

The new multimedia communication environment

Low, Chee Seng.

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Low, C. S. (1994). The new multimedia communication environment. In AMIC Workshop on Update on Communication Technology A User-Friendly Guide to the New Communication Technologies, Singapore, Nov 25-26, 1994. Singapore: Asian Media Information and Communication Centre.

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The New Multimedia Communication Environment

By

Low Chee Seng

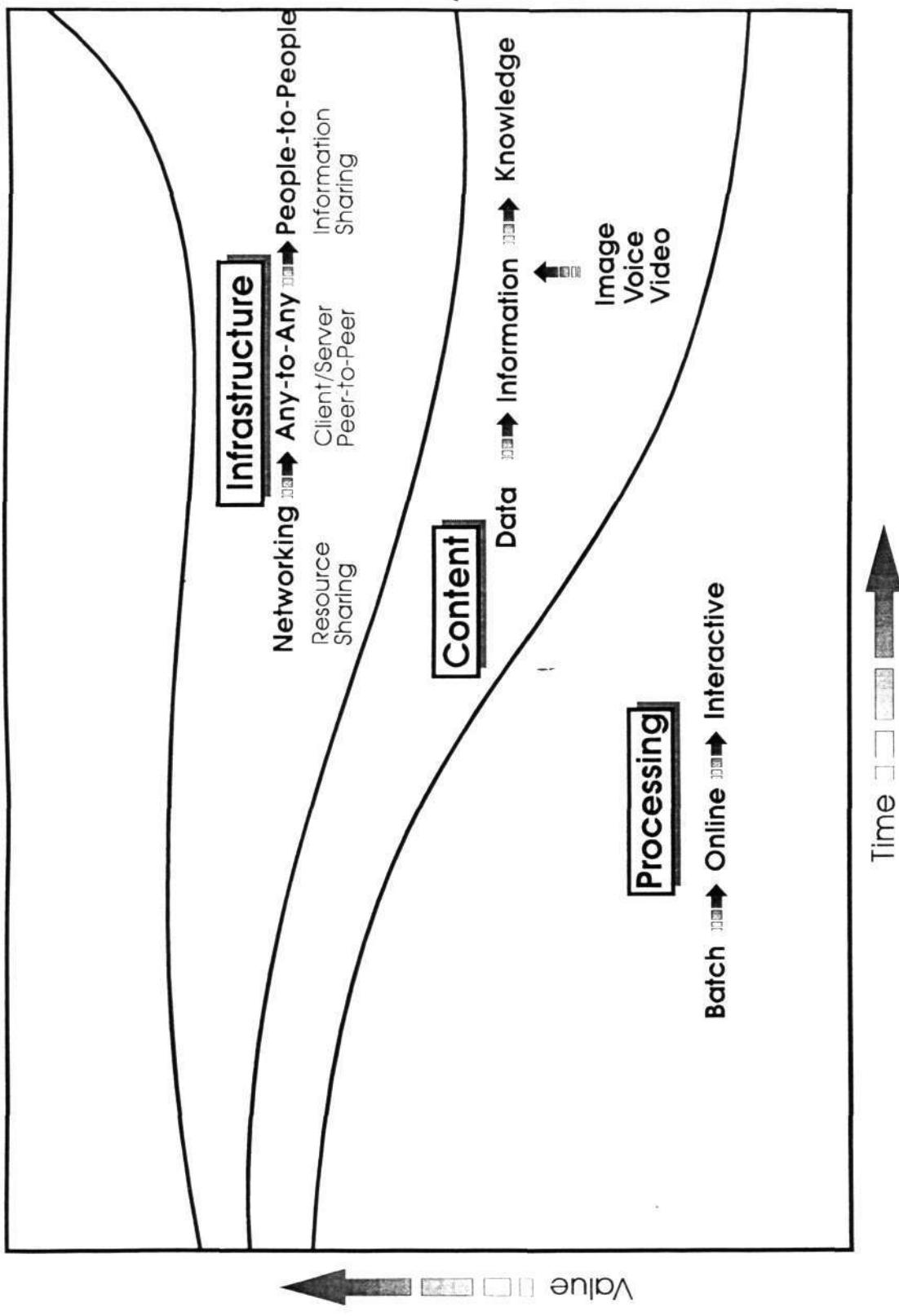
The New Multimedia Communication Environment

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Key Questions

- What are the paradigm shifts with multimedia communication?
- What is the trend of multimedia technology?
- What is the design criteria for multimedia communication?
- What is the competitive advantage of multimedia communication?

