

Advantages of Multimedia

- 1 Cost to the consumer (about one third the price for a book consisting primarily text and one tenth the price of a full-colour illustrated book)
- 2 Cost to the producer — are manufactured in POD or small runs and can be updated or modified at minimal cost
- 3 Weight — this is especially important when posting books overseas as gifts or freight-ing to wholesale distributors (a 300 page paperback may weigh 600 grams compared with just a few grams for a multimedia version)
- 4 Environmental saving (hard copy books have been described as a “made of crushed ink on dead trees”)
- 5 Convenience of instant text-search — in a multimedia publication you can almost instantly find any word or phrase within a book — ideal when using the book for refer-ence or review
- 6 Storage-space advantage — multimedia books are marketed in a slim-line case, re-sembling a paperback, but only a fraction of the thickness, which means that they do not take up the same shelf-space or weight as hard-copy books
- 7 Portability – If you are carrying around a laptop, you don’t have to also carry a book, as this can be carried electronically. Our multimedia books are also distributed in a Com-pact Reader Format for PC, PDA, SmartPhone, PalmOs, Psion, BlackBerry, Franklin eBookMan, Windows CE, and Windows Mobile. This means that you can even read the book from a media-enabled wristwatch!
- 8 Enhancement of text — multimedia can enhance text by the addition of sounds, com-pelling visuals, video-clips, etc. not possible in print media.
- 9 Entertainment — multimedia is visually entertaining as well as educational
- 10 Usability — Good for “computer-buffs” (those who are captivated by computers) as multimedia seizes their interest; also good for “computer-phobics” (those who are intimidated by computer keyboards and complex instructions) as multimedia auto-loads from the CDROM and is so very easy to use
- 11 Easily franchised – with a Reprint Kit (reprint licence, cover & label printing templates and CDROM duplication masters) minimal equipment is required to manufacture and distribute.
- 12 Gains and Holds Attention — people are interested in multimedia that can combine the elements of text, audio, graphics and video. Communication research has shown that the combination of communication modes (aural and visual) offers greater understand-ing, retention of information and pleasure (a fundamental feeling that is hard to define but that people desire to experience).
- 13 Multi-sensory — Ideal for educational textbooks as the power of multimedia is in en-gaging a variety of learning modalities (visual, auditory and kinaesthetic) which can appeal to various learner styles simultaneously. Because of the interactivity afforded by multimedia, “learning by doing” rather than “learning by reading” becomes feasible. Multimedia allows for the development of more engaging and persuasive presenta-tions. Using videos, songs, etc. allows the readers a mini-immersion experience which makes learning more authentic.
- 14 Foreign Language multimedia with audio enables the reader to hear a native speaker of that language
- 15 Durability — recent tsunamis have reminded us that a CDROM can be immersed in water, dried, cleaned and re-used. A water-logged hard-copy book is destined for land-fill.
- 16 Long-life — ants, silverfish, moths, mildew (enemies of hard copy publications) are unlikely to effect multimedia publications.