

Oral Presentation

## [DES5]Video Coding

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1:20 PM - 1:45 PM

## [DES5-1(Invited)]Emerging Technologies toward Future Video Coding

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In this paper, we first overview the ever-advancing history of video coding technology and standardization activities as well as evolution of video communication traffic. Then we review latest standardization activity on video coding, and introduce two examples of our new approach, real-entity-oriented coding in particular, to further enhance visual quality and compression performance.