

⇒ Video Compression! -

To digitize and store a 10 second clip of full motion video in our computer requires transfer of an enormous amount of data in a very short amount of time. Reproducing one frame of digital video component, video at 24 bits requires almost 1MB of computer data. 30 second of full screen, full motion video requires that the computer deliver data at about 30 MB per second. This overwhelming technological bottleneck is overcome using digital video compression schemes or codec (Coder/Decoder). A Codec is algorithm used to compress (code) a video for delivery and then decode it in real time for fast playback.

Real time video compression algorithm such as MPEG, JPEG, Indeo, Cinepak and Sorenson are available to compress digital video information at rates that range from 50:1 to 200:1.

In addition to compressing video data, streaming technologies such as Adobe flash, Microsoft windows media, QuickTime and Real play are being used to provide low bandwidth video on the web.