



Digital Media Bootcamp: Technology and Applications

Saturday, May 8, 2004, 9:00 a.m. – 4:00 p.m.

Sarnoff Corporation Auditorium

Cost: \$90 (Princeton ACM/IEEE-CS members), \$100 (non-members)

Digital Media and why it is important

How important is digital media? By the end of 2003, over half of U.S. households had at least one DVD player, and over a third had multiple players. For the second consecutive year, DVD and home video was the most popular entertainment medium in America, with consumer sales exceeding that of movie tickets, video games, music, and mass-market books. Approximately a third of U.S. households now own a digital camera, and sales of MP3 players exploded 121 percent in the past year.

In the past few years, digital formats such as DV tape and DVD discs have gone far beyond CD audio to bridge the consumer electronics and computer worlds, allowing you to record and view, edit and share digital media across the set-top and desktop, and then to the world-wide Web.

Meanwhile, next-generation streaming formats such as MPEG-4 are extending streaming delivery from tiny hand-held phones and PDAs to giant high-definition digital cinema screens with surround sound. Microsoft now lists more than 500 consumer electronics devices that support Windows Media, an installed base of over 4 million devices, from portable and car audio players to DVD and satellite video players.

And there's no end to the innovation. Dual-layer recordable DVDs offering 8.5 GB of storage should be reaching the market within a year, along with higher-capacity blue laser discs with a capacity of 27GB. And movies like the Terminator 2 Extreme DVD already include a second high-definition version of the entire film in Windows Media format.

Somehow consumers are able to deal with this profusion of formats and products, finding a safe harbor that allows them to continue supporting our economy by purchasing new digital media products. But the situation is even worse for computer and media professionals, who are expected to understand all these new technologies, and be able to deploy and manage them.

About the speaker

Douglas Dixon is a technologist and author specializing in digital media. His Manifest Technology website (www.manifest-tech.com) provides free articles and technical references to help make sense of multimedia technology.

Doug has published over 100 feature articles, and is the author of three books, including *Desktop DVD Authoring* and *How to Use Adobe Premiere*. Among other positions, he is currently editor-at-large for Mediaware magazine, contributing editor for Camcorder and Computer Video magazine, and a contributor to CNET Reviews and the U.S.1 newspaper.

Doug has presented over 35 seminars and talks in the past few years on digital media topics, for professional groups and conferences including Sony Training, NAB, ShowBiz Expo NY, DVD International Conference, TECHXNY / PC Expo, and Government Video Expo.

Seminar Outline

This seminar is a day-long bootcamp in digital media, covering both the gory details of technologies and formats, and the bigger picture of the developing market and applications. It combines technical details such as compression formats with hands-on demonstrations of working with digital media products and applications.

The day will cover the full range of digital media formats and applications:

- Digital Imaging – Photo Editing
- Digital Video and Audio – Video Editing
- Streaming Media
- Automated Video Processing – Transcoding and Compression
- DVD Authoring

In each area, we will explore the base concepts and market, the underlying formats and technology, and the end-to-end workflow of working with these media:

- Acquisition – Capture / Import
- Process – Tools
- Share – Convert

This seminar will help you make sense out of this profusion of digital media formats, and equip you with the background needed to create, edit, and share digital media – whether you need to capture and post a short video clip, or add media clips to a PowerPoint presentation, or share an event on DVD.

ADVANCE REGISTRATION REQUIRED – fill out the registration form on the next page.

