

Course : 0553T / Multimedia System
Year : 2015

Basic Principles of Multimedia

Session 01

OUTLINE

- Definition
- Multimedia in Business
- Multimedia in Schools
- Multimedia in Home
- Multimedia in Public Places
- Virtual Reality

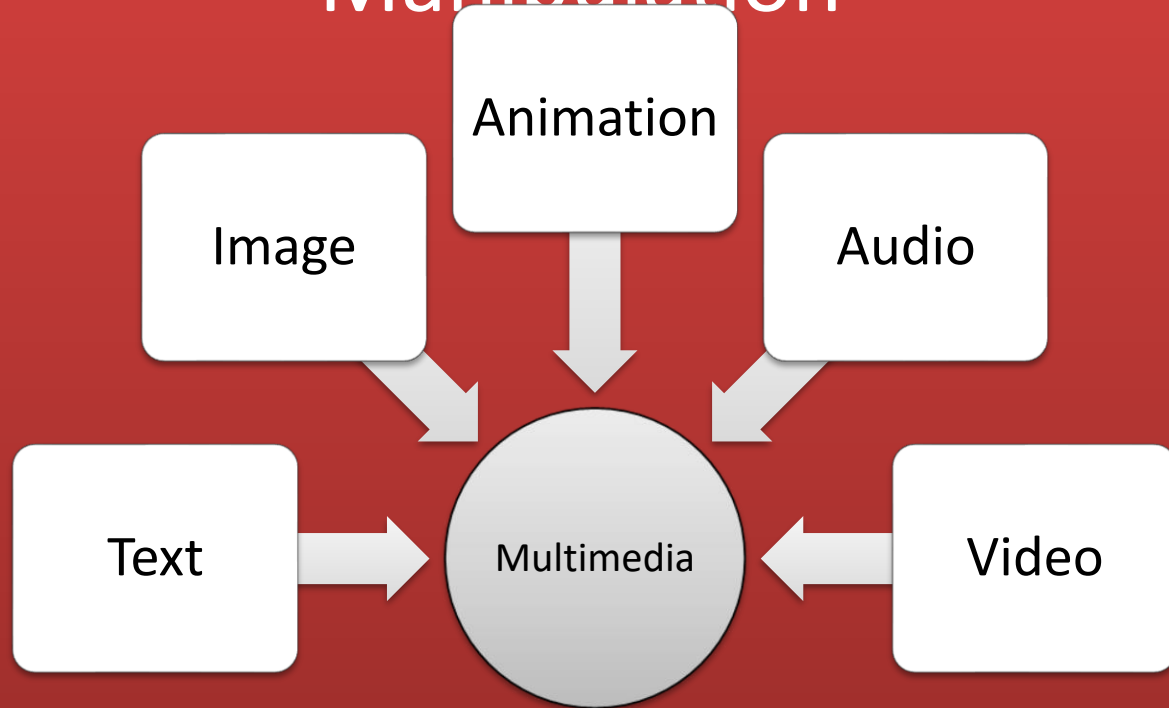
DEFINITION

- **Multimedia :**
 - A woven combination of digitally manipulated text, photographs, graphic art, sound, animation, and video elements. (see Figure 1.1)
- **Interactive multimedia :**
 - End user can control what and when the element of multimedia are delivered. (see Figure 1.2)
- **Hypermedia :**
 - There are structure of linked elements in the interactive multimedia through which the user can navigate. (see Figure 1.3)

