Chad Philip Johnson
CMST60, Marks
November 9th, 2010

Purpose: To inform my classmates about optical media, the different types, their histories, and uses for the technology.

Introduction

I. Opening: Display first slide and explain the simple meaning of the term "optical media": an effective data storage technology that allows a lot of information to fit into a small amount of space.

II. Thesis: To explain the different kinds of optical media that we use in our lives for music, movies and computing.

III. Connect: Chances are that everyone has a collection of compact discs and DVDs at home. Have you ever wondered why we use one kind over the other?

IV. Preview: Today I will tell you about the different kinds of optical media, or "discs", and provide some information as to how they are different.

Body

I. Main Point: Present the different forms of optical media that we use and explain the ways that we use them. (cycle through slides 2, 3 and 4)

- **A.** All are small, circular discs that, aside from the pictures on the top, look almost exactly the same as one another.
- **B.** We might have adopted another, newer audio disc more than a decade ago. According to J. Partyka in the 1998 Emedia Professional article A blow against CD obsolescence: Proposed audio disc will play in both CD and DVD hardware, "Philips and Sony [also] designed the Super Audio CD to satisfy the music industry's desire to deliver higher-quality content audio discs without rendering the millions of audio CD players in consumers' hands obsolete." This provided even better audio experiences than the compact disc.

(**Transition:** Now that you know a little bit about the types of discs, I will explain how they are different from one another.)

II. Main Point: There is only one real substantial difference between the discs: storage capacity. (present slide 5)

- **A.** The amount of storage available on compact disc versus full capacity blu-ray disc is humongous. The blu-ray has more than 73 times the capacity.
- **B.** In the Cineaste article Make Way for Blu-Ray by J. Wood, Blu-Ray players "[utilize] a shorter wavelength, blue-violet laser in order to read the disc (as opposed to a standard DVD's red laser), resulting in ten times as much storage space."
- **C.** Interestingly, the amount of time that we use an established media format before introducing a new one has shortened over the years. (present slide 6; explain points)

(**Transition:** Many of you probably know a little bit about the so-called "High-Definition War", so allow me to briefly explain what happened.)

III. Main Point: The term refers to when two competing formats were released at the same time in 2006: Blu-Ray and HD-DVD. (present slide 7)

- **A.** As you can see, HD-DVD players look very much like regular DVD players.
- **B.** Not surprisingly, Blu-Ray players also look very much like regular DVD players, and also function very similarly to HD-DVD players.
- **C.** According to M. Fischetti in the Scientific American article Blu-Ray Vs. HD-DVD, "Blu-ray and HD-DVD produce equally sharp images. The quality of images as compared with that produced by standard DVD is not as dramatic as the improvement DVD provides over video-tape, however, and some [enthusiasts] wonder if such a modest gain is worth the cost of players and disks." (move to slide #8)
- **D.** The result of the brief high-def war was that Blu-Ray became the new standard.
- **E.** J. Weinman wrote in the 2007 Maclean article Blu-Ray vs. HD-DVD? Who cares?, "Big media companies want to make your DVD collection obsolete. Now that sales of regular DVDs have reached a plateau, studios have started marketing high-definition DVDs and players as a way to make customers buy their favourite movies all over again."

Conclusion

I. Summary: So what does all of this mean? (show slide #9)

- **A.** Hopefully you didn't buy a HD-DVD player…
- **B.** Also that optical media serves a silent but rather important role in many of our lives.
- **C.** Regular DVDs could remain a "standard" for many more years.
- **D.** You have to buy a new TV to get any benefits out of Blu-Ray.
- **E.** For a great many movies, you won't even notice a difference. (move to slide #10)

II. Closing: So now you know a little something about these magical discs that we use. Hopefully it will help you better understand some of your technology purchases that you make in the future. Thank you.

References

Fischetti, M. (2007). Blu-ray vs. HD DVD. Scientific American, 297(2), 98-99.

Partyka, J. (1998). A blow against CD obsolescence: Proposed audio disc will play in both CD and DVD hardware. EMedia Professional, 11(1), 13.

Weinman, J. (2007). Blu-Ray vs. HD-DVD? Who cares?. Maclean's, 120(37), 89.

Wood, J. (2010). Make way for blu-ray. Cineaste, 35(3), 32-35.