

Ittiam @ IBC 2017 Conference

[View this email in your browser](#)

## Gearing Up for Innovation in Video Encoding with AV1

Keen on staying abreast of the latest developments in codec technology? Then it is time you marked your calendar for IBC 2017. This year at IBC, we will be turning the spotlight on AV1 – the royalty free video codec currently under standardization by the Alliance for Open Media (AOM). Come, be a part of the event, as Ittiam steers the industry conversation on the new format that promises outstanding video compression.

### Add our session to your IBC itinerary

**Dr. Sriram Sethuraman**, Ittiam CTO, will provide in-depth insights into how AV1 is poised to deliver better compression than existing VP9 and HEVC standards. He will showcase the following in his paper, at the session titled "*Beyond HEVC - How to Build an Even Better Codec*":

- New coding tools and methods focused on intra prediction, inter prediction, filtering, quantization techniques and so on
- Comparison of AV1 against open source codecs (x264, x265 and VP9) to validate its suitability for applications like Video on Demand (VoD), live streaming and adaptive streaming
- Comparison of quality data of AV1 streams against H.264, H.265 and VP9 standards, using a recent snapshot of AV1 implementation

Visit the [IBC conference portal](#) for more details.

---

## Find More Insights @ Our Recent Blogs

**Decoding the Buzz Over AV1 Codec**: Apart from several improvements to the default tools, new experimental tools have also been added to AV1 to enable better compression gains.

[Subscribe](#)[Past Issues](#)

**VP9 Video Encoder with Faster Turnaround**: Leading brands including Netflix are increasingly harnessing VP9 – the open source software video codec library from Google. See how Ittiam partnered with Google and Netflix to drive 50-70% improvement in VP9 speed with no loss in quality.



**Enhancing the Compression Efficiency of the libvpx VP9 Encoder**: As VP9 adoption increases, Ittiam is looking to get more out of the new format. This blog highlights the key algorithmic enhancements we are driving to further improve the quality of libvpx encoding with minimal loss in computational speed.



Copyright © 2017 Ittiam Systems, All rights reserved.

**Our mailing address:**

Ittiam Systems  
Consulate 1, 1 Richmond Road  
Bangalore 560025  
India

[Add us to your address book](#)

[unsubscribe from this list](#) | [update subscription preferences](#)

**For more Information:**

website: [www.ittiam.com](http://www.ittiam.com)

email: [mkt@ittiam.com](mailto:mkt@ittiam.com)

regional contacts: [click here](#)