DEFINITION

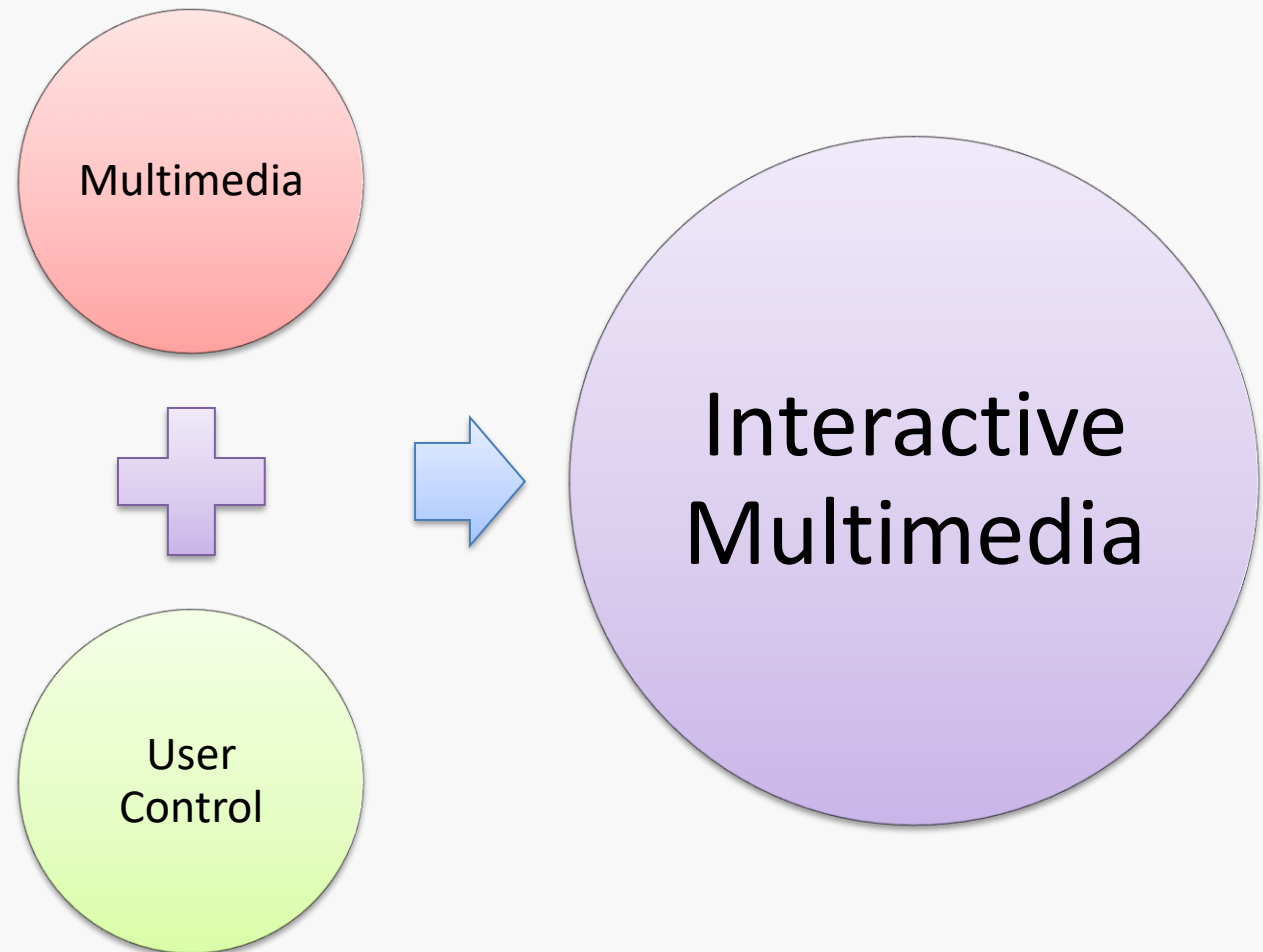
- Figure 1.1 Definition of Multimedia

Combination of Digitally
Manipulation



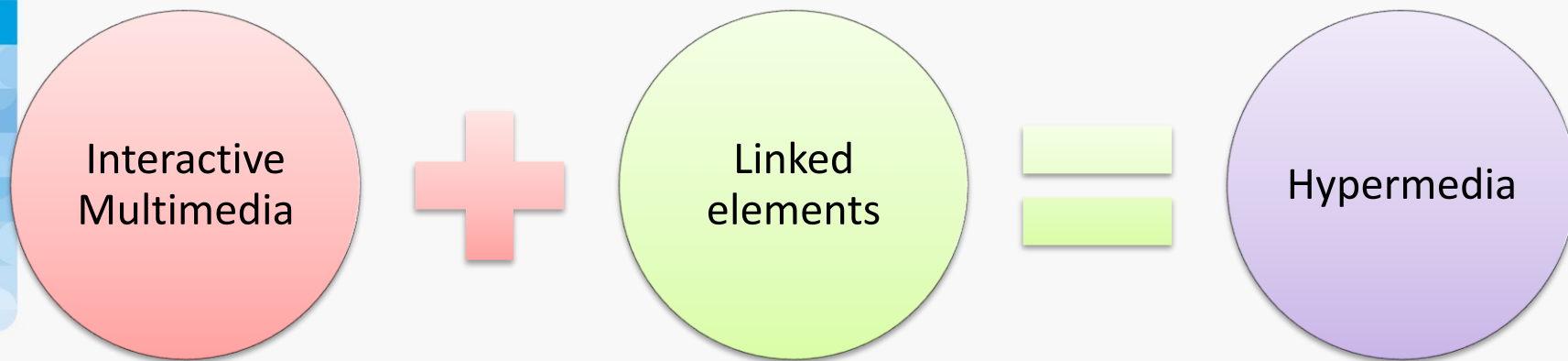
DEFINITION

- Figure 1.2 Definition of Interactive Multimedia



DEFINITION

- Figure 1.3 Definition of Hypermedia



Multimedia in Business

- Example of using Multimedia in Business :

Presentations

Training

Marketing

Advertising

Product
demos

Simulations

Databases

Catalogs

Instant
messaging

Multimedia in School

- Example of Using Multimedia in School (see Figure 1.4) :
 - ❖ E-Learning
 - ❖ Interactive Magazine and Newsletters
 - ❖ Interactive TV (iTV) : widely used among campuses to join different students from different location into one class with one teacher.

Multimedia in School

