



iPods and Digital Music: A Multimedia Revolution

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History of Audio Recording

Analog

- Phonograph cylinder (1888)
- Record (1909)
- Magnetic tape (1940s)
 - Walkman

Digital

- Compact disc (1982)
- Digital audio file formats (WAV/MP3) (1990s)
 - iPod

Benefits of Digital Audio

- Create a media library
- Store information about the media
 - Title, artist, genre, artist...
- Sort tracks
- Create playlists

Portable Digital Audio – the iPod

- Original model - 2001
 - 5 GB (1,000 songs)
 - Black and white display
 - 10 hour battery
 - Easy navigation
 - Sync with iTunes
- Later models
 - Color display
 - Photos
 - Video
 - Greater capacity



iPod Touch and iPhone



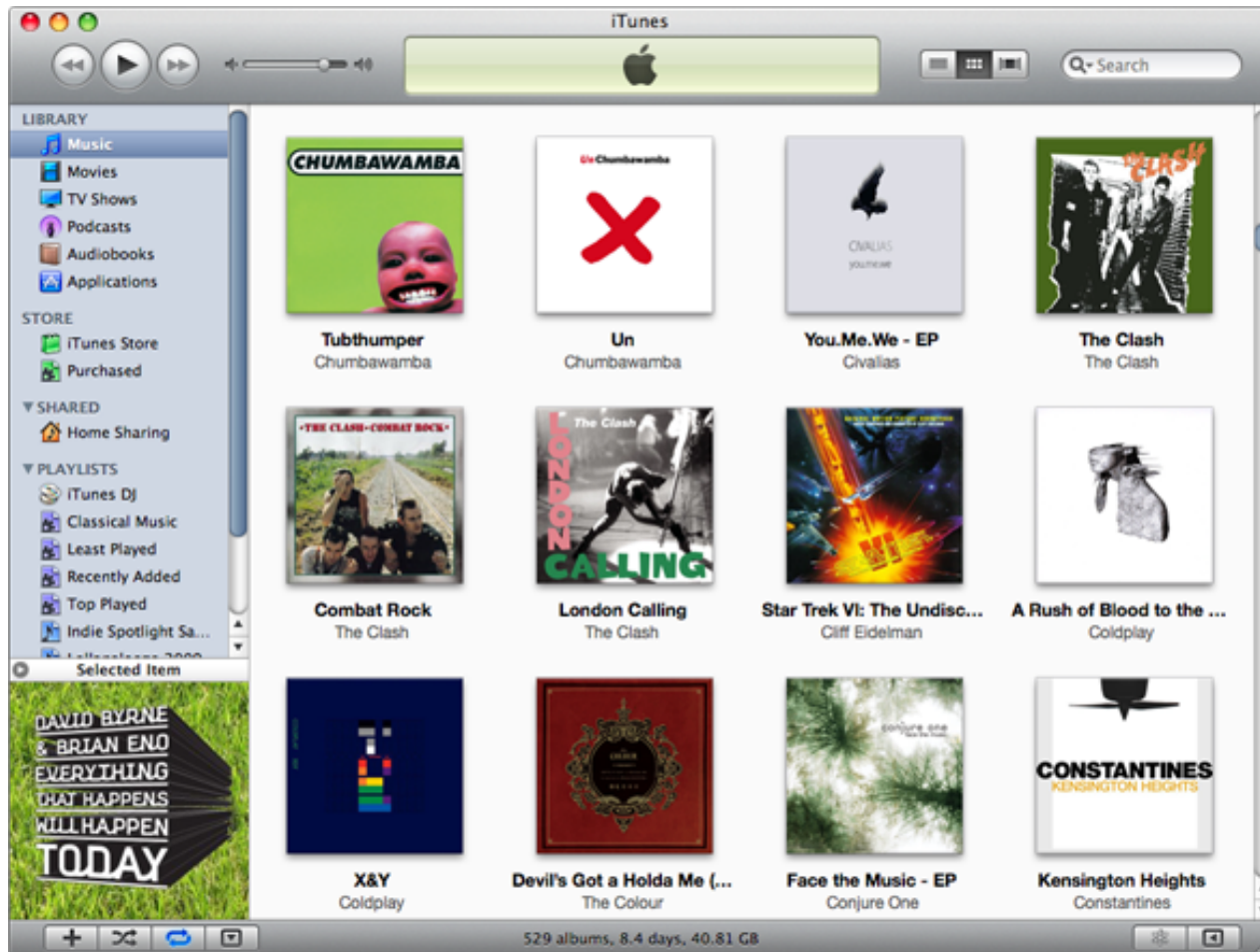
- Portable computer with multimedia applications
- Fewer hardware controls; larger display
- Calendar, photos, map, clock, calculator, etc.
- Engaging multimedia experience
- Games and third-party applications

iTunes Software

- Digital media management application
- Digital media files contain *metadata (tags)*
- Rip CDs or purchase digital media files
 - iTunes Store, Amazon
- Different views and sorting options
- Playlists and Genius



iTunes Software Demonstration



Tips and Hints

- Connecting to a car stereo
 - 3.5mm mini-stereo male-to-male audio cable
 - Cassette adapter
- Tagging lyrics
 - Get Lyrical (Mac)
- iTunes
 - Let iTunes automatically organize media folder



Questions?