

Audio and Video File Conversion

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Normally, AACIntervention won't include tips that immediately call for out-of-pocket, cash outlay. However, in this case, the tip (and expense) is felt to be worth the time it has saved me. Those of you that work with multimedia in software have realized that certain programs prefer or require files to be in certain formats. However, your camera or CDs might capture video or audio in formats foreign to the host program. I have posted tips on other months about audio converters. However, as the file types change, the converters become obsolete. This tip reviews a product line that, so far, manages my conversion needs in an extremely user-friendly format.

Why do you need to convert files? Well, below are two examples of situations in which you might need to convert.

Audio

Powerpoint prefers music in the MP3 format. Music from iTunes is frequently stored in the MP4 or M4a format. When that happens, you need to convert the M4a file back to MP3 in order for Powerpoint to recognize it.

Video

Classroom Suite prefers video in the MOV format (from Quicktime), especially when it comes to projecting for use on a SmartBoard. My digital camera records my little videos as AVI. Though that will play fine on my computer, it didn't project well via Classroom Suite.

In both of the above scenarios, I needed to convert files from one format to another. I tried bunches of free file converters, and found they left watermarks on the file, limited file size, or were complex to use. I needed something that was quick and easy to use. I was overjoyed to run across the AVS4You site, and discovered their super-easy conversion software.

The two I have used so far are as follows:

Audio

AVS Audio Converter

Video

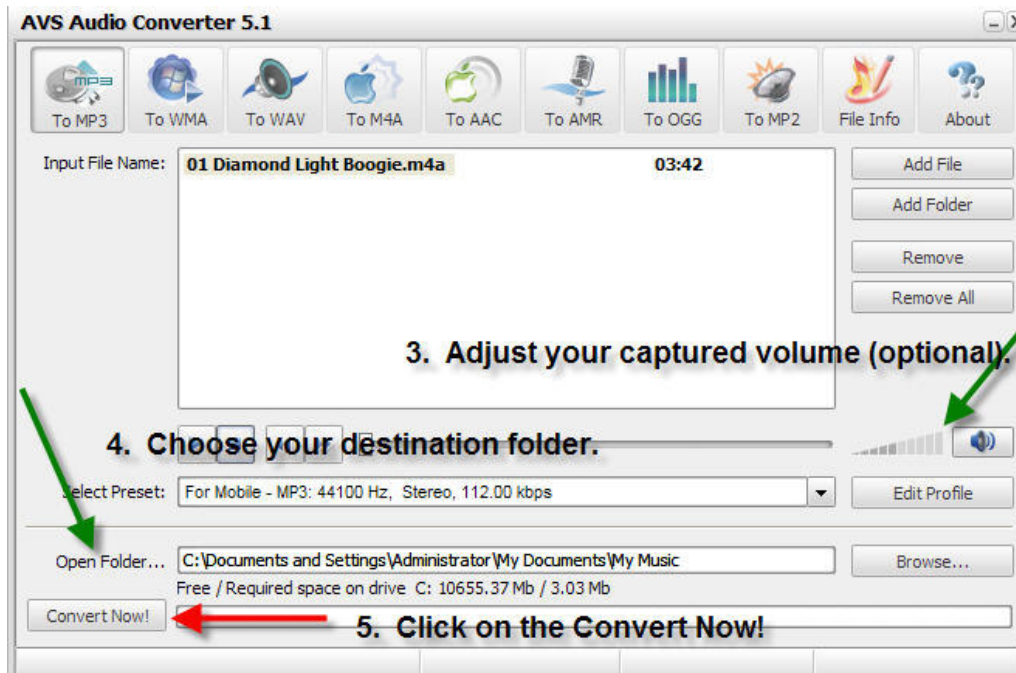
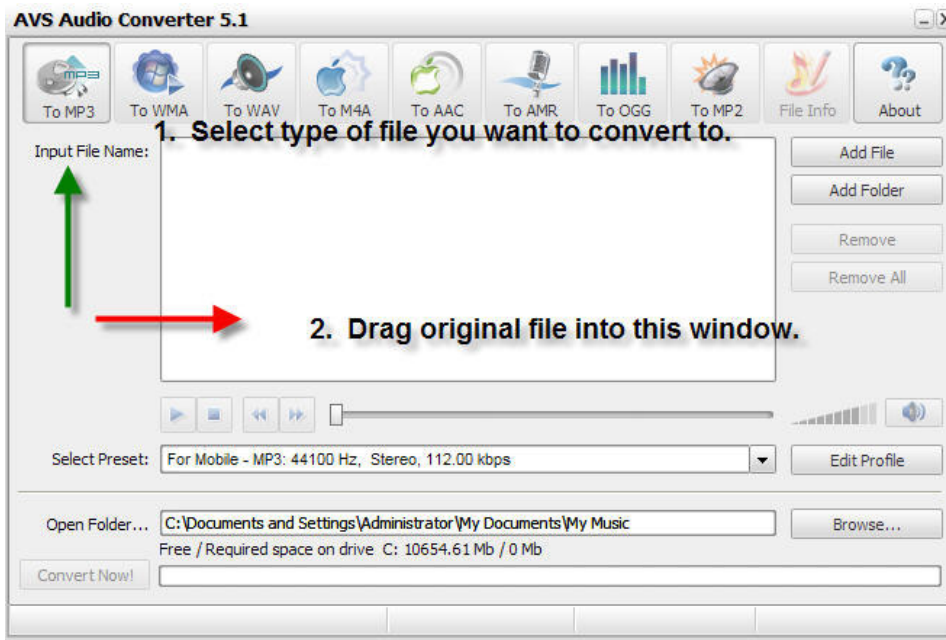
AVS Video Converter