Information Infrastructure



Information Category

- **Factual**
 - ↗ Data Records eg. balance of bank account
- **Form**
 - ↗ Shapes and Structure eg. house, fingerprint
- **Functional**
 - ↗ Behaviour eg. aeroplane in flight
- **Process**
 - ↗ value chain of events

World of Multimedia

- **Personal**

- Game
- Education
- Productivity

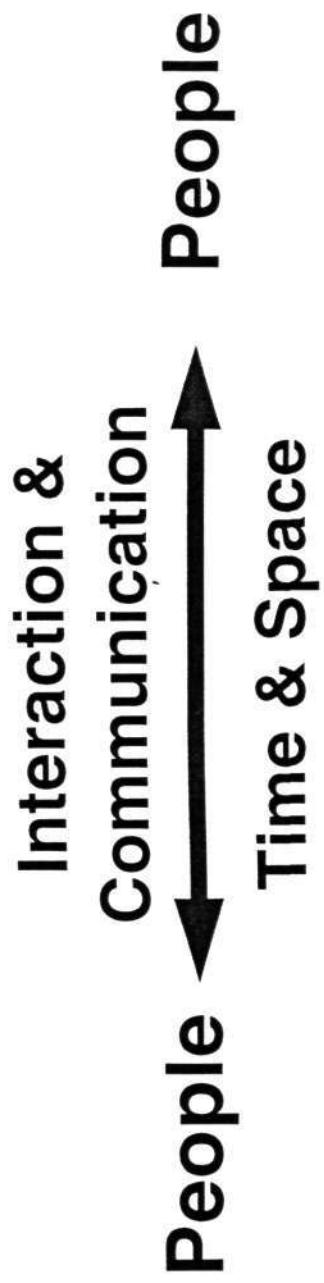
- **Corporate**

- Multimedia Kiosk
- Medical applications
- Strategic Linkage

- **Nation**

- Library 2000
- Interactive distance learning
- Help for the disadvantage

Human Communication



Person to Person

- Interaction

Through Media
- Passive/ Active

Communication Media

	Text	Audio	Video	Multimedia
Create	Write Type	Recording	Studio	PC
Store	Paper media	Audio Tape	Video Tape	Digital media
Copy	Photocopy	Duplication	VCR	
Change				Easy Integrated
Combine				
Communicate	Fax	Telephone	Broadcast	Network
Characteristics	Passive	Real time	Passive	Interactive

Audio Technology

PRODUCT	SOUND QUALITY		AUDIO EDITING	TEXT TO SPEECH	VOICE RECOGNITION		CONTINUOUS SPEECH
	Digitised Sound	MIDI			COMMAND & CONTROL	DISCRETE DICTATION	
SOUND BLASTER	8 Bit Mono						
SOUND BLASTER PRO	8 Bit Stereo	FM Synthesis					
SB16 VALUE							
SB16 MCD		FM Synthesis					
SB 16 SCSI-2	16 bit CD-Quality	Wave Table Upgrade			AdSP Upgrade	Voice Assist	
AWE32 VALUE		Sound Fonts Effect Engine	Vienna				
AWE32		Qsound E-MU Wave Synthesis		Standard			

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Video Technology

PRODUCT	VIDEO CAPTURE			VIDEO PLAYBACK			VIDEO SCALING	VIDEO COMPRESSION	VIDEO DECOMPRESSION (MPEG 1)			
	MULTIPLE FRAMES			H/W	S/W							
	15FPS	20FPS	30FPS									
VB SE												
FS 200				160 x 120								
RT300				160 x 120								
MP400				320 x 240								

