

THE INFLUENCE OF NEW TECHNOLOGY



Raximov Sh. I.

The Influence of New Technology



Plan

- Influence of *E-Books* Technology
- Influence of New music Technology
- Influence of New movie Technology

- The first e-book readers were related to the personal digital assistant (PDA) devices, pocket-sized electronics that could store and display large amounts of text, that became popular in the 1990s. However, early e-book readers lingered on the market, popular in certain techy niches but unable to gain traction with the wider population. Early e-readers had minimal battery life and text that was difficult to read.

- Through the 2000s, technological advances allowed for smaller and sleeker models, the Apple iPhone and the iPad helped make readers more comfortable with reading on a small screen. The second half of the decade saw the release of many e-readers.



- The technology got a boost when Oprah Winfrey praised the Kindle on her show in October 2008. By that holiday season, e-book reader sales were booming, and it wasn't just the technologically savvy individuals who were interested anymore. Despite being criticized by some as providing an inferior reading experience to dedicated e-readers, the Apple iPad has been a powerful driving force behind e-book sales—more than 1.5 million books were downloaded on the Apple iPad during its first month of release in 2010.

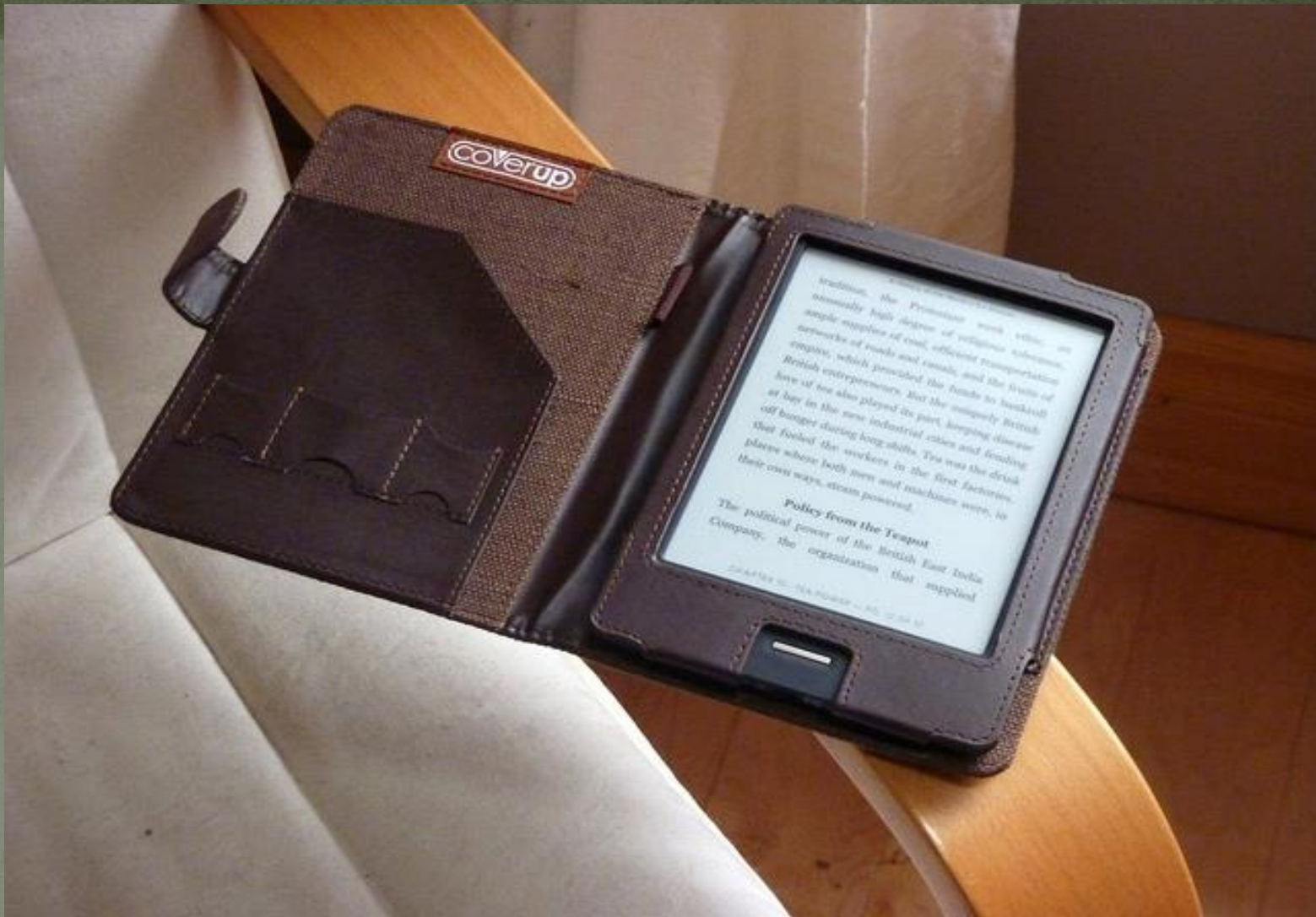
- E-books make up less than 5 percent of the current book market, but that number is growing. At the beginning of 2010, Amazon had about 400,000 titles available for the Kindle device. Some devices offer wireless accessibility, meaning that an e-reader doesn't have to be connected to a computer to access titles; an open Wi-Fi connection is all it needs. With access to a dazzling array of books available with just a few clicks, it's no wonder the contemporary consumer seems enamored with the e-book..

- An e-book reader has the space to store thousands of titles in an object smaller and lighter than the average hardcover novel. And though the devices themselves can be expensive, e-books are usually cheaper than their hardcopy equivalents; sometimes they're even free.



