

Dear Phil,

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It seems to me that we are interested with no less of a task
than coming up with ~~some~~¹⁾ conceptual understanding of the
application of videodiscs (~~of~~ **related** technologies) to encyclopedic
collections of knowledge and 2) a practical strategy for the Brittanica
to enter into this field. ~~Knowledge on the subject with further
study only could be understood & close,
I think this is the way to do a decent job
of presenting a strategy that makes any sense from a long term perspective,
that we are going to not ourselves in a solid understanding of~~
A solid understanding of "1" ~~is~~ necessary if we are
going to do a decent job of "2".

"Overview"
vs
"all"

The problem is long as there have been books, people have
tried to produce encyclopedias that would make available
all the relevant info. on a subject or on the use of land
Encyclopedias - not the other way only. ~~Although it was always
an impossible task, encyclopedias have really suffered during the
20th century because of the explosion of knowledge & due to
competition with other media.~~ Thus encyclopedias like the Brittanica
are saddled with the dual problem of "too much info" to cover to
write everything in depth - & the rapid dating of the material as does
contain. The high cost of color printing makes color plates as well
as photographs prohibitively expensive & people, ^(except children) are more used to the
high prod. values of TV & speed of computers, both of which tend to make

encyclopedias work dry & old-fashioned (which in most cases they are).

However, the ^{weakness} ~~problem~~ of modern day encyclopedias notwithstanding, it seems
for encyclopedic subj. treatment is ~~probably~~ certainly greater

(I ~~feel~~ - first employed by people as now needed) than ever

before. We do live in an age of people who are seeking to

knowledge. ~~which is not a new thing. For of the higher quality that~~

~~used to be attached to it~~ The first big q. that has to be addressed is

how do you ^{apply these new techs to} ~~left side of the book~~ ^{the encyclopedia} ~~to write an entry of the book~~

There are a couple of ~~big~~ key areas - ~~how~~ what is the best

way to divide up the info - by alphabet, by subject & cross-references

how ~~to~~ ^{large} a "unit" of knowledge do you want to deal with.

Even both of these a large part of the answer has to do with how the index is

constructed & then accessed by the user.

Quality / density

Books - low density, cost of photos
computers - low density,

Accessibility

books - easy access - ~~under input~~ ~~input data base~~

computers - easy access - under input - Input D.I.S.

Flexibility

books - med. flex - small data base, relatively large chunks
exp. & sub-chaps

computers - high flex - large data base - potentially more chunks
eg. access by key words.

but 1 on encyclopedia all knowledge -
access by interest.

Dear Ned,

To borrow, ^{who's slow learning} a child, for the first time since the invention of the printing press ~~the~~ ^(motion) ~~coming into being~~ a technology ^{is making} that will truly revolutionize the ability of the individual to access knowledge.

Books ^{as we know them} is today's this one, one limited both by size & the constraints of print on paper (two-dimensional, no photos, no sound).

Film ~~which they have~~ the tremendous strength of which pictures record ~~as~~ ~~photographs~~ ~~are~~ ~~to~~ ~~the~~ ~~body~~ have the ~~the~~ ~~benefits~~ of

books which allow the user to access the material at a rate & in a sequence ^{last} suited to him/her. Computers ^{have} ~~are~~

many of the advantages of books, with the no neg. associated of ~~the~~

~~graphs~~ no phot. images & the ~~one~~ ^{big} advantage of

~~the~~ ~~large~~ ~~data~~ ~~base~~ with the use of large ~~two~~ ^{color} ~~video~~ computers of a much larger scale and which can be continuously updated.

~~to~~ ^{the} Videotapes, particularly when they are computer-driven, promise to take us even ^{open} ~~past~~ these three media, putting thousands more of high quality info into people's hands.

Dear Rod,

I think let's keep this relatively informal, no + will
be in the form of a letter rather than an essay etc.

[As ~~discussed~~ ^{discussed} ~~was~~ ^{was} ~~you~~ ^{you}, the organs of videodiscs that I ~~find~~
most exciting - the tremendous power they put in to the hands of the user.]

It seems to me to analyze media along at least 3
criteria ~~which~~ ^{flexibility} ~~people~~ ^{people} who all can ~~accessibility~~ ^{accessibility} & quality.

Quality - a fairly simple concept, do any I am using it. ~~which~~

~~to the~~ ~~which~~ ~~is~~ ~~a~~ ~~measure~~ ~~of~~ ~~the~~ ~~complexity~~
of the ~~material~~. This ~~is~~ ^{part} ~~of~~ ~~the~~ ~~problem~~

white paper would be of low quality, while ~~the~~ ^{from} ~~the~~ ^{the} other
pictures with round would be of the highest quality. Accessibility

refers to the ~~ability~~ ^{ability} of the user to determine the note + reference as to which
the material is presented. ~~for the user to determine the note + reference as to which~~ ^{flexibility} ~~which~~

closely related to accessibility - and there is a ~~measure~~ ^{measure} of the user's
ability to store or look up his own useful material from the ~~whole~~
whole.

Using the criteria
Books are of relatively low density, high accessibility
& medium flexibility. Confined to print on paper, they ~~do~~ ^{do} not have

the tremendously powerful ~~ability~~ ^{ability} of motion pictures or round.

[the high cost of color printing often limits number # of ~~color still photos~~ ^{color still photos}
ways available]. On the other hand the user is able to determine the
note + reference & access to the material.

Outline - 2

1. supplements - follows the circle of knowledge dev. in current editions
within each subject
1. what should be covered - would there be an intro -

2. trade-off between using available footage v the economy rose gained by shooting at a slower speed

3. how densely can you pack info on a consumer player & still have it be useful - what can be compressed, what can't

4. how do you handle indexing

5. feasibility of videotape versions

6. compressed audio - when still it is unavoidable

7. how to design into program

8. how to deal with captions etc.

9. availability of available footage - stills from EPCC possible other sources

10. what new & interesting should be built into program

H1 RES

2. one-to-one EP presents
? 1/2. what this means here?

1. Recommended list of approx. subjects

2. feasibility of producing linear programs on same subj. ~~with~~ at the same time for presentation on cable etc. - co-sponsorship

3. cost estimates for projects

4. how to make multi level road to be useful to widest audience (indexing)

5. how to deal with text

6. interactivity

3. Conventions

1. encyclopaedia on a disc - what is it - design - relative to hardware configurations -

what is most approp. new - still a 2nd level that can be done simultaneously

2. how to divide up / indexing

3. how to deal with text

4. cost estimates

5. how should prod. be organized - ~~structure~~

- design team -
- in-house film work -
rel. series EP