Video Conferencing Technology Choice

- Network Choice

- Normal Telephone Lines
- LAN
- ISDN

- Systems Choice

- PC, Mac, Workstations
- Operating Systems

- Functions

- Application sharing

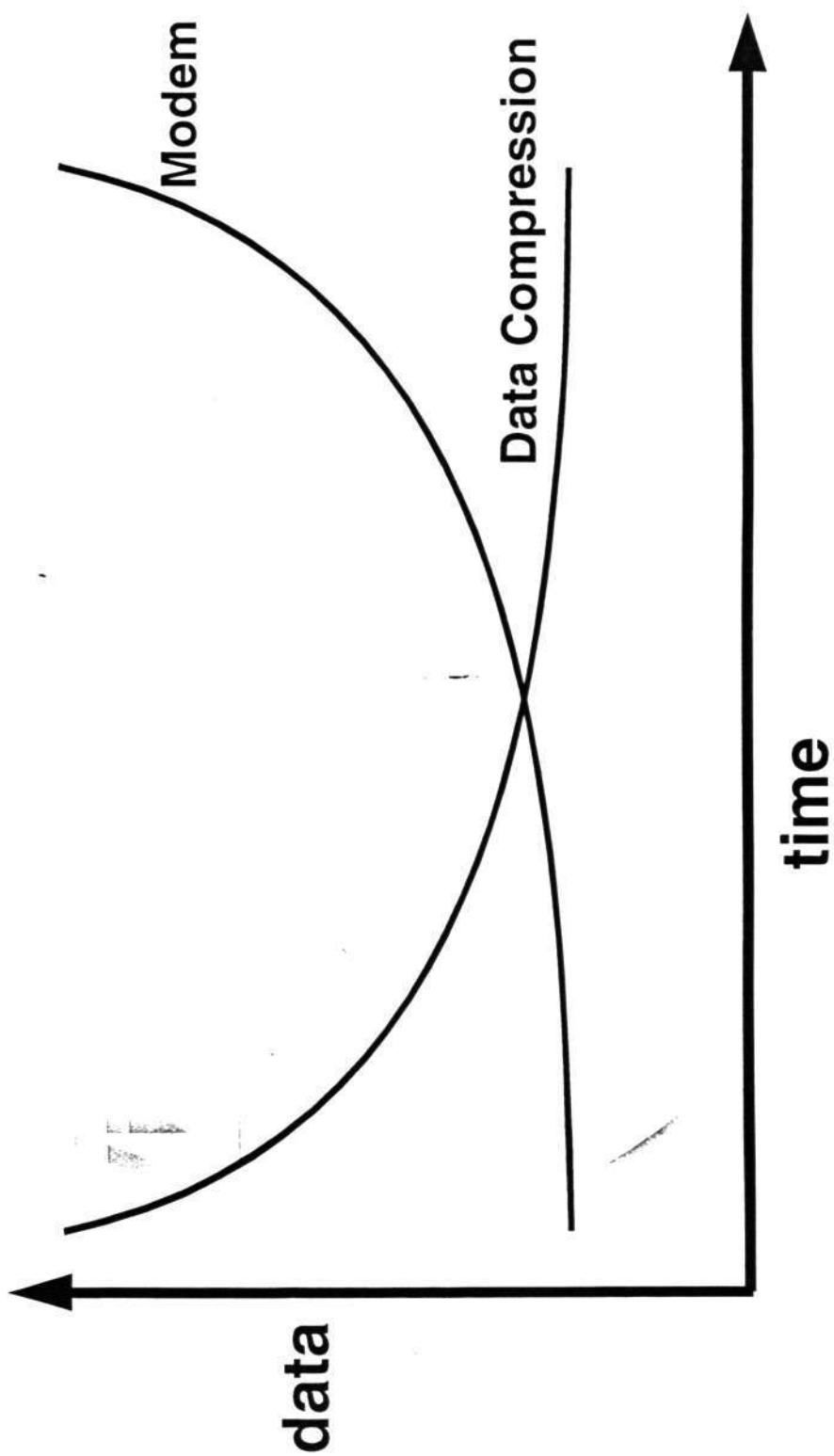
Video Conferencing Design Objectives

- **Reach anyone anywhere**
 - Normal Telephone Lines
 - PC & Interoperability
 - Windows Base
- **Affordable to the mass**
 - Low initial cost
 - Low running cost

