

## **SUBJECT NAME: MULTIMEDIA AND ANIMATION**

### **SUBJECT CODE: DECP 35A**

#### **UNIT II**

##### **Multimedia Database**

**Multimedia database** is the collection of interrelated multimedia data that includes text, graphics (sketches, drawings), images, animations, video, audio etc and have vast amounts of multisource multimedia data. The framework that manages different types of multimedia data which can be stored, delivered and utilized in different ways is known as multimedia database management system. There are three classes of the multimedia database which includes static media, dynamic media and dimensional media.

Content of Multimedia Database management system :

**Media data** – The actual data representing an object.

**Media format data** – Information such as sampling rate, resolution, encoding scheme etc. about the format of the media data after it goes through the acquisition, processing and encoding phase.

**Media keyword data** – Keywords description relating to the generation of data. It is also known as content descriptive data. Example: date, time and place of recording.

**Media feature data** – Content dependent data such as the distribution of colors, kinds of texture and different shapes present in data.

Types of multimedia applications based on data management characteristic are :

**Repository applications** – A Large amount of multimedia data as well as meta-data(Media format data, Media keyword data, Media feature data) that is stored for retrieval purpose, e.g., Repository of satellite images, engineering drawings, radiology scanned pictures.

**Presentation applications** – They involve delivery of multimedia data subject to temporal constraint. Optimal viewing or listening requires DBMS to deliver data at certain rate offering the quality of service above a certain threshold. Here data is processed as it is delivered. Example: Annotating of video and audio data, real-time editing analysis.

**Collaborative work using multimedia information** – It involves executing a complex task by merging drawings, changing notifications. Example: Intelligent healthcare network.

There are still many challenges to multimedia databases, some of which are :

**Modelling** – Working in this area can improve database versus information retrieval techniques thus, documents constitute a specialized area and deserve special consideration.

**Design** – The conceptual, logical and physical design of multimedia databases has not yet been addressed fully as performance and tuning issues at each level are far more complex as they consist of a variety of formats like JPEG, GIF, PNG, MPEG which is not easy to convert from one form to another.

**Storage** – Storage of multimedia database on any standard disk presents the problem of representation, compression, mapping to device hierarchies, archiving and buffering during input-output operation. In DBMS, a "BLOB"(Binary Large Object) facility allows untyped bitmaps to be stored and retrieved.

**Performance** – For an application involving video playback or audio-video synchronization, physical limitations dominate. The use of parallel processing may alleviate some problems but such techniques are not yet fully developed. Apart from this multimedia database consume a lot of processing time as well as bandwidth.

**Queries and retrieval** –For multimedia data like images, video, audio accessing data through query opens up many issues like efficient query formulation, query execution and optimization which need to be worked upon.

**Areas where multimedia database is applied are :**

**Documents and record management :** Industries and businesses that keep detailed records and variety of documents. Example: Insurance claim record.

**Knowledge dissemination :** Multimedia database is a very effective tool for knowledge dissemination in terms of providing several resources. Example: Electronic books.

**Education and training :** Computer-aided learning materials can be designed using multimedia sources which are nowadays very popular sources of learning. Example: Digital libraries.

Marketing, advertising, retailing, entertainment and travel. Example: a virtual tour of cities.

**Real-time control and monitoring :** Coupled with active database technology, multimedia presentation of information can be very effective means for monitoring and controlling complex tasks Example: Manufacturing operation control.

### **What Is VOD?**

VOD, or video-on-demand, is any content distribution platform that **gives viewers the ability to choose when, where, and how they view media.**

In other words:

They can simply click on a link and start watching a video. For example, if you click the embedded YouTube video below and it starts playing, that is video-on-demand at its purest:

Because VOD is streamed via the internet, it doesn't rely on cable or satellite connections like traditional broadcast television. If you have enough bandwidth, you can watch!

This allows users to find and watch pre-recorded streaming content using any internet-enabled device.

Video-on-demand has 3 core advantages. It allows viewers to:

**Watch at any time.** Users can play content whenever they want. Unlike "linear" TV programming, which only broadcasts in real-time, VOD doesn't rely on a set schedule.

**Control what they watch:** Users have more opportunities to pick and choose what they watch, compared to traditional TV scheduling.

