

# Do You Understand The Internets or The Google?

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If you were a non-tech person in 1955, and missed out on every tech advancement introduced until about 1975 you were probably alright, kind of like George W. You could still understand how to make a bank withdrawal, buy food at the supermarket, get paid for a job, and enjoy the same life as you did 20 years earlier. But in case you haven't noticed, technology is expanding much faster these days. It was once believed that knowledge doubled every 7 years... well that's not true anymore, the number is continually being revised downward. Do you realize we are approaching the time when knowledge will double every year? If you "take a little tech break" you are going arrive in the future as an invalid.

I grasp the comfort in having mastered a particular application or technology and the desire to enjoy that knowledge for a while, but "keeping-up" is a never-ending battle.

"If you drop your guard for even a moment and don't keep up with technology you lose, game over!"

Bauart began in the TV industry just prior to the introduction of real-time "video editing". We saw the look of awe from the old guys when they realized it was possible to edit a news story or commercial without touching any film. Imagine the possibilites! But, many rejected video editing as "not-hands-on" they were so accustom to physically touching the film, they just could not get past the concept of electronic editing. They were soon replaced by those who could "get past it".

During the first 10 years in television Bauart saw the arrival and departure of ((Linear Time Code Editing)), 1" - 3/4" - Beta - Beta SP - DigiBeta - D1 - D2 - and D5 tape formats, and more non-linear editing and compositing applications than we could shake a million dollars at. No kidding! The list of expensive high-tech broadcast gear arriving on a Monday and being wheeled to the dumpster as obsolete on Friday was overwhelming. Each new innovation that made it to the consumer meant several competing technologies on the back-end the consumer never saw. All making it possible for you to watch TV commercials and reruns of "Murder She Wrote". Bauart spent months training how to operate broadcast systems that were only months from being obsolete when they were introduced. But they were each needed, we could not stop and wait for the industry to pick their favorite format.

So now as a business advisor to our clients We make it a priority to find out early in any project if a client is technologically savvy, or not. This is extremely critical to understanding who they are and how much explanation will be needed to complete their project.

There is a new type of client on the streets these days that we have defined as an "Ancient". Take the quick quiz below to see if you might be an ancient.

Have you used one of these phrases recently?

- "I can't set the clock on my VCR, it still flashes 12:00am"

- "I enjoy using "The Internets" and "The Google"

- "PenPal is a great way to buy merchandise online"
- "Print out those emails and bring them to my office"
- "I sent him a fax, but never heard back."
- "I enjoy my AM Clock Radio and Rotary Phone and just don't need more."

Let's face it, you **MUST** educate yourself and keep up. The world will not wait around for you to become comfortable with technology. If you're not ahead of the game you're going to quickly fall so far behind that you have no chance to catch-up. Taking a short break from technology will mean you have intentionally stepped out of the work force.

So a note to all you Ancients out there.... Please catch-up, this will be your final warning!