

DVD-VIDEODISC, PT. 2: HD DVDS-- WHAT IS THE BUZZ AND THE FUSS?

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Pre-workshop Summary:

(Half-Day) What in the world is going on with our old DVD media? 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-SMPTE).

Are we facing another VHS vs Beta format war or will we, as consumers, encounter multiple formats when purchasing DVD products and players (just look at your local DVD sales outlet)? What is the Sony UMD format? The elephant in the middle of the room is China's EVD format. 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? What are the interactivity functionalities? How are these coded? 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? How will the digital rights management restrictions associated with these next generation DVDs help or hinder our development and distribution efforts? The presenter shares what he has 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 presenter has compiled what he has learned in the last several years 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 (SD DVD) is not mandatory, but certainly assists in grasping the differences between Standard Definition and High Density/Definition DVD-Videodiscs as discussed in Part 2. Expect some jargon and techie talk.

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 really not an engineering seminar filled with technical specifications. Instead it focuses on how DVD-Videodisc is applied, from the perspective of the presenter who is daily responsible for producing media at reasonable costs for educational and training purposes.

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