**Use media controls:** Users can play, pause, rewind, fast forward, and completely control how they watch content. This way, they'll never miss anything important.

When you combine all of this, VOD gives audiences the freedom to view content in a convenient and accessible way.

And there's so much out there to watch! You can find video-on-demand content at the core of all of these different types of content:

- ✓ Online tutoring.
- ✓ Lessons and classes (music, dance, specialized skills).
- ✓ Fitness programs.
- ✓ Music and sporting events.
- ✓ Product demonstrations.
- ✓ College courses.
- ✓ Corporate team-building.
- ✓ Podcasts and interviews.

Video-on-demand is an important part of lots of different modern-day business models – some of you probably use yourself every day. In fact, it has become even more valuable in the wake of the COVID-19 pandemic.

In the next section, I'll take you through the 3 top VOD business models – and their acronyms – so you can see which ones people are using to monetize their video content.

### **Top 3 VOD Business Models**

Any video content creator can turn a loyal audience into a successful VOD business. To get you started, here are the 3 most popular ways to monetize your videos:

#### **SVOD (Subscription Video-On-Demand)**

The SVOD, or Subscription Video-On-Demand, model gives viewers full access to a video library for a recurring monthly or annual fee.

These paid subscriptions give viewers all their favorite content on one platform with no ads or popups.

The majority of VOD users prefer to spend money on subscription plans. The CMO Survey reports that viewers spend 65% of their time at home watching SVOD services.

This makes SVOD a reliable source of income for business owners. Some subscription services you probably recognize include...

- Netflix
- Amazon Prime
- Disney+
- Hulu

...these streaming giants are great examples of SVOD. However, subscription models can work for any sized video business!

For example, Uscreen client [BirdieTime](#) built a wildly successful platform for people with a very specific niche interest – golf.

BirdieTime's video content includes training tips, newsletters, an exclusive social group, and tailored coaching plans. They also give members the option to pay monthly or annually.

Once they're in, they get unlimited access to all of the videos in BirdieTime's content library:

They can access this from their phone or tablet, so they're always only a few clicks away from a tutorial when they're out on the course or down at the range.

For more inspiration, check out this list of [SVOD success stories](#) from business owners like you!

### **TVOD (Transactional Video-On-Demand)**

TVOD, or Transactional Video-On-Demand, uses a pay-per-view format. Customers make one-time purchases to access specific content.

For example, buying full seasons or individual episodes of your favorite tv shows through Amazon Prime or iTunes.

**TVOD-based businesses can make more money upfront** by charging a slightly higher fee per purchase. This is because they're usually focused on one-time transactions, and customers looking for these videos will pay a higher price for the specific video they want.

However, in this model TVOD businesses have to make sure the quantity of purchases stays high enough to earn a steady profit – and that can be hard work.

**Our suggestion – use SVOD and TVOD together.** Offering subscriptions and individual transactions give you an even higher earning potential.

For example, HighVibe TV features a pay-per-view category in addition to their SVOD bundles.

Customers can purchase one-time access to premium live streams and video specials (like buying a ticket to a concert) on top of their regular subscriptions.

It's the best of both worlds!

### **AVOD (Advertising Video-On-Demand)**

AVOD, or Advertising Video-On-Demand, is essentially “free” for viewers because there's no up-front cost to watch.

AVOD revenue comes from businesses paying to advertise with short commercials throughout your videos.

For viewers, this is a familiar setup because it feels like cable TV, where they tune in to watch shows for the “price” of watching ads.

The platform that's been the most successful with this has been YouTube. You've probably noticed the ads that pop up before, during, and after videos:

This was the default way to make money with video-on-demand and while some content creators make a good living, 96.5% struggle to monetize content using Youtube and other ad-based business models.

It's a tough deal. Advertising means:

Strict rules and regulations on your content.

No control over ads associated with your content.

Income is completely reliant on advertisers, not the quality of your content.

Less viewer traffic, because most AVOD platforms aren't well-known by consumers.

AVOD models can be rewarding, but might not fit your business needs in the long run.

### **Why is VOD Important in 2021?**

In 2021, video has become the preferred method of consumer interaction and engagement.

A staggering 82% of all consumer internet traffic will come from online videos by 2022.

There are several key reasons VOD has become such a necessity – let's break them down.

