



# Digital Asset Management

数字媒体资源管理

## 2. Introduction to Digital Media Format



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# 基于Python的教学

- 推荐使用的工具链：

- ipython
- ipython notebook
- ImageMagick
- Flask ...



# Review



# Content

Content

Information

Data



# What is Digital Asset Management?

- Tools for organizing, storing and retrieving content in digital format
  - downloading, renaming, backing up, rating, grouping, archiving, optimizing, maintaining, thinning, and exporting ...
- Includes:
  - text, video, images, movies, sound, and 3D content

# Content

content = essence + metadata  
内容 = 素材 + 元数据

# Digital media data types

**Table. File format used in Macromedia Director**

File import					File export		Native
Image	Palette	Sound	Video	Animation	Image	Video	
BMP	PAL	AIFF	AVI	DIR	BMP	AVI	DIR
GIF	ACT	AU	MOV	FLA		MOV	DXR
JPG		MP3		FLC			EXE
PICT		WAV		FLI			
PNG				GIF			
PNT				PPT			
PSD							
TGA							
TIFF							
WMF							



# Outline

- Image format and coding methods
- Audio format and coding methods
- Video format and coding methods
- Introduction to HTML and XML
- Graphics format and coding methods

# Key points

- To grasp features of different types of digital media
- To understand principles of coding different types of digital media



## 2.1 Image format and coding methods



# Common image formats

- General types:

- GIF
- JPEG
- PNG
- TIFF
- TGA

- Raw data:

- RAW
- DNG

- Platform spec.:

- BMP (Win)
- PAINT&PICT (Mac)
- PPM (X-Win)

- Vector data:

- WMF (Win)
- PS and PDF



# Common image formats

- Key points of storage
    - Color space
    - Coding methods
    - Byte order: hardware dependent
      - MSB/LSB (most/least significant byte)
      - MSB - Power PC CPU
      - LSB - Intel X86 CPU

