

# Innovation and Emerging Technologies

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## 1. Select a technique/ equipment that film makers use to create multimedia products.

The equipment that I have chosen to focus on is the iPod. An iPod is a pocket sized device used to play music files.

## 2. Research and report on the historical use and development of the technique/ equipment.

- *Identify its cost when first developed, in comparison to its cost currently.*

Portable Music Players are constantly evolving with technology. The introduction of the iPod almost diminished the sale of Discmans and significantly lowered their market price. When the Discman was introduced in 1984, it cost around **\$350** US dollars. It was an invention that was exciting and expensive at the time. Today, the Discman is very inexpensive. It only costs around **\$40-\$50** and has become almost non-existent since the introduction of the iPod. The first iPod (as shown in the timeline) was introduced in 2001, it cost a whopping **\$399** that year. Apple is virtually in a competition with itself, as bigger and better features are introduced, the prices of the former models significantly drop. The cost of the original iPod was **\$299** in 2002 and today it can be purchased for around **\$149**. Overall, overtime, the enhancement of technology has not only changed the way we view and use portable music players, but also their market price (Prices obtained from: Amazon.com., 2011)

- ***What Technology has this replaced? Explain the advantages and disadvantages over its predecessors.***

The first iPod was invented in 2001, it replaced the Sony Discman. The Discman was released in 1984, this is a device that plays music by inserting a CD into the CD compartment.

Advantages of the iPod	Disadvantages of the iPod
<ul style="list-style-type: none"> <li>• It is small and portable</li> <li>• Don't have to carry around CD's to change the song.</li> <li>• Light and compact.</li> <li>• It is ergonomic as it can easily fit in the palm of your hand and in your pocket.</li> <li>• High quality music playback.</li> <li>• It can easily be charged, doesn't require batteries.</li> <li>• Includes a number of features that make the iPod more productive- Calendar, Notepad, Contact List, etc.</li> </ul> <p>(eHow. 2001)</p>	<ul style="list-style-type: none"> <li>• More expensive compared to other existing portable music players.</li> <li>• Increased number of people who download music illegally.</li> <li>• Has caused some teenagers to become anti social.</li> <li>• Health problems such as; RSI (Repetitive strain injury).</li> <li>• Diminished competition in the industry. Apple is virtually in competition with its self.</li> <li>• Non- replaceable battery.</li> </ul>

- **Identify where this technology is used commercially (in industry).**

This technology is often used for personal use, however, many companies are starting to use the iPod for business use. The extensive features of the iPod have allowed businesses to train employees and hold video conferences, enhance professional development, communicate through the use of Podcasts, to store files and as a platform for distributing marketing messages and other relevant information (Baseline.

2011).

**3. Evaluate how the evolution of this technique/ equipment has made an impact on society and the environment. You must consider both the positive and negative impacts.**

Since its development, the iPod has had a significant impact on both society and the environment.

Impact	Positive	Negative
<b>Societal Impacts</b>	<ul style="list-style-type: none"><li>&gt; Allows you to carry a library of information and entertainment in the palm of your hand (Postman, 1998).</li><li>&gt; <u>Minimises</u> the number of accessories and devices that need to be carried around. These also have the potential to be misplaced and damaged.</li></ul>	<ul style="list-style-type: none"><li>&gt; Creates a barrier of noise when communicating with others. This can <u>minimise</u> social interaction (Postman, 1998).</li><li>&gt; Can increase the number of illegal downloads and 'stealing'.</li></ul>
<b>Environmental Impacts</b>	<ul style="list-style-type: none"><li>&gt; There is less purchase and disposal of CD's. This leads to a decrease in landfill and pollution.</li><li>&gt; Apple produces their products in a way that ensures that they use less material, ship with smaller packaging, be free of toxic substances(Apple, 2012).</li></ul>	<ul style="list-style-type: none"><li>&gt; The recycling of the metal leads to greenhouse gas emissions.</li><li>&gt; The continuous charging of the battery also impacts negatively on the environment.</li></ul>