### **People Are Actively Seeking Out Video Over Other Forms of Content.**

This year, more people than ever are searching for video. In fact, websites with video have seen their organic search traffic increase by 157%.

This is because people actually find videos **more engaging and informative** than other types of content. In fact, A 2020 study by Wyzowl found:

72% of customers would rather learn about products or services through video.

Viewers understand 95% of a video explaining a product or service (as opposed to understanding 10% when reading explainer text.)

65% of people prefer to watch a video to solve a problem.

We're not saying that other forms of media aren't important (we're literally writing this in a blog post!) but, video continues to grow in importance for audiences everywhere.

### **People Want More Choice and Control Over What They Watch.**

Many people are cutting ties with cable service providers and signing up for streaming services instead. This is known as cord-cutting and people are doing it in millions!

It's because VOD gives audiences the flexibility and functionality to watch exactly what they want, when they want.

**In fact, 77% of Americans report being happy with the flexibility and options of VOD, as opposed to only 34% of customers who are satisfied with their cable subscriptions.**

VOD simply offers more for customers, especially now that they can watch content previously only available with cable, like live sporting events.

That's why the number of streaming video memberships surpassed cable memberships for the first time in 2018 – and why more people are continuing to get rid of their set-top box and move to video streaming.

### **Video Creators Can Bypass “Gatekeepers” and Deliver Their Content Straight to Engaged Audiences.**

Video-focused businesses can now operate on their own terms.

Video entrepreneurs used to be ruled by “gatekeepers” – or, people and companies who control how (and even if!) your content gets created. For example, a TV network executive who decides whether or not they'll film your idea for a show.

Now, anyone with an internet connection, a camera, and a good idea can make money on video by creating and distributing content on their own.

### **VOD Costs Less than Cable and Satellite, While Giving You More of the Content You Want to See.**

The average price for cable is about \$217 a month – that's over \$2600 a year! Plus it comes with pricey extra fees, such as equipment rental.

By comparison, VOD services are a bargain.

Viewers don't have to pay for expensive cable bundles that include tons of shows they don't want. Instead, they can pay less per month for subscription plans they're actually interested in.

Some of these cost-effective services include:

<b>VOD Service</b>	<b>Pricing</b>
HBO Max	\$15 / month
Netflix	\$9 – \$18 / month
Disney+	\$8 – \$14 / month



VOD Service	Pricing
Amazon Prime Video	\$9 / month
Hulu	\$6 – \$12 / month
AppleTV	\$5 / month
Discovery	\$5 – \$7 / month
Peacock	Free – \$10 / month

These prices mean that even if you're paying for multiple VOD subscriptions, it can still add up to less than a monthly cable package – and get everything you want to watch.

### **A VOD Timeline: How Has It Grown and Changed Over the Years?**

In 2016, VOD was gaining traction, but wasn't quite the powerhouse it is today. Only about 49% of US households were regular VOD users.

Then, when the pandemic swept the world in 2020, VOD suddenly became a service people couldn't live without.

Public lockdowns drove attention online as people searched for ways to occupy time and fulfill basic needs from home. Video-on-demand was the answer.

**But VOD was a great resource before the pandemic too – COVID just created more awareness and more demand.**

COVID didn't introduce new trends to entertainment, but it did accelerate what was already happening.

Jim Wuthrich, president of Warner Bros. Home Entertainment

Audiences soon realized many of their favorite activities were readily available online in an easily accessible video format, such as:

**Fitness:** Using fitness video programs to stay in shape at home.

**Live Events:** Attending streamed events like concerts and lectures.

**Education:** Using video courses to fit learning new skills into a busy schedule.

And video-on-demand options continued to expand as the demand for content grew. Businesses struggling due to the pandemic realized the long-term value of VOD and began to shift online as well.

Many, like TedXCambridge, adapted their services to include streaming video.

Others found that video gave them a completely new way to monetize their business.

For example, Humming Puppy Yoga created an online yoga service after COVID forced them to shut down their brick-and-mortar locations.

In the process, they found that their online business was more flexible and scalable than in-person classes. They now plan to scale their business with their new worldwide virtual audience.

You can grow your business with VOD too! And trust us – you’ll be glad you did.

Why?

Because the demand for video is predicted to keep increasing long after lockdowns are lifted and the world returns to normal.

