MULTIMEDIA CONTENT: STATUS AND PERSPECTIVES

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The development of science, society, new technologies are growing at such a fast pace, that new knowledges become quickly outdated and obsolete. In addition, the rate of information change in the modern world is extremely high, therefore, an urgent problem of data resources formation based on the integration of information technologies that provide active human impact on this data in real time scope is arisen. Multimedia is such a navigation structure that enables interactivity, possibility of direct interaction with a software resource.

According to the generally accepted definition, "multimedia" is a special interactive technology, which with the help of hardware and software tools provides the work with computer graphics, text, speech maintenance, high quality sound, static images and video (http://comp.vslovar.olg.ru). In the work of Kapterev, A. I. is indicated that for the creation of multimedia systems from multimedia content complex systems are formed. This is done for the most comprehensive display method and, accordingly, the perception of multimedia content data by the user, according to its type. It is suggested that multimedia content is an electronic combination of information containing text, video data, static images, audio flows that are available online. Nowadays, web sites, appendices to printed books give a significant part of information in the form of exactly multimedia resources. Multimedia is used intensively in the television industry. The translation can be represented directly in live or recorded as multimedia presentation. Such multimedia content may be presented in analog or digital format. Digital multimedia presentations are prepared mainly in streaming mode.

Krapivina A. V. in his textbook presents the graphical data streams, that is a common action when working with a computer in multimedia systems that are extended by solid-state graphics, animation and the combination of television and computer images. The audio streams greatly improve the perception of information. All this substantially approach information with which the user is working on the computer to its view in real time. Therefore, in the terminology of computer graphics, a realistic definition of computer graphics is appeared. It is such a graphic system that covers the above-mentioned features.

Thus multimedia is an optimum combination of text, images, video and sound presented in a single form. Multimedia and the Internet require a completely new approach to writing form. The letter style, which is suitable for "off-line world" is different from online. Unfortunately, the most majority of today developers of so-called multimedia systems believe that if there are movement and sound, then it is already the multimedia system. There is no clear definition of "Multimedia system" and that is why very something that has such name, rather is an information system in electronic form with multimedia elements. Multimedia system must have, for example, audio control, transformation of the text (visual) into the text (audio), and the text (audio) into the text (visual). Nowadays are not developed evaluation criteria and numerical coefcients of the multimedia products effectiveness, that is why it is only possible to use such phrases, which encourage to use multimediameans:

• "these means allow to increase the quality and speed of information perception"
• "the means provide additional information about the process"
• "the means increase the convenience to work with the system"
• "in a static form this process cannot be shown"
• "for people who do not see it is an effective method of providing information" etc.

The article deals with methods and means of complex information product multimedia content creation and the algorithms of diverse data representation.

Keywords - multimedia systems, information content, interactivity.