



# FROM BOOM BOX TO MP3 PLAYERS

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# BACK THAN..

◎ This was the definition of cool.



In the 70's boom box were invented and people carried them everywhere they go while bumping the jams that they liked on the cassette. This included my parents.

# IN 1979..

- ◎ The first walkman was invented by Sony Founder Masaru Ibuka which gave a whole new meaning to portable entertainment.



# THAT WAS THE NEXT COOL THING FOR A WHILE..

- © By 1995, total production of Walkman units reached 150 million and over 300 different Walkman models were produced.



- ◎ That was until 1999 when portable MP3 player started to appear.
- ◎ In the 1990's a guy named Fraunhofer Gesellschaft worked with a researcher named Karlheinz Brandenburg to discover that you are able to compress audio into a smaller size without losing the quality of the sound.



# UNTIL 2001..

◎ These were invented by Apple inc.



They were called iPods and people went crazy for them!! It was the trendy new music player and they continue to be.



- ◉ Unfortunately Fraunhofer first MP3 was unsuccessful.
- ◉ Tomislav Uzelac created the AMP MP3 playback engine building the first successful MP3 player.
- ◉ In Feb. 1999 record company called SubPop was the first to distribute songs in MP3 format.
- ◉ Winamp became a free MP3 music player in 1998



◎ Believe it or not this was the first iPod.



In September 2008 over 170,000,000 were sold all around the world making it the best digital audio player in history.

# WHO OWNS AN MP3?

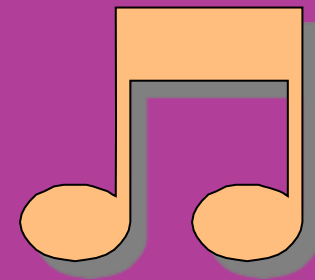
- ◎ 1 in 5 people under the age of 30 have an iPod or another MP3 player.
- ◎ The number drop to 1 in 7 for people with the age of 30-39 and 40-48.
- ◎ Studied showed that people who use the internet are 4 times likely than non-internet users to have an iPod.
- ◎ People who make \$75,000 or more per year are likely to own MP3 players.



# HOW DOES MP3 AFFECT THE ECONOMY?

- ◎ People are able to download music right off the internet and place them into their MP3 player without stepping into a store
- ◎ Some people download music illegally off the internet not having to pay a cent for it. Record labels and artist lose their profit dramatically
- ◎ In around 2003, record labels and artist started to track people who downloaded illegal music. Most of the people who did this were teens, so the trouble fell on their parents

# FACT IS..



- ◉ MP3 players launched a whole new way of buying music like iTunes or Rhapsody and etc.
- ◉ MP3 are getting thinner and smaller making it easier to carry around, not like back in the days where they had to carry a big boom box
- ◉ It's easier to get music without spending money at all and MP3 songs can easily be shared



- Technology continue to grow where nowadays you can place MP3 files on your cell phones and your MP3s
- MP3s definitely changed the way people viewed music



COSUN 8288

CECT IP100

CECT IP1000

COSUN 8288

CECT IP100

CECT IP1000

# RESOURCES..

- ◎ [http://wiki.answers.com/Q/Who\\_invented\\_the\\_MP3\\_player](http://wiki.answers.com/Q/Who_invented_the_MP3_player)
- ◎ <http://ezinearticles.com/?Who-Invented-The-Ipod?-The-Complete-Story&id=935470>
- ◎ <http://en.wikipedia.org/wiki/IPod>
- ◎ <http://images.google.com/images?hl=en&q=mp3&gbv=2&aq=f&oq=>

THANK YOU!!