Little Endian

低地址 高地址

----->

+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+

| 78 | 56 | 34 | 12 |

+---+---+---+---+---+---+---+---+---+---+---+---+---+---+---+

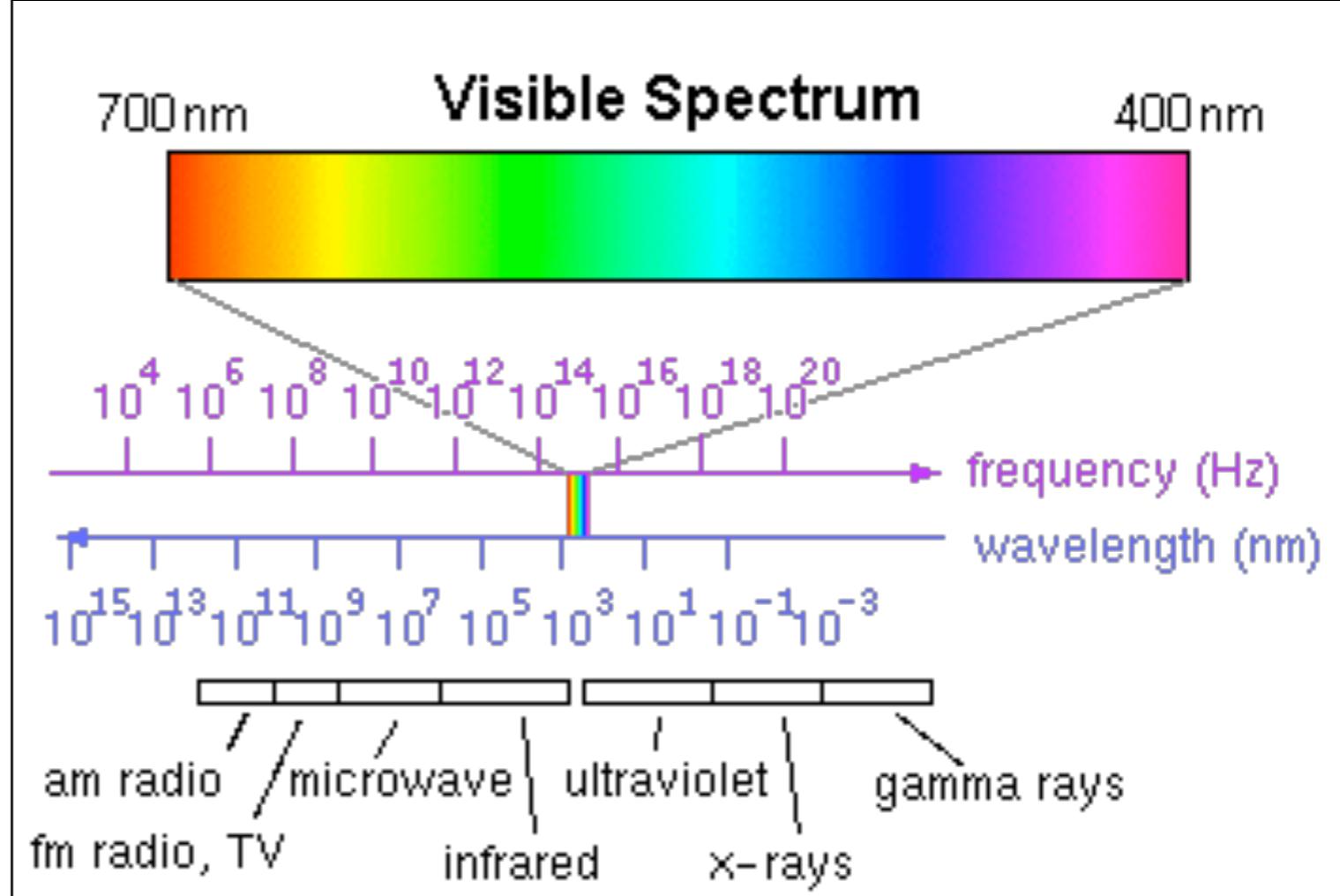


## 2.1.1 Color spaces



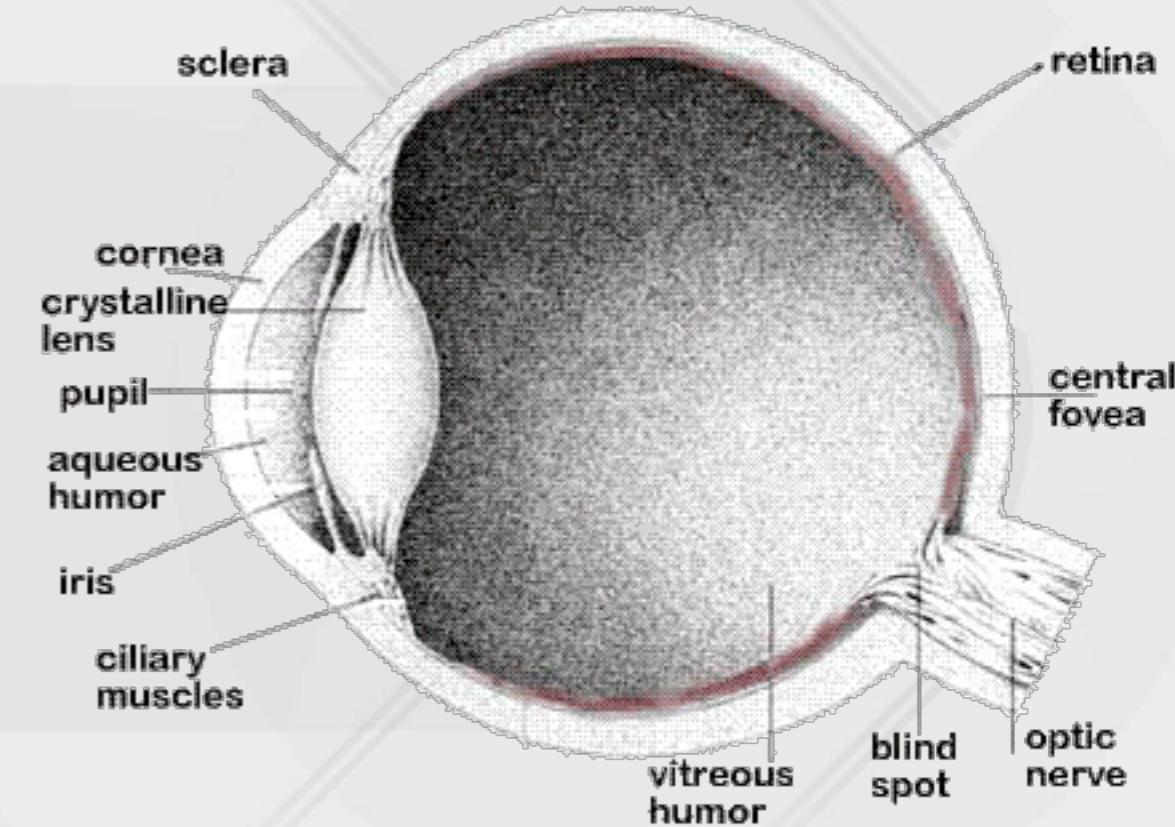
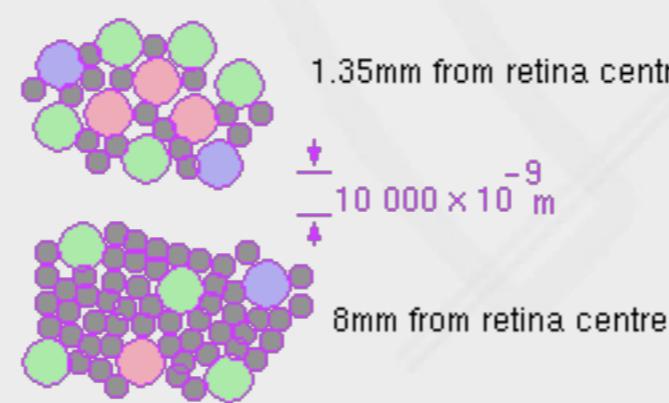
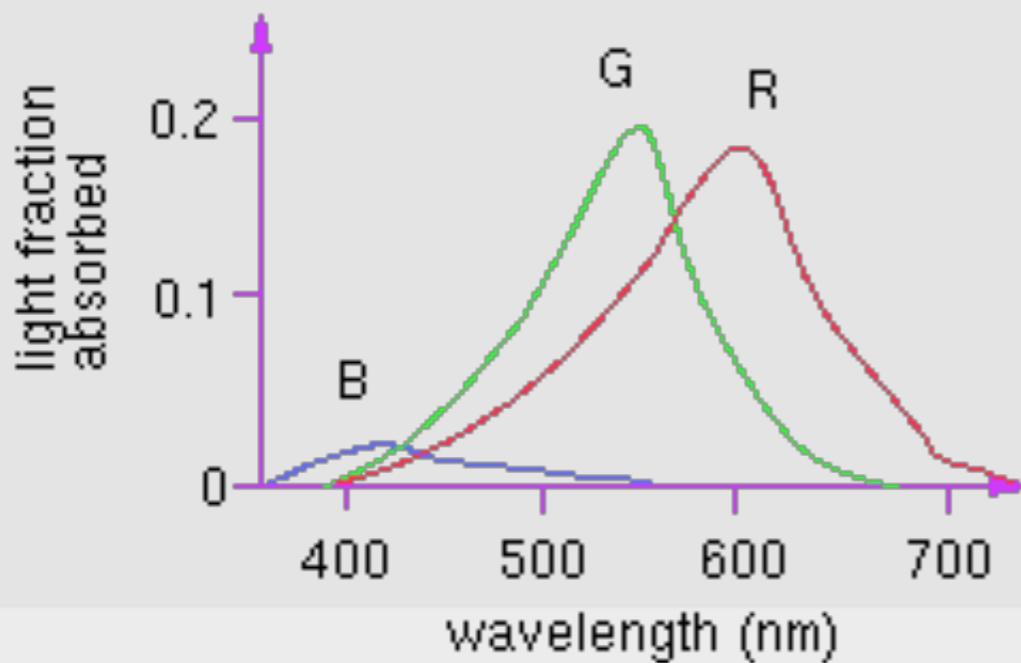
# Color systems and color models

- Common systems
  - RGB
  - XYZ
  - Lab
  - YUV
  - HSV



# Color Model

The photosensitive part of the eye is called the retina. The retina is largely composed of two types of cells, called rods and cones. Only the cones are responsible for color perception. Cones are most densely packed within a region of the eye called the fovea.



