



A MULTIMEDIA APPROACH

Sight, sound and action take collectors beyond ordinary numismatic websites.

THE DICTIONARY defines multimedia as “a technique that combines sound, video and/or text for expressing ideas or facilitating communications.” Technology has revolutionized how we communicate with each other in our daily lives and in our hobby. At one time, numismatic catalogs and auction lists were printed on paper

people use them to listen to music since they are capable of storing thousands of songs. Recordings of lectures, newscasts, books and audio blogs can also be played.

When a work is created using RSS (see my May 2011 column, “Really Simple Syndication”), it is referred to as a “podcast.” Two of my favorite podcasts are:

- ▶ “The Coin Show,” www.coinshowradio.com (website); coinshow.libsyn.com/rss (podcast/RSS);
- ▶ “The Coin Show” (iTunes search)

Fans of this Internet radio program can listen to it on their computer or download it to their favorite music player, such as an iPod or iPad. The show is hosted by Mike Nottelmann, Matt Dinger and Carlton Wiggam. Nottelmann is an experienced Chicago coin collector who has been involved in the hobby for almost 40 years. Dinger is a coin dealer from Indianapolis and currently owns and operates Lost Dutchman Rare Coins. Wiggam is a historian and relative hobby newcomer from Laramie, Wyoming. Each brings a unique perspective to the show.

The radio program is posted about twice a month. It covers a variety of topics of interest to beginning, intermediate and more advanced coin collectors, and incorporates guest speakers who are experts in their particular numismatic fields. This lively and entertaining show runs about 35 minutes to an hour.

- ▶ “Coins, Gold and Numismatics,” www.voiceamerica.com/show/1866 (website); www.voiceamerica.com/rss/show/1866 (podcast/RSS);
- ▶ “Coins, Gold and Numismatics” (iTunes search)

This weekly show, airing on Mondays and geared toward investors and more advanced collectors, is commercially produced by Voice America and regularly hosted by Clark Smith. As the title indicates, most of the focus is on gold coins and the gold market. Numismatic topics that might appeal to more advanced collectors include the finer points of collecting Seated Liberty coins and U.S. pattern pieces. The show lasts about an hour and consists of an interview with an expert on a particular topic.

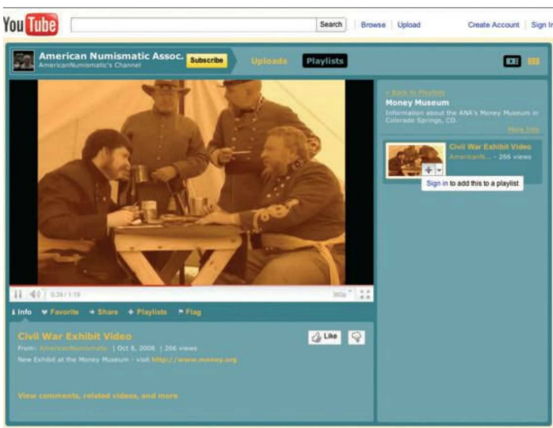
Video

Video, another emerging medium in the field of numismatics, can be distributed through multiple outlets, including DVDs and websites. One of the more recent video phenomena is YouTube, where anyone with a digital recording device can post his or her videos. Look to the following hobby organizations and companies to blaze the video trail:

- ▶ The American Numismatic Association, www.youtube.com/AmericanNumismatic

The ANA’s YouTube channel provides a wide variety of videos on such topics as Summer Seminar; the wealth of information available from the Association’s library; reports from ANA conventions; special promotions; and hobby games and other entertainment. If you are considering visiting the ANA Money Museum, attending one of the Association’s conventions or enrolling in the

PHOTO: YOUTUBE.COM/AMERICANNUMISMATIC



▲ COLLECTORS CAN WATCH a YouTube video about the ANA’s Civil War exhibit.

and illustrated by black-and-white line drawings of coins. Today, we can access the Internet to research, purchase and sell numismatic items, and we can choose where, when and how we want to receive our hobby information.

Podcasts

The Apple iPod transformed the audio-recording and playback industry. In its simplest form, the device plays digital recordings of sound and video files. With most of today’s models (smaller than the palm of your hand), you can take almost any audio or video file with you wherever you go. Many

Summer Seminar, these videos can help you make up your mind.

► COINWEEK.com, www.youtube.com/coinweek

At the beginning of the year, David Lisot of Cointelevison.com and Scott Purvis of Coinlink.com combined their efforts to create a new website called COINweek.com. The two men also post videos of interviews on their YouTube channel approximately every two weeks. Recent videos have presented coverage of the opening of the ANA's National Money ShowSM in Sacramento, an interview with Association Executive Director Larry Shepherd, major numismatic announcements and a review of the Florida United Numismatists show in Tampa. The videos are short, ranging from 2 to 10 minutes, with most around 5 minutes long.

► Professional Coin Grading Service (PCGS), www.youtube.com/pcgs video
PCGS also posts videos on a regular

basis on YouTube. In fact, the company's founder, David Hall, uploads a video report on the rare coin market every Monday morning. Other videos have included personal tours of PCGS-sponsored exhibits, such as one by Don Willis and Laura Sperber about the amazing Tom Bender \$3 Proof Gold Collection. Other videos focus on special guests, such as Scott Travers (author of *The Coin Collector's Survival Manual*) discussing PCGS' secure holders; David McCarthy recounting the story of the famous \$50 slug; and Dale Friend talking about acquiring Bust half dollars. Most of the videos run about 5 minutes in length, with none longer than 15 minutes.

► Heritage Auctions' 360 Degree View, coins.ha.com

Heritage Auction Galleries is a trailblazer in the use of videos in rare-coin auctions. In addition to the company's trademark video descriptions of numismatic items, it also has introduced the "360 Degree View." While

the video description consists of a person reading a narrative and an occasional close-up of the coin, the 360-Degree View shows a 10-second clip of the coin being rotated under optimal lighting conditions. This feature (usually reserved for the rarest coins in a particular auction) allows you to see the cartwheel effect in action on an uncirculated coin or the rainbow toning dancing across its surface. Look for "360 Degree View" under the "Highlights" list at the right side of the homepage.

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Your Input Needed...

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