

New Still Image Compression for Competitive Software Developers

Introduction

VidWare Vision[™] **Still Image** is a still image compressor/decompressor that utilizes high-speed, integer-based encoding algorithms. It is designed for software developers, integrators and all other imaging enterprises. **VidWare Vision**[™] **Still Image** exceeds the performance levels of existing products based on legacy methodologies, such as JPEG and many others. It allows developers to create state-of-the-art still image compression/decompression capabilities that surpass legacy CODEC standards. **VidWare Vision**[™] **Still Image** will augment existing still image processing applications and provide leading software companies with advanced capabilities in the digital imaging industry.

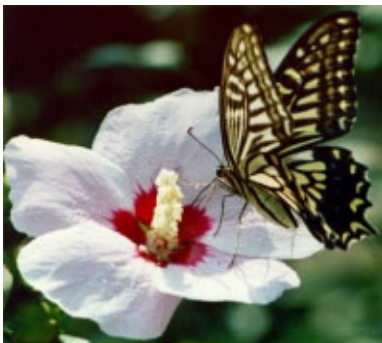
Application Areas

VidWare Vision[™] **Still Image** products will facilitate rapid development and ROI by providing your customers with robust capabilities to meet their fast-growing expectation in the following industries:

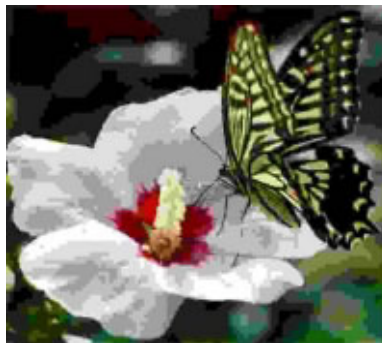
- Digital Photo Solutions
- Image Data Archiving and Processing
- Mobile Technology
- eCatalogue & eCommerce
- Multimedia Applications
- Digital Publishing, and many more

Description

VidWare Vision[™] **Still Image** can vary the size of macro-blocks according to the shape and contents of the image, unlike JPEG, that is constrained by 16 X 16 macro-block encoding. This variable macro-blocking produces a drastic reduction of blocky artifacts and greatly increases image fidelity.



Original Image
File Size: 6.7 MB



JPEG
File Size: 11.9 KB



VidWare Vision[™] **Still Image**
File Size: 9.0 KB

Continued Overleaf...

Features and Benefits

- Results in higher quality, higher compression ratios and improved performance over existing JPEG based products.
- Dramatically reduces blocky artifacts, typical of JPEG, by employing a new variable macro-block encoding technology.
- Compresses images up to 50% smaller than JPEG but with superior quality.
- Maintains the fidelity of the image at an extremely high compression ratio by utilizing superior edge detection techniques.
- Achieves processing speeds higher than JPEG/JPEG2000 by utilizing an integer based algorithm.

VidWare VisionTM Still Image Product Line

In order to meet various customer requirements, **VidWare Vision**TM Still Image is offered at different levels of flexibility:

▶ API/SDK

VidWare VisionTM Still Image API/SDK allows for rapid application development of custom applications using VidWare's software components. This API/SDK is licensed with an optional technical support service.

▶ DSP Optimized CODEC

VidWare VisionTM DSP Optimized CODEC will be available as code optimized for integration with a Digital Signal Processor (DSP). This code will maximize the performance of image processing.

▶ DirectShow Filters

DirectShow Filters for **VidWare Vision**TM Still Image are designed and built based on the DirectXTM DirectShow architecture. These filters allow Microsoft[®] Windows[®] application developers to rapidly implement **VidWare Vision**TM Still Image without a need to access the core components directly or to absorb the learning curve required by API/SDK. These filters are made available based on a one-year renewable license arrangement.