For what I felt was the low price of \$59.00, you get the full versions of both of these programs. In addition (for no extra price), you will get free upgrades for life AND a host of other audio and video programs, such as AVS Disc Creator (for burning CDs); AVS Audio Recorder; AVSiDevice Explorer; AVS Video ReMaker; and AVS Capture wizard (this is a partial list). I haven't played with the other programs, but I felt the money was well spent in the ease of file conversion just the first two allowed me. If you want to sample the programs, you can download demo versions for free. In addition, you can purchase a one-year subscription for a lower price.

For those of you interested in taking a look at this product line, the website is <http://www.av4you.com/>

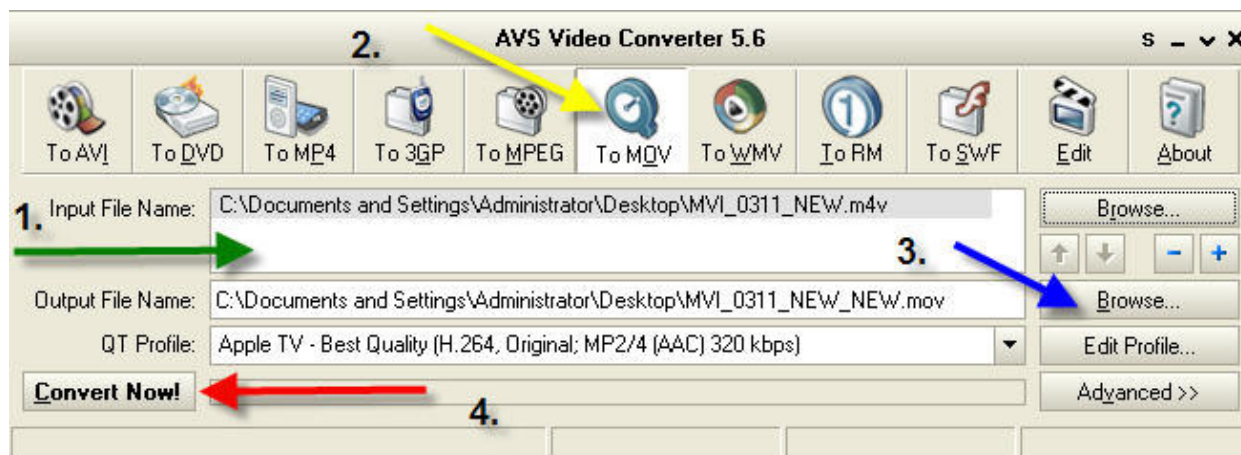
This tip is by no means intended as a commercial or even an endorsement of their product. It is provided here solely to save you the time it has cost me in looking for reliable and easy file converters.

The interface for audio conversion is a single window.



It is that easy!

Video conversion is just as simple.



1. Drag your movie into the “input file name” window.
2. Choose the file type you want to convert to.
3. Select the name and location of your finished video.
4. Click on “convert now”.

Again, I offer apologies and a disclaimer to those who feel like this is a plug for a particular product. This is shared simply to save others the hours and hours of aggravation I faced as I attempted to find an easy way to make my conversions.

As a side note, you can also edit video and audio with this suite of programs, as well as burn to CD and DVD.

Easing the burden of file conversion will free you to spend more time on the fun stuff – creating multimedia for those you serve! Happy converting!