IPv4 address in dotted-decimal notation

172 . **16** . **254** . **1**
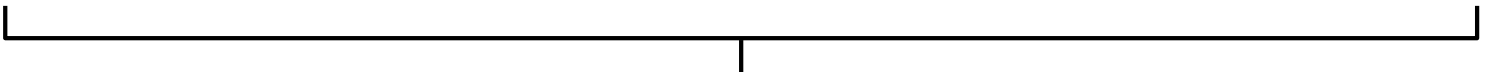
10101100.00010000.11111110.00000001

8 bits

32 bits (4 bytes)