Computers can represent a lot of type of information, but all this information are represented in the fundamental digital unit: the Bit. A Bit can only have one of two states at time (1 or 0, not 1 and 0 at the same time). It’s simple as well as powerful because can represent a lot of things. In the physical memory it’s stored as High or Low Voltage (high is 1 and low is 0), but it can change if it’s in floppy disks, transmitted through fiber, etcetera. Actually, a Bit is the abstractness of duality. This feature gives to the bit the possibility to be everything.   
How can we see colored picture if we can use only the values of 1 and 0 or black and white? We can create colors because we have a lot of Bits. Modern PCs have Trillions of Bits, trillions of True or False. By combining the big amount of bits, we can represent more complex things than 1 or 0 or Black and White.   
We can represent sounds, pictures, letters, number and a lot of other things.