- Figure 1.4 : Example of Multimedia Application



Multimedia in School

Multimedia as learning tools at school

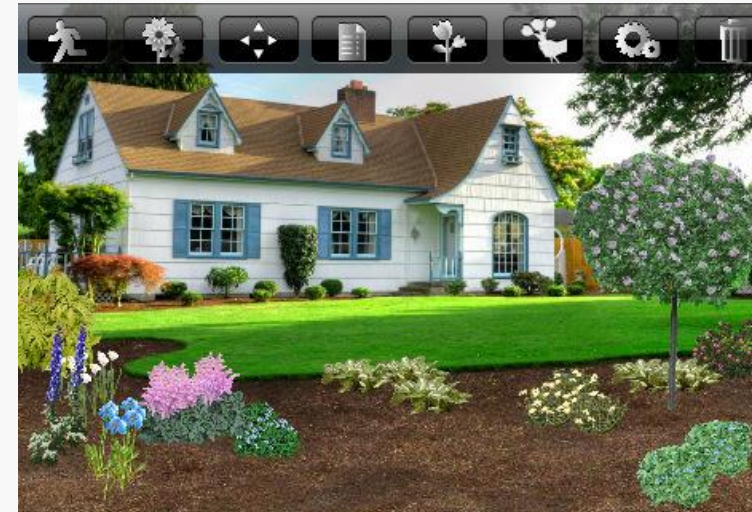


Multimedia at Home

- Example of Using Multimedia at Home

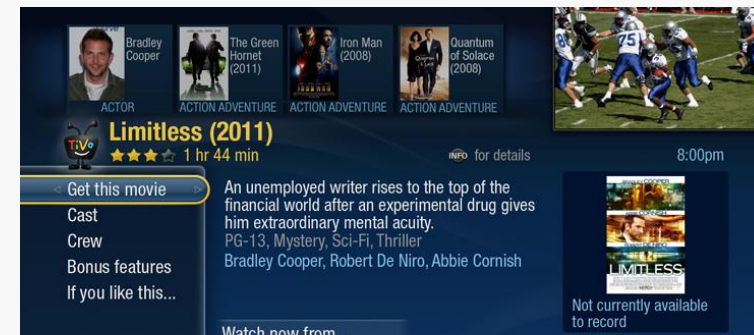
Household software

- Gardening
- Cooking
- Home design
- Remodeling
- ...



Interactive entertainment

- DVD /Blue-ray player
- Game consoles
- TiVo
- Internet game



Multimedia in Public Space

- Example of Using Multimedia in Public Space
 - Kiosk in Hotel, airport, train stations, shopping malls, museum, libraries, and grocery stores.
 - Mobile apps



Figure 1.5 Example Kiosk of
Seattle Art Museum
(www.stacie-archer.com)

Multimedia in Public Space

- Example of Mobile Apps
(Source : www.appannie.com)

