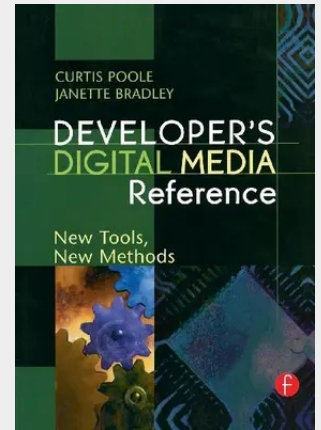


Developer's Digital Media Reference

New Tools, New Methods

Designed for media professionals working across a broad range of formats, Developer's Digital Media Reference is an excellent reference guide for those keeping pace with this dynamic industry. As "convergence" between the World Wide Web, multimedia, and television production communities continues, there is an increased demand for professionals to familiarize themselves with the many new delivery contexts, including hybrid DVD (where digital video content and computer data live on the same disc), interactive TV, and streaming media. Developer's Digital Media Reference covers essential technologies such as SVG (scalable vector graphics), SMIL (Synchronized Multimedia Integration Language, a markup language for creating animations on the web), MPEG-4 (compression standard for streaming audio/video), and Dynamic Web Applications. In addition to serving as a quick-look-up guide, this text is organized to explain today's major media: server-based architectures, disc-based architectures, distribution architectures, and merging/shared architectures. Each topic is discussed in terms of the technological background-evolution, current tools, and production tips and techniques.

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