MULTIMEDIA TECHNOLOGIES

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Multimedia technologies

Multimedia technology applies interactive computer elements, such as graphics, text, video, sound, and animation, to deliver a message.

Categorization

Multimedia may be broadly divided into **linear** and **non-linear** categories:

- *Linear* active content progresses often without any navigational control for the viewer such as a cinema presentation;

- *Non-linear* uses interactivity to control progress as with a video game or self-paced computer-based training. Hypermedia is an example of non-linear content

Application

Multimedia finds its application in various areas including, but not limited to, advertisements, art, education, entertainment, engineering, medicine, mathematics, business, scientific research and spatial temporal applications.

Education

In education, multimedia is used to produce computer-based training courses (popularly called CBTs) and reference books like encyclopedia and almanacs. A CBT lets the user go through a series of presentations, text about a particular topic, and associated illustrations in various information formats.

Journalism

Multimedia reporters who are mobile (usually driving around a community with cameras, audio and video recorders, and laptop computers) are often referred to as mojos, from mobile journalist.

Medicine

In medicine, doctors can get trained by looking at a virtual surgery or they can simulate how the human body is affected by diseases spread by viruses and bacteria and then develop techniques to prevent it. Multimedia applications such as virtual surgeries also help doctors to get practical training.