**Lecture 3.**

**The Role of Multimedia Today Society Information Technology**

Multimedia is anything and everything that you watch and listen in a form of text, photograph, audio, video and many. This is usually recoded and played, displayed or accessed by information content processing devices such as computerized and electronic devices. In the multimedia we can use being in the business, schools, home, public places and virtual reality. These have many functions to do many things and have made the things to more mobile.

Importance of Multimedia

Multimedia and the term is again made of multi and media compound. Media (medium) original double meaning, one that stores information on entities, such as disk, CD, tape, semiconductor memory and more. Second is the transmission of information carriers, such as numbers, text, sound, graphics and so on. Therefore, the corresponding term and multimedia is a single media, literally, the media is compounded by a single media. Multimedia is anything and everything that you watch and listen. It is graphics, audio, sound, text and many. This is usually recorded and played, displayed or accessed by information content processing devices such as computerized and electronic devices. Multimedia to the general argument is that the image, sound, graphics, images, text, text, animation and other media together to form an organic whole, to achieve a certain function, it is called multimedia. There are two aspects of the media itself is all modern technologies. It is hardware and software or a mix of machines and ideas. Multimedia technology and features can be conceptually divided into control systems and information. Multimedia CD-ROM is the main storage and exchange of media. Without such a convenient CD-ROM, the computer industry can not constitute a sale of hundreds of megabytes of multimedia programs for audio, visual and text data. For multimedia we are no longer a passive audience, we can control, can interact, can it be done according to we needs. In a report, we can no matter what those useless and direct access to important data. It is also can be interested in the reports and pictures around the world gather together compilation. Multimedia can be stored, transmitted, presented and perceived. In other words, it is a good form of communication. Multimedia plays an important role in today’s society because it is society now all are the things is keep up with the times. The multimedia is a good way for communication because that can easy to communicate and understand what they say. After that, multimedia has animation, music, video and more of this. This can easier to attract people to listen what you talking about. It also has let more interest to people listen and see when u presents a product. Multimedia also can make easier to deliver what you want to say. If they don’t know what you say, they can see what you do in multimedia. Because the multimedia is making easier the things let they can easy understand. In this they have use multimedia in programming, radio, internet and universality. Now you have a multimedia visual, auditory experience. Inside, including animation, music and movement, will not let other people read that boring. Is the city doing the media have our own control, so we are free to play our creativity to make a dynamic multimedia. As when we do a presentation, we cannot just simply words only. Because the sauce will lead the guests do not want to see, they will feel bored. So when we do a briefing, we must not only increase the number of animation writing, music or video. We can also do dynamic point font, guests will feel interested. Other multimedia files such as video, image and flash memory will help you to improve your visually but also more benefits to users. In multimedia also can use in internet, this included not only help to create more multimedia website users interests. But it will help to attract more links your site to help increase your in-line status. So create a multimedia project or a Web site requires more than writing skills and more high-teach. This is needed a good organization and business talents.

Where to use Multimedia

Multimedia enhanced simple, text-only computer interface and production acquisition and holding of attention and interest in measurable benefits. In short, is to improve multimedia information retention. When it’s properly constructed, can be profound and useful multimedia entertainment. Multimedia can be use in many way are business, school, home, public places and virtual reality.

Business

Business applications in multimedia are presentation, training, marketing, advertising, product demos, catalogues, networked communication and voicemail. The presentation is very useful in many aspects of work and life. Because these are important in business to sales, training, teaching, lecturing and generally entertaining an audience. Presentation allows us to lecture in front of audiences and to present our product or project. Presentation can be use in oral, multimedia, power point presentations, educational or training sessions to giving simply a talk on a subject to group a voluntary basis for pleasure. In this is to facilitate small business and your employees, customers and potential customers of communication. We have use the multimedia in business marketing is easy to persuade the customers to buy us products. In business have different customers they have teenage, elderly people and many. So we can use the multimedia because that can make them easy to understanding it. These are the most common photo sharing marketing strategies.

School

Now many schools are using multimedia in teaching. That can bought teaching and studying to the next level. In this at the schools are encouraging teachers to use multimedia in line with their teaching to create an interest for children. This allows the body absorb and retain information more easily associate, if they can stimulate all kinds of information. Further, using multimedia can help address the needs of students with varying learning styles. This also can make technology to improve teaching and learning the practical possibilities is endless, but the learning curve of software and hardware is shrinking. Best of this entire multimedia projects can provide a means of actively engaging students in the learning process. For examples, students can work in groups to create a digital video project. Projects this usually just only attract students to far more personal than writing a paper, even though they may actually work harder in the video project.

Home

Multimedia now from the gardening, cooking, home design, remodelling and repair to genealogy software is entered the home. Maybe in Malaysia only youngsters use multimedia more than elderly people, but in overseas elderly people are also very keen in learning about this. Finally, most of the multimedia project will reach through the family TV or monitor, built-in interactive input. Either in the old East-West Women Network TV or high-definition set user. After that, home consumers can use own computer to watch movie such as CD-ROM or DVD driver. We want set-up a player that hooks up to television such as Nintendo, X-box or PlayStation machine. Therefore, have multimedia at home so we not so boring at home.

Public Places

In the public places have hotels, train station, shopping malls, museums, libraries and grocery stores. We make the multimedia in public places is for the people provide 24 hours a day also can use the multimedia in them life. In this is piped to wireless devices such as cell phones and PDS. The wireless is at anywhere and anytime because that can give the people at any moment also can online to research any things. This make easier to people, then they don’t want go back home just can online. That can save time and also can make the life more enrich.

Virtual Reality

Virtual reality is a multimedia extension, and it uses imagery, sounds, and animations of basic multimedia elements. Because it requires from a person stringing is navigation feedback, maybe virtual reality is an interactive multimedia in its fullest extension. It is often used to describe a wide variety of applications commonly associated with immersive, highly visual and 3D environments. Simulation environment can be similar to the real world, for example is in the pilot or combat training, simulation or it can be significantly different from the reality as in virtual reality games. This definition will be somewhat ahead of romantic attention. Then the people tend to agree with wearing a suit virtual reality display and data.