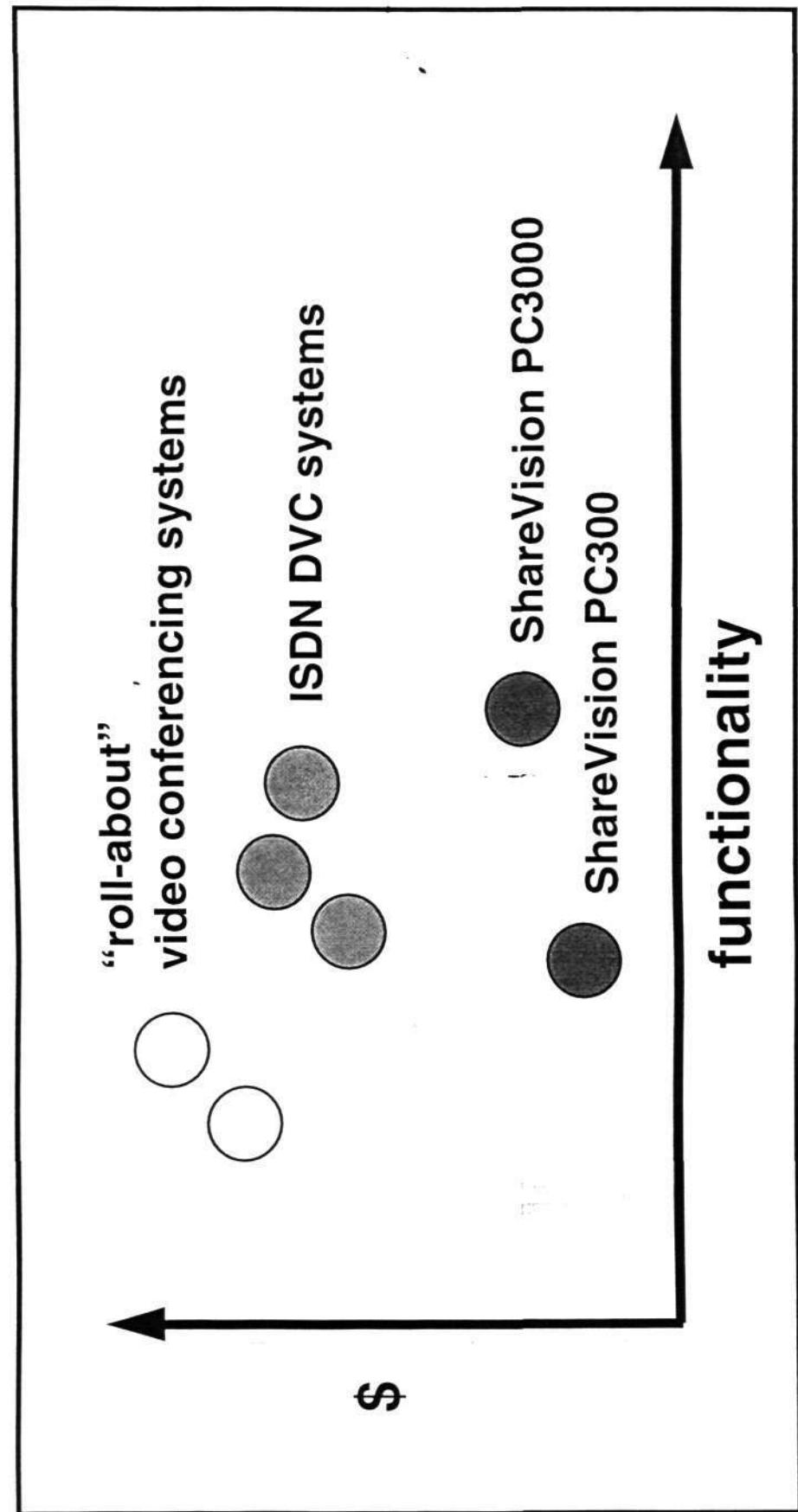
Video Conferencing Technology Challenge

- Size of data
 - ↗ Compression technology
 - ↗ network technology
- 3 types of information
 - ↗ Audio, Data, Video
- Application Sharing
- Reliability
- Cost

Video Conferencing



Video Conferencing



Human Communication