Take a look at this growth forecast: it shows that VOD users worldwide are predicted to rise from 1.5 million in 2020 to 2 million by 2025.

### **What is virtual reality?**

Unlike **augmented reality**, virtual reality is a fully digital experience that can either simulate or differ completely from the real world. The term virtual reality refers to a computer-generated, three-dimensional environment. In order to experience and interact with virtual reality, you’ll need the proper equipment, like a pair of VR glasses or a headset.

### **What is the purpose of virtual reality?**

Virtual reality technology is used to create immersive experiences that can help educate and even entertain consumers. Outside of its popular gaming use case, virtual reality is applied in a variety of industries, such as medicine, architecture, military, and others.

Everything that makes up our perception of reality is due to our senses. So, in theory, everyone's reality is unique to them. Taking that a step further, it would make sense that if you provided your sense with other simulated or computer-generated information, your perception of reality would change – creating a new, virtual one.

## **VR software**

Because VR tech creates a completely 3-D environment, you can imagine the amount of software involved. VR software works together with VR hardware to immerse the user into the virtual world. Developers also have to create interactive components within the environments that look and even feel like the real deal.

**Virtual reality software** can be used to build experiences for consumers to virtually test products, learn something new, or build something themselves. Believe it or not, there are even VR social platforms! Learn more about the types of software required to create these types of user experiences, like VR content management systems, SDKs, and more.

## **VR hardware**

VR hardware is used in conjunction with the software to provide the illusion of being in a 3-D environment. Common hardware includes VR glasses, gloves, and other accessories to simulate other senses like touch.

## **Types of virtual reality**

There are three main types of virtual reality used today to transform the world around us, including non-immersive, semi-immersive, and fully-immersive simulations.

To get a better understanding of how the technology is used, let's break down the different types of VR and see examples of each.

### **➤ Types of virtual reality**

- **Fully-immersive**
- **Semi-immersive**
- **Non-immersive**



### **Fully-immersive simulations**

Chances are when you think of VR, you're picturing a fully-immersive experience – complete with head-mounted displays, headphones, gloves, and maybe a treadmill or some kind of suspension apparatus.

This type of VR is commonly used for gaming and other entertainment purposes in VR arcades or even in your home (empty, non-fragile room advised.)



Fully-immersive simulations give users the most realistic experience possible, complete with sight and sound. The VR headsets provide high-resolution content with a wide field of view. Whether you're flying or fighting the bad guys, you'll feel like you're really there.

### **Semi-immersive simulations**

Semi-immersive experiences provide users with a partially virtual environment to interact with. This type of **VR is mainly used for educational** and training purposes and the experience is made possible with graphical computing and large projector systems.



In this example, the instruments in front of the pilot are real and the windows are screens displaying virtual content.

It's important to keep in mind that semi-immersive VR simulations still give users the perception of being in a different reality. This type of virtual reality is not always possible to

experience wherever. Instead, physical environments are created to supplement the virtual reality.

### **Non-immersive simulations**

Non-immersive simulations are often forgotten as an actual type of VR, honestly because it's very common in our everyday lives.

The average video game is technically considered a non-immersive virtual reality experience. Think about it, you're sitting in a physical space, interacting with a virtual one.



These types of experiences have become more advanced in recent years with video games like Wii Sports, where the system actually detects your motion and translates it on screen.

### **Back to reality**

People consume more content across more mediums today than ever before. As brands begin to leverage emerging technology like virtual reality, these experiences will start to take hold in our daily lives.

**The possibilities for VR are endless, learn more about emerging trends in this area of tech.**

### **Interactive Video Technology**

- Interactive video is a digital multimedia presentation that can take user input to perform some action. Interactive videos play like regular video files, but include clickable areas, or hotspots, that perform an action when you click on them. For example, clicking a hotspot might display information about the object you clicked on, jump to a different part of the video, or open another video file.

- ✓ Interactive video has many possible applications. For education, a students could select among multiple choices for further videos or other information at points throughout a presentation.
- ✓ After a lecture segment, a quiz might be included to evaluate student responses and provide immediate feedback. Games may be based on interactive video.
- ✓ This allows the player to select among various options that determine subsequent story lines in the game. Each choice leads to a different scenario, so potential story lines can vary significantly.
- ✓ YouTube, a popular video sharing website, uses interactive videos.
- ✓ Clickable areas can be added at any point in a video.
- ✓ For example, at the end of a video it may ask which character the viewer liked best.
- ✓ When the viewer makes a choice, a new video may open and provide more information about that character. Other examples of interactive videos include card tricks, choose your own adventure videos, and interactive tutorials.
- ✓ Interactive video can be connected to other services such as e-mail, teleconference, etc.

