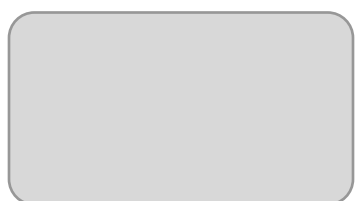# Introducing HEIF and HVEC

Session 503
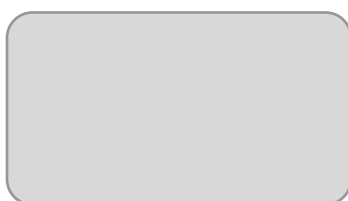
High Efficiency Image File Format (HEIF) and High Efficiency Video Coding (HEVC) are powerful new standards-based technologies for storing and felivering images and audiovisual media. Get introduced to these next generation space-saving codecs and their associated container formats. Learn how to work them across Apple platforms and how you can take advantage of them in your own apps.

Download Video

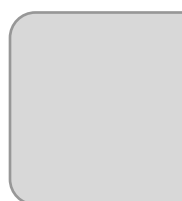## Related Videos

Advances in HTTP Live Streaming

What's New in Photos APIs

Capturing De iPhone Photo