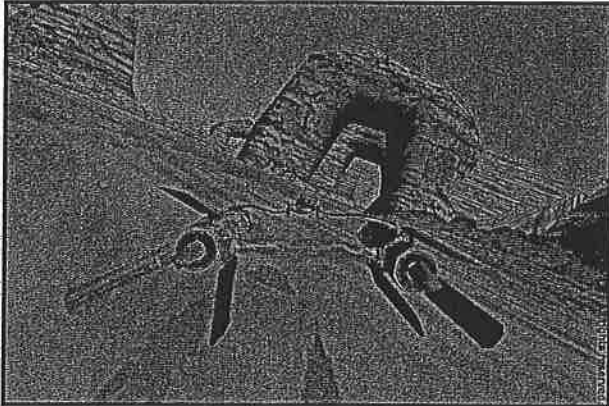


Multimedia Concepts

THE HISTORY OF MULTIMEDIA

In the strictest sense of the word, *multimedia* simply means "more than one medium." In other words, television programs, movies, even illustrated books are all examples of multimedia—they all use combinations of text, images, sounds, and movement.

Multimedia has come a long way from its humble roots to today's cutting-edge modern animation and interactivity.



In the real world, though, when most people talk about multimedia, they are talking about computer multimedia. The word has come to represent the realm of computer graphics, video games, on-screen presentations, and a whole world of other possibilities.

Where Did It All Begin? That is hard to say, but one of the earliest and best-known examples of multimedia was the video game *Pong*. Developed in 1972 by Nolan Bushnell (the founder of a then-new company called Atari), the game consisted of two simple paddles that batted a square "ball" back and forth across the screen, like tennis. It started as an arcade game, and eventually ended up in many homes.

A New Revolution In 1976, another revolution was about to start as friends Steve Jobs and Steve Wozniak founded a startup company called Apple Computer. A year later they unveiled the Apple II, the first computer to use color graphics. The computer revolution moved quickly: 1981 saw IBM's first PC, and in 1984 Apple released the Macintosh, the first computer system to use a graphical user interface (GUI). The Macintosh

also bore the first mouse, which would forever change the way people interact with computers.

In 1985, Microsoft released the first version of its Windows operating system. That same year, Commodore released the Amiga, a machine which many experts consider to be the first multimedia computer due to its advanced graphics processing power and innovative user interface. The Amiga did not fare well over the years, though, and Windows has become the standard for desktop computing.

Innovations Both Windows and the Macintosh operating systems paved the way for the lightning-fast developments in multimedia that were to come. Since both Windows and Mac OS handle graphics and sound—something that was previously handled by individual software applications—developers are able to create programs that use multimedia to more powerful effect.

One company that has played an important role in multimedia from its very inception is Macromedia (formerly called Macromind). In 1988, Macromedia released its landmark Director program, which allowed everyday computer users to create stunning, interactive multimedia presentations. Today, Macromedia Flash drives most of the animation and multimedia you see on the Internet, while Director is still used to craft high-end interactive productions.

Each new development of each passing year is absorbed into next year's technology, making the multimedia experience, better, faster, and more interesting.

Chapter 1 History of Communications

Television History

Video History

The Last 30 Years

Radio History

CHAPTER 1:

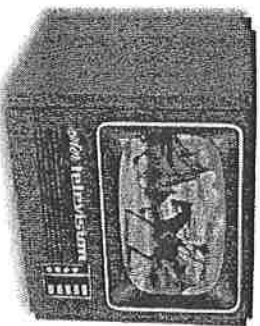
HISTORY OF COMMUNICATIONS

Television History

Television had its beginning in the 1920's and started down two different paths: Mechanical and Electronic.

The first path pursued a mechanical system that used a spinning disc to produce an image on a 30 line television set. This method was invented by Charles F. Jenkins in the United States in 1923. On May 11, 1928, General Electric began broadcasting with a 24 line mechanical system that displayed only 5 frames per second. Later on that year, GE sold the first television set for home use that used the mechanical system and had a 3 inch screen.

In 1929, Herbert Ives demonstrated the very first colour TV system that had 50 lines of resolution. These broadcasts were typically done between New York state and Washington D.C. during the latter half of the 20's. But as these inventors were promoting their mechanical system, there were others that were developing electronic television. Electronic television was invented by Philo T. Farnsworth in 1927. His system did not



involve any spinning discs.

Instead, he tamed electrons by using an invention he called the image dissector tube. By 1929, this system displayed 120 lines and had 24 frames per second. In 1934 RCA had improved this to 343 lines. Most TV sets were 12 inches by this time but the first 14 inch TV debuted in 1938 setting a new standard for picture size.

The first commercial television was made by RCA (the TRK-12) which was developed in 1939 and sold for \$600. The TV debuted at the 1939 World's Fair in New York. Farnsworth lost his patent and mass production of TV sets began.

The basis for all analog televisions today was established in 1941, when the National Television Standards Council (NTSC) approved a 525 line system that had 30 frames per second. This system is still the standard until 2006 when all systems will become digital. By that time, the NTSC approved system will be 65 years old, the age of retirement.

Networks started to appear during the 1940's. These new networks would produce programming for TV. NBC had begun as a radio network in 1926 and ABC started airing programs in 1944. CBS

Did You Know?

Philo T. Farnsworth appeared on the television show "I've Got A Secret" in the 1940's where he stumped a panel of players trying to guess what his claim to fame was. Few people know who brought us this amazing invention.

 Farnsworth's original drawings of television