### **Examples of Interactive Multimedia Products**

Media Dynamics has extensive experience developing multimedia programs application for a variety of applications. Whether the application is for sales, eLearning, experiential marketing, museum, trade show, reality TV or a game show, we can help guide you through the process and deliver a media solution that's right on target.

We have experience developing:

Custom interactive games

Trade show and visitor experiences

Interactive sales presentations

Online training

Museum experiences

Digital marketing materials

Interactive touch screens

## **Multimedia presentation definition**

Multimedia presentations are those that use graphics, videos and sound; for this reason, the prefix “multi” is used, which means several, and “media” which means means.

This is divided into pages called slides, which are created in order to inform the recipient.

## **Elements**

The main elements of a multimedia presentation are, as its name implies, the different variety of media: animations, graphics, images, video clips, sounds, audios, among many other ways of transmitting information to the public.

In addition to this, these presentations must have a clear and simple structure. It must be divided into slides, it must also have titles, body and name of the members depending on who you want to transmit the message to. examples of multimedia presentation

## **Basic rules for the creation of multimedia presentation**

Before explaining how a multimedia presentation is made, we must know the basic rules of any presentation. These are:

Create Dramatism : It is important to keep the attention of the receiver, therefore, it is necessary to create “unexpected elements that cause the surprise of the audience”

Interact with the audience : It is important to make the public feel part of the presentation, through questions, opinions, among others.

Structure simple and clear :is important use a simple and didactic way to explain the topic to the audience.

Text : It is important to only include the necessary text, and as far as possible, summarize it. examples of multimedia presentation

Design criteria: Every presentation must include purpose, development of the theme, coherence, reliability, consistency, readability, cover, titles and subtitles, letter, among others.

## **To create a multimedia presentation...**

A multimedia presentation must, in addition to what is mentioned above about any presentation, include:

You must use at least three colors, and a maximum of 6

Vary font size

Use a maximum of 3 fonts

Use uppercase, lowercase and bold

Include images, videos and sounds

Minimize the number of transition effects

Insert hyperlinks without underlining (only color change is used)

The most important thing about a multimedia presentation, what differentiates it from others, is the variety of teaching material that attracts and uses the senses of the audience, without suturing them, generating distraction from the main topic.

### **Multimedia presentation: advantages of its use**

The multimedia or slide presentations computerized are electronic documents that can include text, diagrams, graphics, photographs, sounds, animations, video clips ... and they are playable one to one screen of the computer as if a slide is involved. examples of multimedia presentation

If you also have a **video projector** or a **liquid crystal screen and an overhead projector** , computer slides can be projected onto an external screen as if they were slides or transparencies.

Among the advantages that its use can contribute, we highlight:

Computerized transparencies allow the **presentation of all kinds of textual and audiovisual elements on a screen** with which explanations can be illustrated, documented and reinforced.

Images, diagrams and other audiovisual elements (sounds, animations, videos ...) attract the attention of students and increase their motivation.

They are an ideal medium for teaching large groups.

**The projection room can be illuminated** , in a way that facilitates the taking of notes and the participation of the audience. examples of multimedia presentation

Paper copies of the graphic and textual elements of the computerized transparencies can be provided to students. And also complete copies of the computerized slide collection on a floppy disk.

The teacher can remain facing the students during their explanations and by controlling the sequence in which the screens are to be presented using the computer keyboard. This improves communication.



They help the teacher or speaker, acting as a reminder of the main topics to be covered.

They can be used with any subject and educational level.

Controlling projection is easy. Everything can be controlled by pressing a single key.

The elaboration of computer transparencies is simple with the current programs for this purpose, for example the Corel presentation program or the Microsoft Power Point program.

