

## **DVD-VIDEO DISC, PT. 2: INTRODUCTION TO THE NEXT GENERATIONS OF THE MEDIUM (HD—High Density/Definition)**

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### **Abstract:**

Content providers, film studios, and equipment manufacturers are racing forward to provide a next generation of DVDs that offer greatly expanded storage capacities, easily breaking the 4.7 Gigabyte limit of today's recordable DVD Media (DVD-R, DVD-RW, DVD+R, DVD+RW). This workshop reviews competing technologies as proposed by the major proponents: HD-DVD and Blu-ray DVD. Disc specifications and capacities are outlined. The High Density media typically will store more video than SD DVD and at High Definition quality. The video codecs embraced by the two camps are examined (MPEG-1, MPEG-2, MPEG-4 Pt.10 AVC, Windows Media VC9). Are we facing another VHS vs Beta format war or will we, as consumers, encounter multiple formats when purchasing DVD products and players? What impact will the next generation of DVDs have on our humble abilities to acquire video materials and author DVDs for educational purposes? Who is able to play these next generation DVDs? Recordable DVD media have finally reached the "under a dollar" price point. What about the next generation dual-layer discs and their drives? Will the features sets of DVD-Videodisc substantially change? Will the authoring tools radically change, or are High Density DVD Videodiscs just a larger capacity storage medium for higher quality video and audio content? The presenters share what they have learned, distilling lots of new and conflicting information into a half-day primer on the emerging High Density DVD medium.

### **Pre-workshop's Objectives:**

Review the High Density/Definition (HD) DVD-Videodisc medium, analyzing the format, its feature sets, compatibilities, and the possible impact of the next generation of DVD-Videodisc within educational settings.

### **Pre-Workshop's Benefits:**

If you are as confused as we are about the competing format wars for High Density/High Definition DVD-Videodisc, then this workshop is for you. The presenters have compiled what they have learned in the last year about the emerging new medium, its capabilities, and possible impacts on "one-off" DVD authoring and delivery.

### **Pre-Workshop's Pre-requisites:**

No prior video acquisition, editing, or DVD authoring experiences are necessary, although they are helpful in generalizing your experiences with the delivery potentials of the DVD medium. Attending Part 1 of this DVD workshop is not mandatory, but certainly assists in grasping the differences between Standard Definition and High Density/Definition DVD-Videodiscs as discussed in Part 2.

### **Pre-Workshop's Intended Audience:**

Anyone bewildered by the press releases and PR surrounding High Density this, High

Definition that, and red-ray vs. blu-ray technology for the next generation of DVD-Videodiscs. The workshop is not an engineering seminar filled with technical specifications. Instead it focuses on how DVD-Videodisc is applied, from the perspective of the presenters who are daily responsible for producing media at reasonable costs for educational and training purposes.

**Pre-Workshop's Instructor Qualifications:**

*Primary Presenter:*

Paul E. Burrows:

Mr. Burrows has worked over 25 years in the design, production, and dissemination of most media formats for instruction, promotion, media conversions, archiving, cataloging, and metadata development within higher education and K-12 environments--working with faculty, educators, administrators, directors, students, researchers, medical professionals, legislators, and political offices from various levels of government. He holds a Master's Degree with emphases in learning theory, visual perception, media design, and public telecommunications, and is currently the Manager of the New Media Integration Group for Media Solutions, University of Utah.

*Co-presenter:*

Eric R. Carlson has worked almost 10 years at the University of Utah, starting with linear video design and production, then migrating to the development and distribution of projects based on new media formats (web, CD-ROM, DVD-Video, Digital Video, presentations, etc.). He combines a Fine Arts background with best practices of instructional design and is currently a New Media Developer for the New Media Integration Group of Media Solutions, University of Utah.