

Unit 6.1: Digital Video Formats

Video can help you to enhance a presentation or to illustrate sequence of steps or technique in a clearer way. Video files are actually static photographic images that are played at certain speed.

When images are replaced rapidly, they appear as if the images are in full motion. Video is interesting because it can be considered as a complete multimedia package.

Why? Because Video may consist of almost all the multimedia elements such as text, graphic, audio and animation.

There are three major stages in video production: capturing, editing and presentation. I am sure that you have HEARD OF various types of formats for digital video. Some of the common digital video format are as follows:

1. Moving Pictures Expert Group (MPEG)
2. Digital Video Interface (DVI)
3. Windows Media Video (WMV)
4. Real Media (RM)
5. Quicktime (MOV)
6. Audio Video Interleave (AVI)

MPEG

MPEG has become a popular and generic means of representing digital video and audio signals for GENERAL consumers, LIKE YOU AND ME.

Besides that, MPEG is also a name for a committee in charge with the development of video and audio encoding standards.

DVI

DVI is used to store a wide variety of data both still-image and motion video data. It is a form of video connector OR INTERFACE which made to maximize the display quality of video graphics.

Windows Media Video (WMV)

(WMV) is a name for the set of video codec technologies by Microsoft. You can play WMV files using players such as Windows Media Player.

The original video compression format used in the file, was originally designed for Internet streaming applications, as a competitor to Real Video. The first version of WMV format was WMV7, released in 1999.

Real Media (RM)

Support of audio and video format for Real Media is available in a wide variety of multimedia players including RealPlayer. RealMedia is a multimedia container format by RealNetworks.

RealVideo can be played from a RealMedia file or streamed over the network using the Real Time Streaming Protocol (RTSP).

Quicktime (QT)

QuickTime, a multimedia framework developed by Apple is capable of handling various digital video and media clips. QuickTime is an extensible multimedia framework developed by Apple Inc., capable of handling various formats of digital video, picture, sound, panoramic images, and interactivity.

It is available for Microsoft Windows operating systems and provides essential support for software packages including iTunes.

Audio Video Interleave (AVI)

Audio Video Interleave, known by its initials AVI, is a multimedia container format introduced by Microsoft in 1992. AVI generates near-CD quality stereo sound and video tracks but consumes large amounts of disk space. However, with current popularity of DVD movies, AVI is not that much popular anymore.

In summary, there are various video files format. You need to know the differences among them.