### **Guidelines for its presentation**

To produce computerized transparencies, you must use a computer presentation program, for example Corel or Power Point. examples of multimedia presentation

These programs facilitate the editing of special documents that can include texts, diagrams, graphics, photographs, sounds, animations and video fragments. The texts can be edited directly with the presentation program and the audiovisual elements can be obtained directly by scanning photographs, recording sounds with the computer microphone or simply copying them from a CD-ROM or floppy disk.

However, for the design and preparation of these materials, it is advisable to take into account similar aspects to those considered in the case of the other still image teaching materials:

**Each computerized slide should present a single idea** , in about 6 lines of about 6 words each. Phrases should be simple, concise, and expressive.

The message must have a clear intentionality and be well structured. examples of multimedia presentation

Information excesses are tiring. The computerized slides will highlight the most important aspects of the exhibition.

The letters must be clear, large and well legible. **Make sure that the students in the back row of the room can also read the texts.**

For the letters it is advisable to use few colors, which combine aesthetically and which highlight the main ideas.

With the inclusion of **audiovisual elements** (photographs, sound, video...) in the computerized slide, it will be possible to draw more attention from the students, but avoiding overloading the presentation with superfluous elements that distract them.

The images must be clear and simple, avoiding polysemia that can introduce confusion. examples of multimedia presentation

You have to take care of the unity of format, color and style.

Using progressive display, superimposition and concealment techniques, it is possible to create computerized slides whose information is presented progressively each time a key is touched. In this way the information can be presented little by little to the students.

Try to combine affirmations with evidence (proof of what is affirmed) and see to include moments in which the listeners are involved.

### **Process for the presentation of multimedia presentation**

1. Select the topic
2. Set the objectives: type of presentation (self-study material, support material for collective explanations, presentation of a work ...), specific objectives ...
3. Determine the recipients
4. Develop the textual content and determine the necessary multimedia. examples of multimedia presentation
5. Design the screen templates
6. Select the multimedia materials
7. Place texts and multimedia elements
8. Establish possible animations
9. Establish the links: action buttons, hyperlinks ... (navigation system).
10. Development of indices.
11. Determine the transitions
12. Carry out checks on their operation

### **Guidelines and suggestions for Its didactic Use**

**Before starting the session, everything must be prepared: the computer and the program ready, the projector well focused and the sound system with the multimedia computer speakers or external speakers**

Students should position themselves so that everyone can clearly see the projected message.

The most significant computerized slides should be selected to avoid fatigue in the audience.

Since the screen attracts a lot of attention, it is a good idea to turn off the projector when giving additional explanations.

Active participation should be encouraged in the debates in the auditorium.

It is very formative for **students to prepare computerized slides to complement their oral presentations** .

They can be used as a means of evaluation by asking students for their interpretation or by using them to start a discussion.

The **Pecha Kucha** technique . To avoid too long presentations and slides with an excess of information, this technique consists of presenting 20 slides of about 20 seconds each (maximum in 7 minutes) examples of multimedia presentation

### **Tools for multimedia presentation in the classroom**

With this selection of tools, multimedia presentations for the classroom are easily prepared.

Thanks to this collection of tools, teachers can prepare more attractive presentations for their classes, including images, videos , audios ... Some even allow several users to work at the same time, promoting collaboration and teamwork.

### **Powerpoint**

It is available within the Microsoft Office Toolkit . The first version dates from 1987 and only had drawing tools. Currently, the most advanced version (except for the Office 365 package which is cloud-based) can be purchased with Office 2013: it supports a greater number of multimedia formats and HD content, and the 'Play in the background' function allows play music while the slides follow. examples of multimedia presentation

### **Prezi**

This multimedia application (there is a free version and several paid ones) is one of the best known and most popular. Dynamic and original, the user works online and has numerous fully editable templates and support materials at his disposal. Prezi is based on an extensive workspace in which the elements are positioned freely, without being forced to use the classic slide sequence. It has an option for students to collaborate in real time and presentations can be posted online or shared on social networks.

### **Glogster examples of multimedia presentation**

The defining characteristic of this 2.0 tool is the possibility of making posters or online posters in which texts, videos, sounds and other multimedia elements are integrated. In this sense, it provides striking design styles that include objects, video and audio players, speech bubbles, frames for photographs ... The works can be shared with other users, included (for example) in a classroom blog or projected in a POI .