Thanks to efforts like the Gutenberg Project and Google Books, more than a million public domain titles are available as free e-books

- Anything that gets people excited about books and reading should be good for the publishing industry, right? Unfortunately for U.S. publishers, it's not that simple. Some publishers worry that e-book sales may actually end up hurting their bottom lines. During the Kindle's first year, Amazon essentially set the standard price for bestselling or new release e-books at \$9.99. Since Amazon was acting as a wholesaler and buying these books for half the publisher's list price—generally around \$25 for a new hardcover—the company was selling these titles at a loss. However, for Amazon, a short-term loss might have had long-term payoffs. At the start of 2010, the company controlled a 90 percent share of the e-book market. Faced with e-books that cost less than \$10, traditional publishers worried that consumers would avoid purchasing a new hardcover priced at \$25 (or even a \$13 trade paperback).



- Most e-readers are the size and shape of one hardcover book.

Influence of New music Technology



- In the mid-1990s, CD sales were booming. Cassette tapes were all but obsolete, and record companies were reaping the benefits of sales to consumers who wanted their music collections in the latest technological format. This boom was a familiar step in the evolution of technology. In past decades, records seemed to have an ironclad lock on sales, but they were eventually passed by cassette sales.



- Cassettes, as previously mentioned, were then passed by CD sales. However, despite a few advantages in quality and convenience, there were several areas in which CDs were lacking. They were expensive for consumers to purchase, and consumers had to buy a full album even if they were only interested in listening to one or two songs on it because every album came as a complete package.



- At the height of the CD revolution, new digital technology was being developed that would eliminate these disadvantages and revolutionize digital music storage. In 1989, German company Fraunhofer-Gesellschaft discovered how to compress digital audio to approximately one-tenth the size of the original audio with almost no discernible loss in quality to the average listener. Small enough to be transmitted over a modem, the so-called MP3 files (the MP stands for Moving Pictures Experts Group, which is the group that sets the standard for audio and video compression and transmission, and the 3 refers to the most popular layer or scheme with the standard) could be downloaded onto a website or FTP site in a relatively short amount of time.

- Initially done only by a tech-savvy elite, the process of downloading and sharing audio files was a painstaking process because MP3 files were not in one centralized location. Peer-to-peer file sharing—the process in which two or more computer systems are connected over the Internet for the purpose of sharing music or video files—became a worldwide phenomenon in 1999 with the development of centralized online file-sharing system Napster.

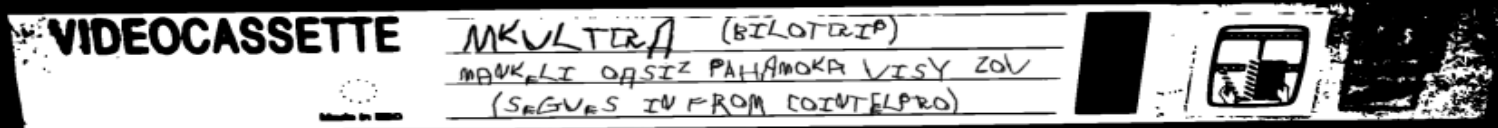
Influence of New movie Technology

STAR
WARS

- New technologies have a profound impact, not only on the way films are made, but also on the economic structure of the film industry. When VCR technology made on-demand home movie viewing possible for the first time, filmmakers had to adapt to a changing market. The recent switch to digital technology also represents a turning point for film. In this section, you will learn how these and other technologies have changed the face of cinema.

Effects of Home Entertainment Technology

- The first technology for home video recording, Sony's Betamax cassettes, hit the market in 1975. The device, a combined television set and videocassette recorder (VCR), came with the high price tag of \$2,495, making it a luxury still too expensive for the average American home. Two years later, RCA released the vertical helical scan (VHS) system of recording, which would eventually outsell Betamax, though neither device was yet a popular consumer product.



- Within several years however, the concept of home movie recording and viewing was beginning to catch on. In 1979, Columbia Pictures released 20 films for home viewing, and a year later Disney entered the market with the first authorized video rental plan for retail stores. By 1983, VCRs were still relatively uncommon, found in just 10 percent of American homes, but within 2 years the device had found a place in nearly one-third of U.S. households (Entertainment Merchant Association).

The Resurgence of 3-D

- After World War II, as movie attendance began to decline, the motion picture industry experimented with new technologies to entice audiences back into increasingly empty theaters. One such gimmick, the 3-D picture, offered the novel experience of increased audience “participation” as monsters, flying objects, and obstacles appeared to invade the theater space, threatening to collide with spectators.



- The effect was achieved by manipulating filming equipment to work like a pair of human eyes, mimicking the depth of field produced through binocular vision. By joining two cameras together and spacing them slightly apart with their lenses angled fractionally toward one another, filmmakers could achieve an effect similar to that created by the overlapping fields of vision of the right and left eye. In theaters, the resulting images were played simultaneously on two separate projectors. The 3-D glasses spectators wore were polarized to filter the images so that the left eye received only “left eye” projections and the right eye received only “right eye” projections.

- 3-D was an instant sensation. House of Wax, the first big-budget 3-D movie, released in 1953, brought in over \$1 million during its first 3 weeks in theaters, making it one of the most successful films of the year. Best of all for investors, 3-D could be created with fairly inexpensive equipment. For this reason, a boom of 3-D development soon occurred nationwide. Forty-six 3-D movies were filmed in a span of 2 years. However, 3-D proved to be a brief success, with its popularity already beginning to wane by the end of 1953 .