

Multimedia - vs - Multi-media

Straight Your Concept

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In the three years since it became a buzzword, 'Multimedia' has progressed from a term with almost no meaning to one with too many.

Since multimedia techniques and applications are undergoing a rapid diversification, there really are no fixed standards for what is or should be built into a multimedia computer.

Among those systems being marketed as multimedia computers, common features include CD-ROM playback, audio processing, front-panel access for most audio connections and frequently a small set of speakers.

These turnkey systems, including those marketed by AST Research Inc, Apple Computer Inc, IBM and Radio Shack, are generally capable of satisfactory high-level presentations in the 'Multimedia Presentation Products' category of low-level presentations in the 'Multimedia as Desktop Video' category (presentations including animation, but not extended sequences of live action).

When moving towards full-motion video presentations, users face increasing needs for additional RAM, mass storage arrays and special adapter cards, among custom features. Computer for high-end multimedia presentations require more extensive outfitting whether they begin with turnkey multimedia equipment or not.

A type of processor to come the forefront during the past year is the digital signal processor (DSP), which is now widely found in video and audio digital systems.

DSPs are also found on a growing number of expansion cards for the system's audio and graphics processing.

Computers intended for high-end multimedia work generally need to be especially configured, as any refined and specialized system is liable to be.

Although different systems need different peripherals, it should probably be assumed that many peripherals are required.

This makes a number of expansion slots (minimum five) and a SCSI adapter important to find in

a multimedia computer. Also a 32-bit architecture such as those found in most Quadra systems and EISA-based machines makes high speed running easier.

Another cause of some confusion in the multimedia market is that while computer engineers were developing the multimedia computer, a similar-sounding term 'multi-media' was already in use by its other populations.

Most often *multi-media* (with the hyphen) refers to large-scale presentations that use multiple presentation media—slide projectors and video, for example—together, integrated in a single program.

Multimedia and *multi-media* may be different things, but they are often used together.

A 'computer video' (or digital multimedia) can take the place of regular (NTSC) video, for example, as one of the media in a *multi-media* presentation.

Similarly, all the media of a *multi-media* presentation can be entered into a computer, digitized and played as a multimedia presentation.

Both practices, while still young, are now exercised as a matter of routine.

Generally speaking, then, multimedia presentations are those that are assembled or 'authored' inside the computer, and played by it on a monitor or projection screen.

Multi-media presentations are those that are assembled outside the computer, played from a number of devices (which may or may not include a computer) using their own display apparatus.

One area where the dividing lines blur between multimedia and *multi-media*s in computerized videotape productions, including

the 'Multimedia as Desktop Video' category.

Traditionally videotapes are assembled by a process of dubbing selected scenes from the original tapes to a master tape.

This a *multi-media* approach, because numerous devices: video and possibly audio playback decks feeding into a record deck are operated through a central controller, usually a computer.

With the advent of digital techniques, it has become possible to make videos entirely within the computer.

Images created in a paint program can be animated by an animation program, making a 'motion video' generated entirely from within microchips. Today, the majority of TV cartoons are made using this approach.

Between the extremes of multimedia and *multi-media* are a lot of territory within which the video author may move freely. To figures drawn and animated entirely within the computer, a background photograph of the great outdoors or a motion picture sequence—may be added.

Or, an ambitious video whose final cutting may be conducted in a digital editing suite by using a few boards in a Multimedia computer, may benefit from a lot of pre-editing on an old-time, mutideck analogue system. *



A multimedia system — the source of entertainment for a family.

SPECIAL PRICE WITH 'BonusPak'

IBM LAUNCHES OS/2 WARP

IBM Bangladesh officially introduced its 32-bit OS/2 Operating System - Warp Version 3 on March 27/28, 1995.

OS/2 Warp was released in the US at the end of last year and IBM has already sold over a million copies. Warp, which requires only 4 MB of memory, is a 32-bit pre-emptive multitasking operating system that is also capable of running existing 16-bit DOS, Windows and OS/2 applications.

At IBM's launch titled "Warp Fest/95", IBM Bangladesh officially unveiled the new OS/2 Warp package. This was followed by a detailed presentation on OS/2 Warp by Mr. Douglas Spencer of the Warp Development Team from IBM Canada.

During a brief discussion with the representative of **Computer Jagat**, Mr. Spencer said that IBM is not only the largest computer manufacturing firm in the world but also the largest software concern. Its annual turnover from software sales in 1994 was US\$ 12 Billion while Microsoft's turnover was 3 Billion. He also said that the present IBM authority is giving serious attention to boost up their software sales throughout the world. The software department of Dhaka IBM is also being geared up to fulfil this objective.

OS/2 Warp comes in two types of packaging. The first package is for existing DOS/Windows users. To run Windows programs users must have copy of Windows 3.x already installed on their computers because this

package of OS/2 Warp does not include the Microsoft Windows code. Hence, users who anticipate using Windows applications through this package of OS/2 Warp will have to install Warp over a valid copy of Windows 3.x—either Windows 3.1, 3.11, Windows for Work Groups.

The second package of OS/2 Warp comes with the Win/OS2 code as part of the operating system. This is known as the "full pack" version of OS/2 Warp. Users can then run their existing DOS/Windows application without any change to these applications.

According to IBM Bangladesh Warp includes a variety of popular applications in a "BonusPak" that gives easy access to the internet and other on-line services.

A core component of the BonusPak is "IBM Works", an object based suite of applications for word processing, spreadsheet, database, charting, graphics, report-writing and personal information management (PIM).

Warp also features a PCMCIA "Plug & Play" which means it will recognize number of credit card-sized add-on cards as soon as they are plugged into the system.

OS/2 Warp is now available through IBM Bangladesh and its dealers. OS/2 Warp Base Product is normally packaged on CD-ROM, but for those who do not yet have a CD-ROM drive, Warp Base Product can also be purchased on 3.5 inch diskettes. The CD-ROM Base Product set comes in one compact disc

containing the basic OS/2 Warp operating system. The Diskette Edition of the Base Product, on the other hand, consists of total of twenty two (22) 3.5 inch diskette. This edition includes (one) Installation Diskette, 13(thirteen) Base Code Diskette, 5(five) Display Driver Diskettes and 3 (three) printer Driver Diskettes. The BonusPak for the CD-ROM version include 1(one) CD-ROM and the Diskette Version of BonusPak includes 15(fifteen) diskettes.

While Microsoft is still readying a 32-bit operating system - "Windows '95" - that will compete directly with OS/2 Warp, the release date has been postponed again till September 1995 which gives IBM a clear lead in this market.

32-bit operating systems are fast becoming the system of choice for new, more powerful computers containing Intel's latest 486 and Pentium chips. A Pentium, which can process some 120 million instructions a second, becomes more powerful with a 32-bit operating system.

However, OS/2 has been held back in the past due to the lack of as many native applications as Microsoft's 16-bit Windows operating systems. There are now over 3000 native 32-bit applications that exploits the power of OS/2 Warp. With the true multi-tasking capabilities, analysts predict 32-bit operating systems to soon be the norm. A multi-tasking operating system allows a computer to do more than one task at a time, providing much more efficient use to the computer.*

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