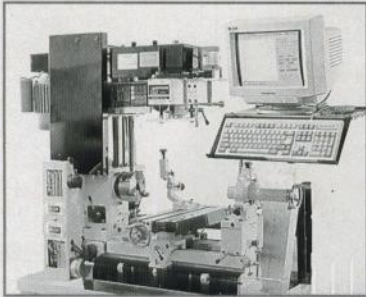


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# technology TODAY

Alan Pierce

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## Instant DVD

To create a video production experience, you don't need a sophisticated television studio. Today, many teachers cobble together analog cameras, VCRs, TVs, and computers to give their students a basic video production experience. They often edit videotape between VCRs, with or without a switcher/fader. These teachers know that the creativity of the filmmakers—not the cost of the equipment—determines the project's outcome.

At the same time, many communications teachers despise the fact that the cost of digital equipment and software pack-

ages forces them to teach video production using 30-year-old technology. A new hardware and software package from ADS Tech can help teachers



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enter the 21st century for around \$150. This greatly reduced cost exists because of the economic principle called "economy of scale." ADS can

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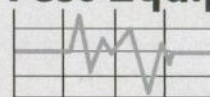


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mass-market its products to all computer-literate folks who also shoot home video. Large production runs allow the company to lower the manufacturing cost per unit and pass the savings on to consumers. The editors of *PC Magazine* recently called Instant DVD 2.0® the best video-capture hardware-software bundle available.

The hardware of Instant DVD 2.0®, in real time, converts your analog video and audio into MPEG-1 or MPEG-2 compressed digital for USB 1.1 or 2.0 transfer to your computer. The software bundled with the hardware allows you to send your completed project to a CD or DVD burner, or to record your project using a VCR. The software also lets you select and vary video resolution, bit rate selection, trim video clips, join scenes, add effects and still photos, change brightness and color settings, overlay titles, add music and voiceovers, and select filters to reduce imperfections found in the original. The software allows you to output your final video production to match television standards found around the world.

The program that introduces you to the system, CapWiz, guides you through the selection of video standards, video inputs and outputs, creating and saving files, and selection of compression formats. The system allows for basic-through-advanced video editing experience using the following software packages that are bundled with CapWiz:

- Muvee AutoProducer DVD SE Edition—Automatically produces finished videos after you import your own video, select music, and select the video look from a library of choices.
- DVD Movie Factory 2.1 SE Edition—Allows you to capture your video and send it directly to your CD-RW or DVD-RW without saving it to your hard drive.
- VideoStudio 7.0 SE Edition—Turns your computer into a powerful


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digital editing system with over 100 transition effects to choose from. The software places the parts of your movie into separate movie tracks so the effects that you lay down for one section won't affect other sections. You have the power to arrange and edit scenes, overlay images, and add animated titles using the cut-and-paste, drag-and-drop, or select-and-apply approach. When you have finished editing a movie, the software will render it for output to a

DVD or CD burner. You can also output your movie to a VCR.

Learn more about Instant DVD 2.0 by visiting ADS at [www.adstech.com](http://www.adstech.com).

### Recalling the Facts

1. Explain the meaning of the phrase *economy of scale*.
2. What activities are performed during the video editing process?
3. How does editing change or enhance the raw footage that was originally shot? 

## Celebrate the Centennial of Flight with this fascinating poster that highlights the achievements of the Wright Brothers

**Wilbur and Orville Wright**, printers and bicycle builders from Dayton, Ohio, made the first four sustained powered flights under the control of a pilot near Kitty Hawk, NC, on the morning of December 17, 1903.



**Wright Brothers**

*"We were lucky enough to grow up in an environment where there was always much encouragement to children to pursue intellectual interests."*  
—Orville Wright

The Wrights flew their "Salter" arrangement. They recognized the plane to turn, but the brothers feared that a bank could cause the plane to spin into the ground. They solved a vexing problem by locking the two aileron controls.

Orville and Wilbur Wright, American inventors and aviation pioneers, achieved the first powered, sustained, and controlled flight of an airplane in 1903. The brothers built four airplanes, creating reliable planes in the next five years, and by 1908 revolutionized U.S. aviation with a powered aircraft.

17 December 1903 at Kitty Hawk, North Carolina: The Wrights made their first flight. Three flights were made that day. The longest, piloted by Orville, was 402 feet and took 59 seconds.

18 October 1908: Orville is accompanying glider with Wilbur at Mt. Airy and then Tulsa at night.

1908—The brothers meet their first pilot at Kitty Hawk, NC.

1909—The Wright Cycle Company is formed in Dayton, OH.

1910—The Wright Cycle Company is reorganized as the American Wright Company.

1912: Wilbur Wright died May 30, 1912.

1948: Orville Wright died January 30, 1948.

Timeline: 1867-1871: Orville Wright born, August 19, 1871. 1903: American Wright Company Founded. 1912: Wilbur Wright died May 30, 1912. 1948: Orville Wright died January 30, 1948.

The invention of the airplane was a fundamental turning point in history. It revolutionized travel and commerce; fueled the process of technological change; redefined the way we fought our wars; and helped to shape a world in which the very survival of a nation would depend on its scientific and technical prowess. Flight is, and will continue to be, one of human-kind's most significant accomplishments.

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