

COMPACT DISCS

SYNTHESIZE

The two companies Philips and Sony worked together in making the compact disc, which first became commercially available in 1982 costing at about \$1000 a piece. Philips sparked the idea in wanting to create a laser audio playback system versus vinyl records. After showcasing their product at a press conference, an agreement with Sony and compact disc specifications were made. In 1985, the compact disc was first used for computer information rather than just for music, and later for video information in 1994. In 2000, compact disc sales reached its peak in the market, but one year later in 2001, the decline in sales of the product began due to the release of the iPod.

The generic compact disc has a diameter of 12 cm, where the readable side of the item is ingrained with micro-engravings called pits and lands. These micro-engravings are read by the reflections of a laser while being spun at a high-speed of a constant linear velocity, being read at a continual 44.1 KHz. At first, the compact disc was able to store up to 74 minutes of 16-bit stereophonic audio.

The compact disc are mainly used for static information being only read-only-technology. Companies Philips, Sony, Toshiba, and Panasonic together developed the most popular video disc format of the compact disc being in the digital versatile disc format.

EVALUATE

Act Utilitarianism

With the invention of the compact disc, an illegal act known as bootlegging became apparent. Individuals would use take advantage of the functionality of being able to download music onto a compact disc and sell such compact discs to others, making money off of the product of illegally downloaded music. Such an act goes against the workable ethical theory of act utilitarianism, being viewed as a disadvantage of this piece of hardware. Some advantages though to this idea are that the consumers are getting the music they paid for as the dealer of the compact discs is making a profit by selling them. There is the illegal disadvantage to this is that the artists who are originally legally sell the music they worked on and own copyright to, are losing money that they well earned.

Kantianism

Thinking about the situation in the individual sense, the workable ethical theory of Kantianism can play a role in the idea. Such a theory states that one should not use people for one's own benefit, which the individuals of illegally download music onto compact discs are violating, who are using the singers, producers, and song writers of the content they are illegally making a profit off of.

ANALYZE

Law 1

Philips owns a number of licensing agreements, including one along with Sony, when a company enters for one, they must pay for the initial agreement as well as a royalty for each compact disc or compact disc player sold by that company.

Law 2

Philips is a registered trademark and also has a copyright on the design element of the compact disc such as the logo.

Law 3

There is a Federal Trade Commission Act law that deals with “unfair or deceptive acts or practices” relating to the illegal forms of bootlegging, malware, and embedded harmful software being done and passed with the use of compact discs. Such a law is violated when something is done when it misleads the consumer. The federal trade commission later became an organized who filed a lawsuit against Sony BMG under this law.

RECOMMEND

Overall, it is not easy to completely end illegal behavior done in society. Possibly in the future, the creation of such a product could thought through in a greater detail based on the possibilities on what is easily available and what can be done in societies today and in the future if possible.