

en·code (ĕn-kōd')

1. To put (a message, for example) into code.
2. To make a computer file readable by a specific electronic handheld device

ear·bud (îr-bud)

1. A headphone device for listening.
2. Primarily used with hand held electronic devices

Can you Bear to Let Them Go?

Brethren, see poor sinners round you slumbering on the brink of woe;
Death is coming, hell is moving, can you bear to let them go?
See our fathers and our mothers, *and our children sinking down*;
Brethren, pray and holy manna will be showered all around.

[Brethren, We Have Met to Worship](#)

Words: George Atkins, 1819. Music: William Moore, 1825



The pictured Motorola technology above is nearly here.

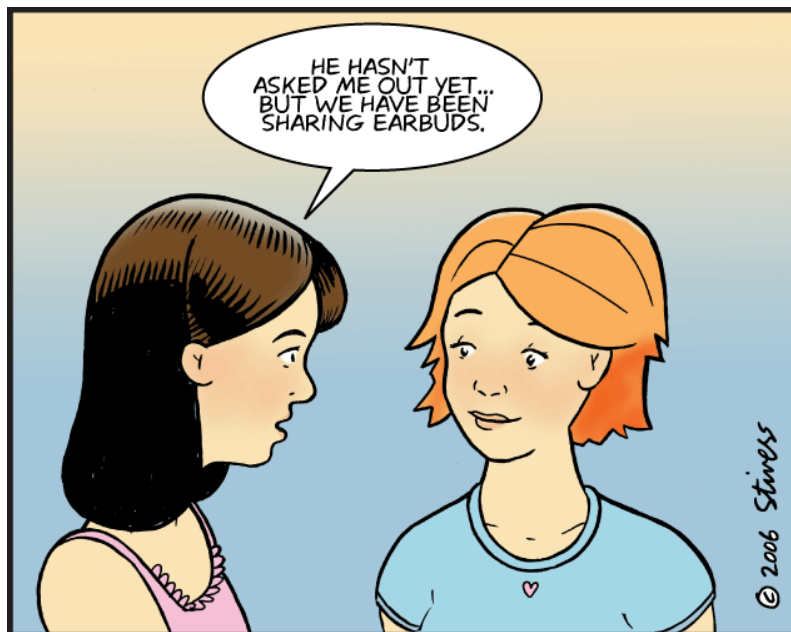
Will we be ready to use it to present the gospel?

3 billion people now have cell phones.

The Encoding Imperative in the Earbud Era –

To encode or not to encode, that is the question

If we do not encode our content for handheld electronic devices, young people around the world will not hear our messages.

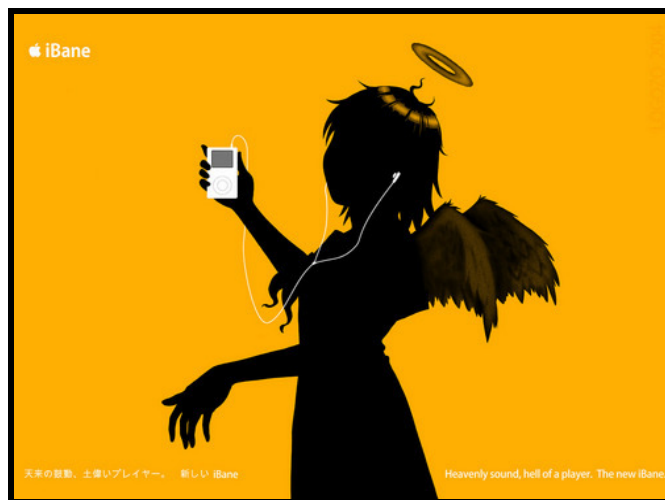


“My 15 year old brother will not read anything if it is not in his world. This is his world. He will read this.”

(Panamanian teenager discussing the [APAD](#) bible study video.)