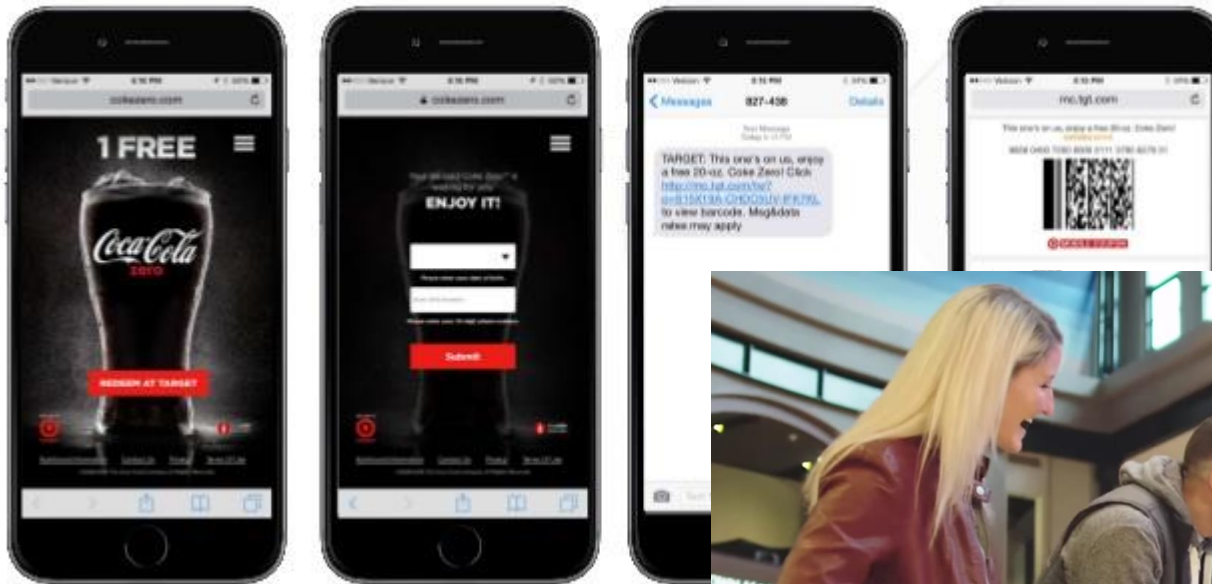


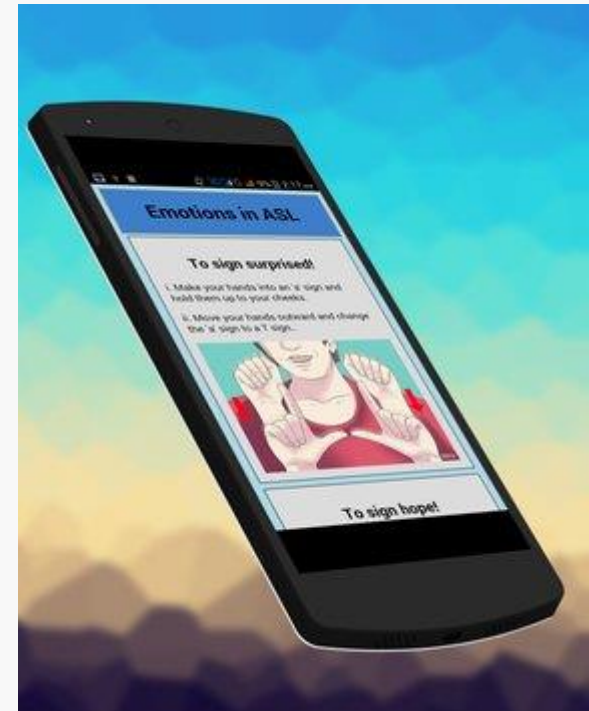
Multimedia in Public Space



Multimedia in Public Space

COKE ZERO: USER EXPERIENCE





Virtual Reality

- Virtual Reality (VR) is :
 - Convergence of technology and creative invention in multimedia
 - Example :
 - Googles, Helmets, Special Gloves, Bizarre Human Interfaces

Exercise

- A train transportation company want to improve its service to customers by providing one application that can give all information about the schedule and the status of its trains. Which kind of multimedia application that can meet the company's need? Give your reason!

SUPPORTING MATERIALIA

- What is Multimedia 1,
<http://en.wikipedia.org/wiki/Multimedia>
- What is Multimedia 2,
<http://www.webopedia.com/TERM/m/multimedia.html>