### **Bunkr examples of multimedia presentation**

It works in the cloud, so multiple users can collaborate simultaneously on the same multimedia presentation. In addition, it includes a search engine and there is the option to download them to work with them even when not connected. It supports HTML5, so presentations can also be viewed on mobile devices such as tablets. examples of multimedia presentation

### **Keynote examples of multimedia presentation**

It is part of the productivity toolkit of Apple's iWork program and since its appearance it has evolved to add new themes, animations, transitions... It is even possible to control a slide show from the iPhone. What features does it incorporate? Provide transitions and 3D slide processing or export to different formats such as Flash, QuickTime, PDF and HTML, among other features. examples of multimedia presentation

### **Genially examples of multimedia presentation**

It allows the creation of illustrative content in which participation, communication and learning are the protagonists. Its multitude of animated effects and creative templates have several advantages: didactic lessons can be more interesting and the teacher can turn their ideas into interactive experiences. In addition, they can include other elements such as infographics or information from the Internet with direct sources that facilitate your work and give you the possibility to save time and effort.

### **Flowvella examples of multimedia presentation**

With this exclusive application for iOS, teachers have numerous tools to tell a story through images, texts, videos, links and fun transitions. With the presentation templates covered by this program, not only visual exhibitions can be created, but also digital listings, albums or brochures. It should be noted that it is not necessary to be connected to the Internet to prepare the presentations.

### **Google slides examples of multimedia presentation**

One of its main features is that you can work as a team with other colleagues from the cloud. To do this, it is only necessary to share the link or include the participants with their emails and be connected online to carry it out. It has hundreds of themes and fonts that adapt to the needs of each person. In addition, it is automatically saved, so the user does not have to continually make sure to store it so as not to lose all the work done.

### **Powtoon examples of multimedia presentation**

Class guides, attractive panels, explanatory videos and animated slides are some of the functions that this tool incorporates, which also has graphics, templates, fonts, colors and other elements that give a more original vision to the presentation. Your template templates are organized by category; one of them is dedicated especially to the educational area with the aim of facilitating teaching.

### **Haiku Deck examples of multimedia presentation**

Minimalism is the most remarkable peculiarity of this application, since with only a background image, graphics, a title and a subtitle, a multimedia presentation can be created. It is ideal for those beginning users who do not know all the news that these technological tools present. It is free and exclusive for iOS devices.

Among many other programs specially designed to create multimedia presentations. examples of multimedia presentation

### **Examples of Multimedia Containers**

AVI

Matroska

MPEG-4 (MP4)

DVD

Wav

### **Multimedia Presentation examples of multimedia presentation**

In the case of multimedia understood as **the use of several integrated media**, a presentation in which some combination of photographs, texts, video, audio and / or other graphic elements is used, is a multimedia presentation. Generally, this type of presentation is related to the educational field.

Here, **the fact of using different media together to express a structured theme or idea** is what makes such a presentation multimedia. It does not matter if each element (audio, video, etc.) has a different origin. That is, the media that make up this presentation are integrated in such a way that they create a “whole” (a single story). examples of multimedia presentation

Among the advantages of these presentations are facilitating learning and acquiring knowledge of something or topic, and the ability to increase the feeling of immersion.

## **Examples of Multimedia Presentations**

Although it is common to think of a multimedia presentation in educational terms, there are other ways to express or communicate an idea or tell a story. Some of the most common types of multimedia presentations are:

Live shows (concerts, interactive shows).

Simulations and virtual reality.

Educational or informational presentations.

A pitch or business presentation.

Information kiosks (like those in large shopping centers and tourist spots in a city). examples of multimedia presentation.

Multimedia application Category Media Application descriptions Speech Telephony, voice-mail, teleconferencing Image Facsimile Text Electronic mail Text and images Computer-supported cooperative working Speech and video Video telephony, video mail, videoconferencing Interpersonal communications Text, image, audio and video Multimedia electronic mail, multiparty video games etc. Interactive applications over the Internet Text, image, audio and video Information retrieval (news, weather, books, magazines, video games, product literature etc.) Electronic commerce Audio/CD-on-demand Movie/video-on-demand Analog and digital television broadcasts Entertainment services Text, image, audio and video Interactive television

Multimedia communication deals with **the transfer, protocols, services, and mechanisms of discrete media data** (such as text and graphics) and continuous media data (like audio and video) in/over digital networks.