Codec And Socs 2015



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Roll No. 15



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Introduction

- An industry standard for video compression
- The process of converting digital video into a format that takes up less capacity when it is stored or transmitted.
- Designed with the goal of enabling significantly improved compression performance relative to all existing video coding standards
- For a H.264/AVC encoder using all the new coding features, more than 50% average bit saving with 1–2 dB PSNR video quality gain are achieved compared to previous video encoding standards.