Study finds teens
don't really
care about
their hearing



We saw Him with our own eyes and touched Him with our own hands. He is the Word of life. 1 John 1:1

The [A Proverb a Day Video Project](#) is a prototype for Christian ministries who are beginning to understand that they have to encode their content in multiple formats to reach the hand-held-device Earbud generation.

This paper discusses the market opportunity and the technical requirements for engaging this community. The technologies discussed here are in the process of being applied to the “A Proverb a Day” Bible study materials. Christian ministries with a serious interest in reaching the global “under-30” population must comprehend and implement these technologies or risk becoming irrelevant.

Over 30 – the TV “Mass Media” generation

Under 30 – the Earbud Era

I want what I want when I want it.....



In the Mass Media Era (think over 30)...

The broadcaster selects and distributes content.

In the Earbud Era (think under 30)...

The user selects and downloads content.

Is your Christian content available “on demand” for cell phones, i-Pods, personal media players, game players and internet users?

The earbud generation will not look at your material if it is not encoded into a format that works on their hand-held device... Wisdom is still crying out in the streets, but increasingly, the people on the street are listening through earbuds.



[Mobile Phones in India to get TV Soaps Soon](#)



Bandwidth availability and subscription costs are barriers in the earbud era that are rapidly being removed.

The first commercial mobile phone service was launched in Japan by [NTT](#) in 1978. By November 2007,...

the total number of mobile phone subscriptions in the world had reached 3.3 billion, or half of the human population...

(although some users have multiple subscriptions, or inactive subscriptions), which also makes the mobile phone the most widely spread technology and the most common electronic device in the world.^[3]

If you are a bible teacher, you do not need to know this, but you need someone on staff that knows how to use this information and implement this technology for your ministry...

[PMPro Mobile Phone Video Converter \(exe\)](#) PMPro Mobile Phone Video Converter is powerful video converter software for all mobile phone users, The Cellphone video converter allows users to convert AVI, WMV, ASF, MPG, RM, Mp4, Mpeg4, QT, Mov, RMVB, VCD, SVCD and MPEG files to 3GP, 3G2, Divx, XVID, AVI, MOV, RM, MP4 easily and fast...

The APAD video bible studies are being encoded so that they will work when downloaded to a mobile video cell phone

Video cell phone usage: consumers in their 30s are four times more likely to have watched video on their handset than those in their 50s.¹



Upward Trend

Updated July 6, 2006

According to a report entitled "New iPods Will Spur 2H06 Recovery in NAND Flash" from research consultancy Gartner strong growth in the portable media player market is expected in 2006, as the market is forecast to reach 187.7 million units, up from 134.5 million units in 2005.

<http://www.mp4converter.net/articles/ipod-growth-driving-deamand-for-flash-memory.html>

Worldwide Portable Media Player shipments will reach 275.0 million units by 2011.

<http://www.instat.com/press.asp?Sku=IN0804077ID&ID=2281>

In countries with youthful age structures, the proportion of the total population under 30 years old is between 60 and 67 percent. In countries with transitional age structures, this proportion is between 45 and 60 percent; in countries with mature age structures, it is less than 45 percent. [Source](#)

¹ [Age is a Primary Factor in How Americans Consume Video Entertainment, Says ABI Research Friday October 31, 9:40 am ET](#)

If young people buy 180 million portable media players a year for the next 10 years, there will close to 2 billion portable media players in use.

There are over 3 billion cell phones in use today.

A few of the 161,000 images of “[Earbuds](#)” found using Google Image Search



Do you know how or when to convert your video content to these formats? Why is it important?

- AVI, MPEG1/2/4, VCD/SVCD/DVD,
- DivX, XVID, ASF, WMV, RM,
- QuickTime MOV, and Flash SWF.

Well it depends on what device your audience is currently listening to.

This list of file formats is incomplete. The number of file formats that are relevant is large. The APAD Video Project is working to identify the most popular file formats for each of these categories. As time and finances permit, *A Proverb a Day* will be available to audiences using any of these devices.



iPod



PMP



Cell Phone



Game player



Wal-Mart reflects changes in how we get information...

