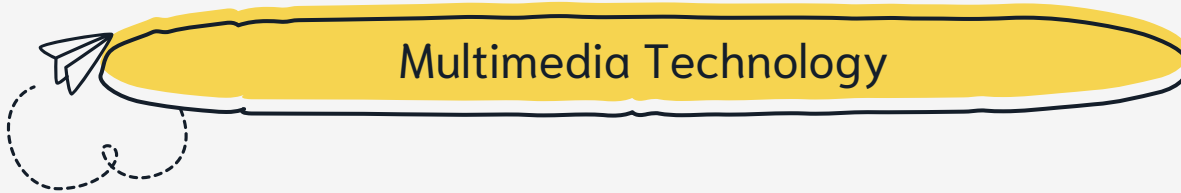


Multimedia System





Overview of Multimedia Technology



Topics



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Introduction to
Multimedia

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Examples of
Multimedia
Application





01

Introduction to Multimedia

- Definition
- Types of multimedia

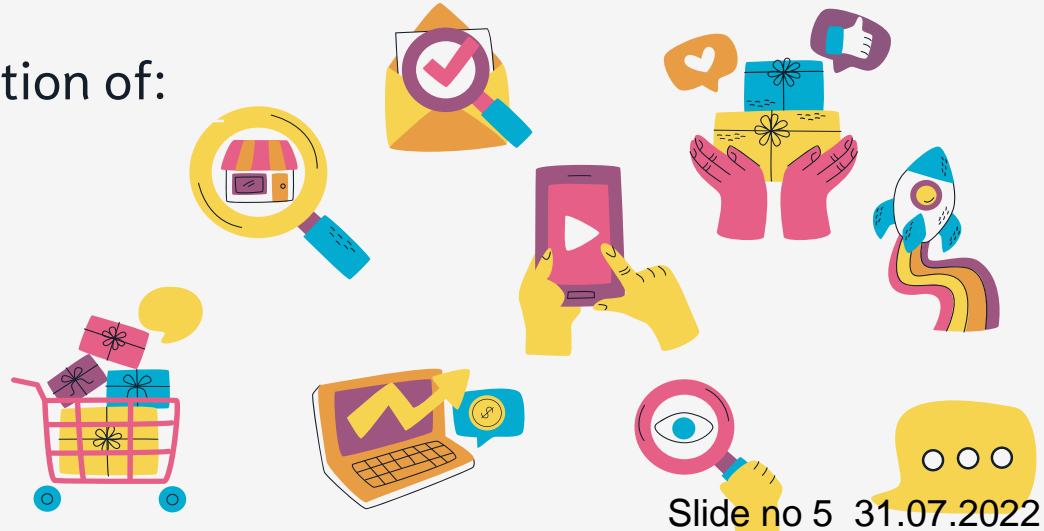


Introduction to Multimedia

- The definition of Multimedia :

“Multimedia is any combination of **text, art, sound, animation**, and **video** delivered to you by computer or other electronic or digitally manipulated means. *Multimedia project development requires creative, technical, organizational, and business skills.*”

- Multimedia is a combination of:





Introduction to Multimedia

• Types of multimedia:

- Linear Multimedia: Projects that are not interactive. Users have **very little control** over the presentation
- Nonlinear (interactive) Multimedia: Projects that are user-interactive, where users are given **navigational control**.

1. Linear Multimedia

- The users sit back and watch the presentation
- The presentation normally plays from the start to end or even loops continually to present the information.
- A movie is a common type of linear multimedia.
- Demo show, noninteractive lecture

2. Non-linear (interactive) multimedia

- Users have the ability to move around or follow a different path through the information presented.
- Advantage: complex domain of information can be presented.
- Disadvantage: users might lost in the massive “information highway”.
- Useful for: information archive (encyclopedia), education, training, and entertainment.





Why Multimedia?

1. Ease of use
2. Intuitive Interface
3. Immersive experience
4. Self-paced interaction and better retention
5. Better understanding
6. Cost-effectiveness
7. More fun





03



Applications of Multimedia

- **Home**

- Most multimedia projects reach the homes via television sets or monitors with built-in user inputs.
- Movies on demand, games, instructional videos on gardening etc.



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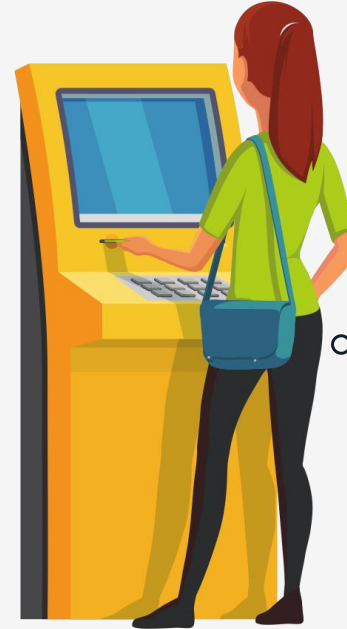
Applications of Multimedia



- **Public Places**



- Multimedia will become available at stand-alone terminals or kiosks to provide information and help.





Applications of Multimedia



- **Business**

- Business applications include presentations training, marketing, advertising, product demos, databases, catalogues, instant messaging, and networked communication





Applications of Multimedia



School



- Educational software can be developed to enrich the learning process and move away from the transmission or passive-learner model of learning to the experiential learning or active-learner model.



04

Example



✓ Digital video editing and production systems

✓ E-Newspapers
✓ /Magazines

✓ Games
✓ Groupware
✓ Home shopping

✓ Interactive TV
✓ Multimedia courseware
✓ Video conferencing
✓ Video-on-Demand (VoD)
✓ Virtual reality