



# Understanding MPEG 4: Technology and Business Insights

*Sebastian Moeritz, Klaus Diepold*

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The Practical Guide to MPEG 4 offers an up to date introduction to this important interactive and multimedia compression standard (including MPEG-4 Part 10), with real examples and information as to how and where this new technology should be used. All aspects of MPEG-4 that are relevant in today's technical landscape are described in this book, including video and audio creation, production, distribution, reception and consumption environment. This book explains everything you really need to know in jargon-free language: interactive systems, content management, deployment, licensing and business models.

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