They measure floor space by the millimeter.

Wal-Mart teaches us how important it is to produce Christian content for earbud devices

Wal-Mart devotes 80 linear feet of floor space to books and magazines.



Wal-Mart devotes over 350 linear feet of floor space to earbud devices, accessories and content!



1 of 2 iPod Displays



1 of 3 rows of DVDs



Connectivity Items



Game Player Accessories



Game Boys



Sony Play Station



Christian Gospel
Music 10'



PMP Accessories



More PMP Accessories



Zune Media Players



2nd iPod Display

Digital Media compresses content dramatically.

1 DVD can hold the equivalent of 100s of books.



Does your Missionary have one of these cool guys?

(If your content is not encoded, it won't matter.)

Future Technology Today is changing how information is shared.

This \$360 PMP device will project you video onto a wall and work off batteries in a hut in the Himalayas! The prices are going down.

Focupix TableIf Ultra Portable Multimedia Projector (Palm size,VGA) w/ built-in media player

Your perfect mobile projection solution is here! Focupix TableIf ultra portable multimedia projector is one of the smallest projectors in size. Palm size unit, only 6oz in weight (including installed battery). This product offers the ultimate convenience and a full set of fun features, including built in multimedia player, laptop computer connectivity, 1GB internal storage and MicroSD expansion slot. Also supports Mini-USB connection. Besides the traditional way, i.e., connecting a computer to this projector, the built-in media player can also play popular video, picture and music files directly. So, no matter where you go with this ultra portable projector, you can turn the place into your own photo gallery/movie theater. Best of all, up to 30,000 hours in lamp life gives you complete peace of mind. So why wait? Get it and start a new mobile life style today!



A Proverb A Day Displays wonderfully on this device.



Another opportunity to reach the unreached:
Solar MP4 Player for Remote Locations



Under \$100 in Quantity

Rugged Enclosure

eBook – Bibles, any text file; onboard text to voice chip reads the text file as it scrolls

video – 25 fps video
 voice recorder
 music player

SD Cards can be used to distribute music and videos from multiple ministries, if the content is properly encoded.



Well under \$2.85 in Quantity

SD Card Slot for Various Content

- Separate Cards can be used for different content types
- SD Cards can be loaded at a central office or in the field with any computer
 1. Training materials
 2. Bible studies ([A Proverb a Day](#))
 3. Technical manuals
 4. Agency or organizational policies

Additional Features of the Solar-Powered MP4 Player



\$00.00

Only workers who have slept several nights in areas without electricity can fully understand the value of not having to buy or recharge batteries.



The Solar charger charges the player itself. It can also be used to charge cell phones and other devices



Adapters for charging multiple devices are included

Charges 9.0v, 6.3V, 5.5V, 3.5V devices



Flash Light

Even a very small light in a dark place is better than no light at all.

Includes solar-charged flash light



How Then Shall They Hear

Once content is properly prepared for earbud devices, the world needs to know that the Christians have arrived on the earbud scene.

- Infomercials on Christian TV are a good place to start telling them.
- Spots on radio programs direct listeners to a web site where they can access properly encoded content that will display on their favorite hand-held electronic device.



The Rest of the Story

Earbud devices are only part of the picture.

Social networking sites and text messaging are addressing the need for relevant relationships in an increasingly impersonal world.

Christian ministries need to know how to blog, twitter and chat. Nonetheless, the focus of this paper has been on a means for gaining the eyes and the ears of people under thirty who are hungering for truth, but unwilling to go to church or read the bible.

I hope you have been encouraged to help us encode the gospel for global distribution.



The Answer – Encode Baby, Encode !





A technical paper will follow that discusses the following:

- Specific software for encoding specific formats.
- FTP file structure to accommodate multiple RSS feeds
- RSS feed generator software for specific formats and devices
- Mirrored site requirements (distinct physical locations)
- Bandwidth allocation issues during expansion
- Centralization of encoding expertise to be made available to multiple ministries
- File storage and search schemes for multiple ministries