

The rise of video

A brief snapshot of the moving image, from past to present and what's in store for the future.

Silent star

Low quality / small audience

1891

Thomas Edison invents the Kinetoscope, a single-viewer peep-show device in which film is moved past a light

Source: filmsite.org

1895

Auguste and Louis Lumière invent the Cinématographe (a combination hand-held movie camera and projector) signalling the birth of film

Source: filmsite.org

1895

A boxing match titled Young Griffo v. Battling Charles Barnett becomes the first motion picture to be projected onto a screen before a paying audience

Source: filmsite.org

1896

The Edisonia Vitascope Theatre, the world's first permanent, purpose-built movie theatre, opens in

New York

Source: buffalofilmfestival.com

Silver screen

High quality / large audience

1935

Becky Sharp becomes the first feature-length Technicolor film to be shot entirely in 3-strip colour

Source: filmsite.org

1952

Disney releases its first feature-length animated film, Snow White and the Seven DwarfsTM

Source: disneyanimation.com

1952

Bwana Devil, the world's first feature-length 3D movie, is released

Source: mediacollege.com/3d/history

2009

Avatar becomes highest grossing film to date, using 40% live action and 60% CGI

Source: boxofficemojo.com/ imdb.com

TV takeover

High quality / small audience

1936

The BBC begin transmitting the world's first regular high definition public television service from Alexandra Palace, London
Source: alexandrapalace.com

1976

JVC launch the first VHS video cassette recorder (the HR-3300) in Japan
Source: totalrewind.org

1996

Twister becomes the first movie released on DVD
Source: imdb.com

2006

First Blu-ray movies are released, including The Fifth Element and House of Flying Daggers
Source: bluray.highdefdigest.com

Social sharing

Low quality / mass audience

2003

The bittorrent tracker, The Pirate Bay, is established in Sweden
Source: news.bbc.co.uk

2005

2005
The first video is uploaded to YouTube
Source: mashable.com

2005

Nike's "Touch of Gold" ad becomes first YouTube video to receive 1 million views
Source: telegraph.co.uk

2012

The current most watched video is Justin Bieber's 'Baby' with 756 million YouTube views
Source: youtube.com / July 2012

Introducing...

THE NEXT PHASE

High quality / mass audience

AMD™ is powering the next phase of video, in Brilliant HD, through its AMD™ VISION technology. Optimized for Windows™ 8 with more than 12 hours of resting battery life*, new AMD™ Turbo Core 3.0 technology and new HD Media Accelerator capabilities.

To find out more visit www.amd.com/vision

*Based on testing and calculations by AMD Performance Labs, the 2012 AMD A-Series platform enables 740 min./12:20 hours of Windows Idle. Battery life

calculations based on a 6 cell Li-Ion 62.16Whr battery pack at 98% utilization. AMD defines “all-day” battery life as 8+ hours of battery life in Windows Idle. Test configuration: “Pumori” reference board, AMD A6-4400M with AMD Radeon™ HD 7520G Graphics, 4G DDR3-1600 (Dual Channel) Memory and Windows 7 Home Premium 64-bit, 14” 1366 x 768 eDP Panel / LED Backlight set at 100 nits, HDD (SATA) – 250GB 5400rpm, 62Whr Battery Pack and Windows 7 Home Premium. TRN-4

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