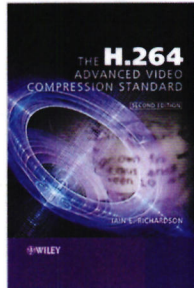


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DESCRIPTION

H.264 Advanced Video Coding or MPEG-4 Part 10 is fundamental to a growing range of markets such as high definition broadcasting, internet video sharing, mobile video and digital surveillance. This book reflects the growing importance and implementation of H.264 video technology. Offering a detailed overview of the system, it explains the syntax, tools and features of H.264 and equips readers with practical advice on how to get the most out of the standard.

- Packed with clear examples and illustrations to explain H.264 technology in an accessible and practical way.
- Covers basic video coding concepts, video formats and visual quality.
- Explains how to measure and optimise the performance of H.264 and how to balance bitrate, computation and video quality.
- Analyses recent work on scalable and multi-view versions of H.264, case studies of H.264 codecs and new technological developments such as the popular H.264.

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Dr Iain Richardson is currently a Reader in video communications and also a Lecturer in digital communications, computer networks and digital electronics in the School of Engineering at the Robert Gordon University. His research interests include video compression and transport and multimedia networking. Dr Richardson is an experienced author, having written the books *H.264 and MPEG-4 Video Compression: Video Coding for Next-generation Multimedia* (Wiley, 2003), and over 40 conference and journal papers. He has also been working on the development of video compression systems since 1993, and now is a convener for the Image Communication Technology Research Group, at the Robert Gordon University.

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