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Summer is for relaxing. This month's column, however, explains that electronic format wars are getting hotter. While we wait to see which high-definition DVD player dominates the field, should we consider the Internet as the answer? Read the following. You may be surprised at what is considered a "standard."

[Feature Editor Kenneth E. Kendall]

The Word "Standard" No Longer Connotes Permanence: Can the Internet Save Us from a High-Definition Debacle?

by Kenneth E. Kendall, Rutgers University



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Sciences Institute (DSI). He is currently the president of DSI. Dr. Kendall has been named as one of the top 60 most productive MIS researchers in the world, and he was awarded the Silver Core from IFIP. He recently co-authored a text, *Systems Analysis and Design (7th ed.)*, published by Prentice Hall and *Project Planning and Requirements Analysis for IT Systems Development*. He edited *Emerging Information Technologies: Improving Decisions, Cooperation, and Infrastructure for Sage Publications, Inc.* He is on the review board of the *Decision Sciences Journal of Innovative Education*. Dr. Kendall is a past Chair of IFIP Working Group 8.2. He has served as an Associate Editor for *Decision Sciences* and the *Information Resources Management Journal*. For his mentoring of minority doctoral students in information systems, he was named to the Circle of Compadres of the Ph.D. Project, which was begun by the KPMG Foundation over a decade ago to increase the diversity of business school faculty. Professor Kendall's research focuses on studying push and pull technologies, ecommerce strategies, and developing new tools for systems analysis and design. Ken and his co-author and spouse, Julie, served as official nominators for the Drama League Awards in Manhattan.

So this summer (if you're in the Northern Hemisphere) you decided you finally had time to shop for that high definition TV (HDTV) you wanted but didn't have time to select during the semester. You did your homework and made sure that you got true high-def, 1080p, not the 740p or 1080i HD that was touted last year as the best to date. You even had the foresight to wait until 2007 to get a 120Hz refresh rate and a processor that was good enough to minimize blur.

Since you are well read, you have been aware of the estimates that over half of the buyers of high-def sets sold have not yet seen high definition because they do not have a high definition sources so you subscribe to high-def cable or satellite and you get the proper equipment.

Then you realize that content delivered to you is compressed and that, on occasion, you do see some compromises in what you thought would be a perfect picture. The DVD player you own (you got rid of your video tape machine years ago, right?) is not a high definition player, nor is your TiVo. So once again you go looking for a new DVD player, priced between \$500 and \$1,000.

You immediately notice that there are two formats: HD DVD and Blu-Ray. HD-DVD came out two months before

Blu-Ray (two months is a long time in the electronic world). Blue-Ray has superiority in terms of storage (50 GB on a double-sided disc compared with 30GB for a double-sided HD DVD disc). But HD DVD players are cheaper right now.

June Format Wars or Follies?

June proves to be the month in which great format battles take place. Just take a peek at the news stories at www.pc.world.

On June 12, GamePro (2007) reported on a release from the North American HD DVD Promotional Group that proclaimed that HD DVD players accounted for 60% of the North American set-top player market of high-def - DVD players.

On June 18, Reuters (2007) published a story on Blockbuster favoring Blu-ray technology.

On June 19, PCWorld posted a comment (Perenson, June 19, 2007) on what the Blockbuster decision really means to the high-def industry.

Then the very next day, Perenson (June 20, 2007) noted that whatever high definition player you buy, you might have problems playing some DVDs. The solution? Install firmware updates to solve the problems. Not a god thing for people who just want to rent a movie.

Why Not Skip the DVD Player Entirely?

This is not encouraging. After all, why don't you skip the DVD player and get your content from the Internet? A few download sites are now in existence including AmazonUnbox, CinemaNow, MovieFlix, NetFlix, and Vongo. Right now, they may be similar to quality as a regular DVD, but wait awhile and they will provide high-def content as well.

Of course it is human nature to buy and store items for a library, but you may overcome that urge if it means you don't have to purchase a new DVD player.

Just Another New "Standard?"

Oh, just one more thing. Now that you have comfortably made your decision and purchased your new high-definition television, you may want to take note that a new standard has been accepted.

The new standard, unveiled in 2005, is called Ultra High Definition Video (UHDV). It has a resolution of 7,680 × 4,320 pixels, significantly more than existing High Definition TV (HDTV), which has a resolution of 1920 × 1080 pixels in the United States. It is also a whopping 110 times the amount of pixels delivered by a "standard", ordinary NTSC DVD player we use today.

Don't get too excited, because a full-length feature would consume about 25 terabytes of memory, so until memory gets smaller and cheaper, you won't be downloading any UHDV programs from the Internet for some time.

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where both English and Spanish were required and it was not only boring but it took up so much time for the translation the crowd lost their energy, Ernest Jewell is great at what he does. The difference in his work compared to what I have seen in with other trainers is that he says something in English and immediately repeats the same thing in Spanish so he is doing this simultaneously with no extra time taken, and he did not lose the attention of the group. To me it was enjoyable." [Training Specialist, Superior Warehouse Company]

"I feel that Ernest's English/Spanish combo method of instruction was very effective and is a must for training in our area. I think that one of the critical issues to making this work is short, straight to the point sentences. This assures that you don't lose the attention of your English speaking students during the interpretation. Ernest is very good at keeping your attention and keeping everyone involved in the topic. Thank You." [VP Cutting & Raw Materials]

There are scores of students graduating in business and education who are bilingual. Many of them are the children of workers in the factories of Southern California. Because of the changing mix of the U.S. population and the availability of those who are bilingual, the future opportunities for teaching training classes in two languages simultaneously are growing. These bilingual students can learn to teach classes through internships, allowing them to receive college credit as well as on the job experience.

Conclusions

Many DSI members do training as part of consulting and also as part of collecting data or as service to the community. As the U.S. population continues to diversify, it is advantageous to teach classes in two languages at the same time. It is natural for people to think in their primary language so whenever they attend a class

taught in a language other than their first they spend time translating the concepts in their mind, thus losing track of the presentation. They do not capture the new concepts, and cannot apply them when they return to work. The instructor needs to make the presentation first in one language and then in the other speaking in short sentences so that he can keep the class involved and make it interesting for both groups. Materials written on a whiteboard or blackboard should be written in both languages placed side by side. It is important to interpret students' comments creating active participation during class discussions. Teaching training classes in two languages simultaneously can be very effective in training today. ■