# Color perception

- Three types of cones:

S	M	L
Blue	Green	Red

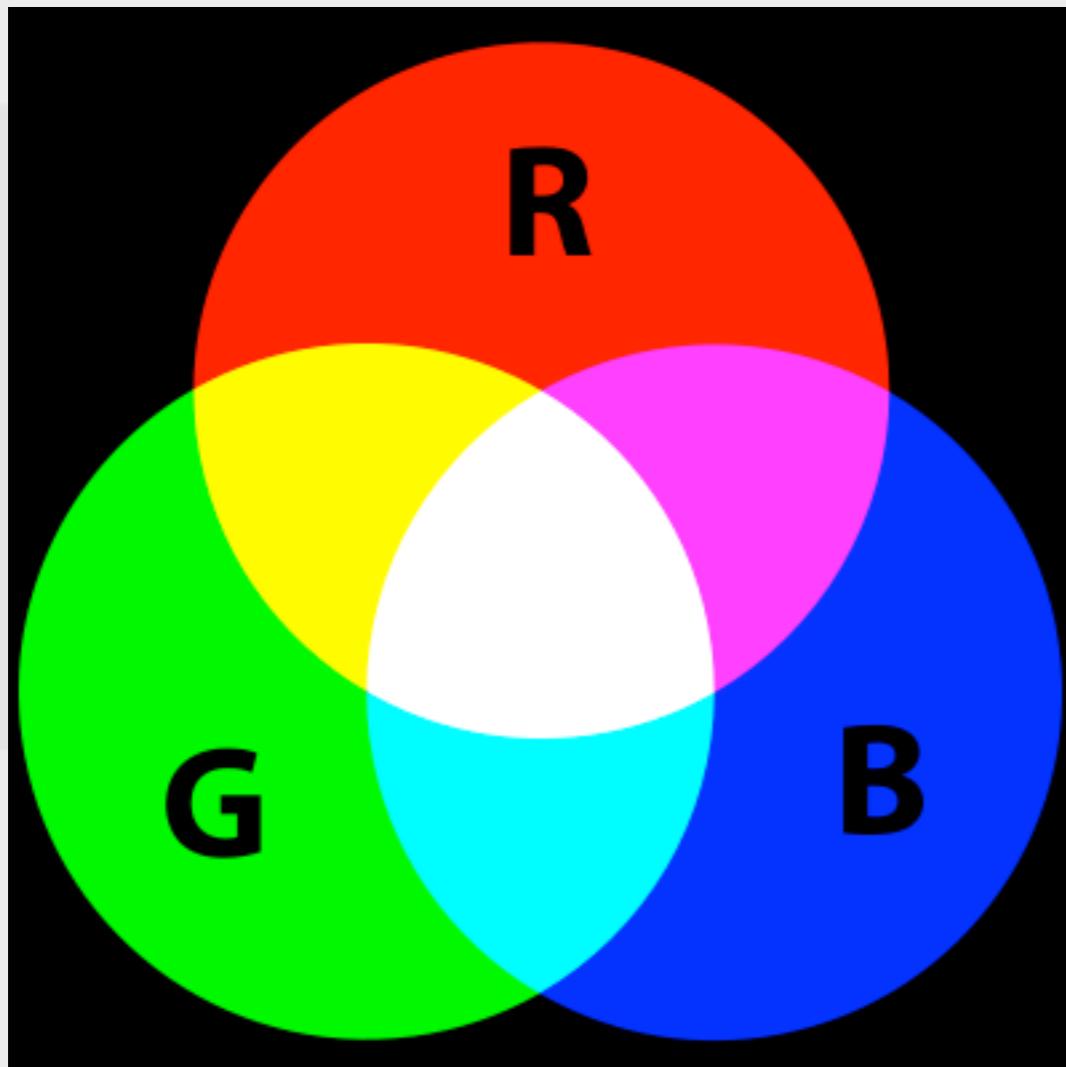
430nm      560nm      610nm

roughly approximate

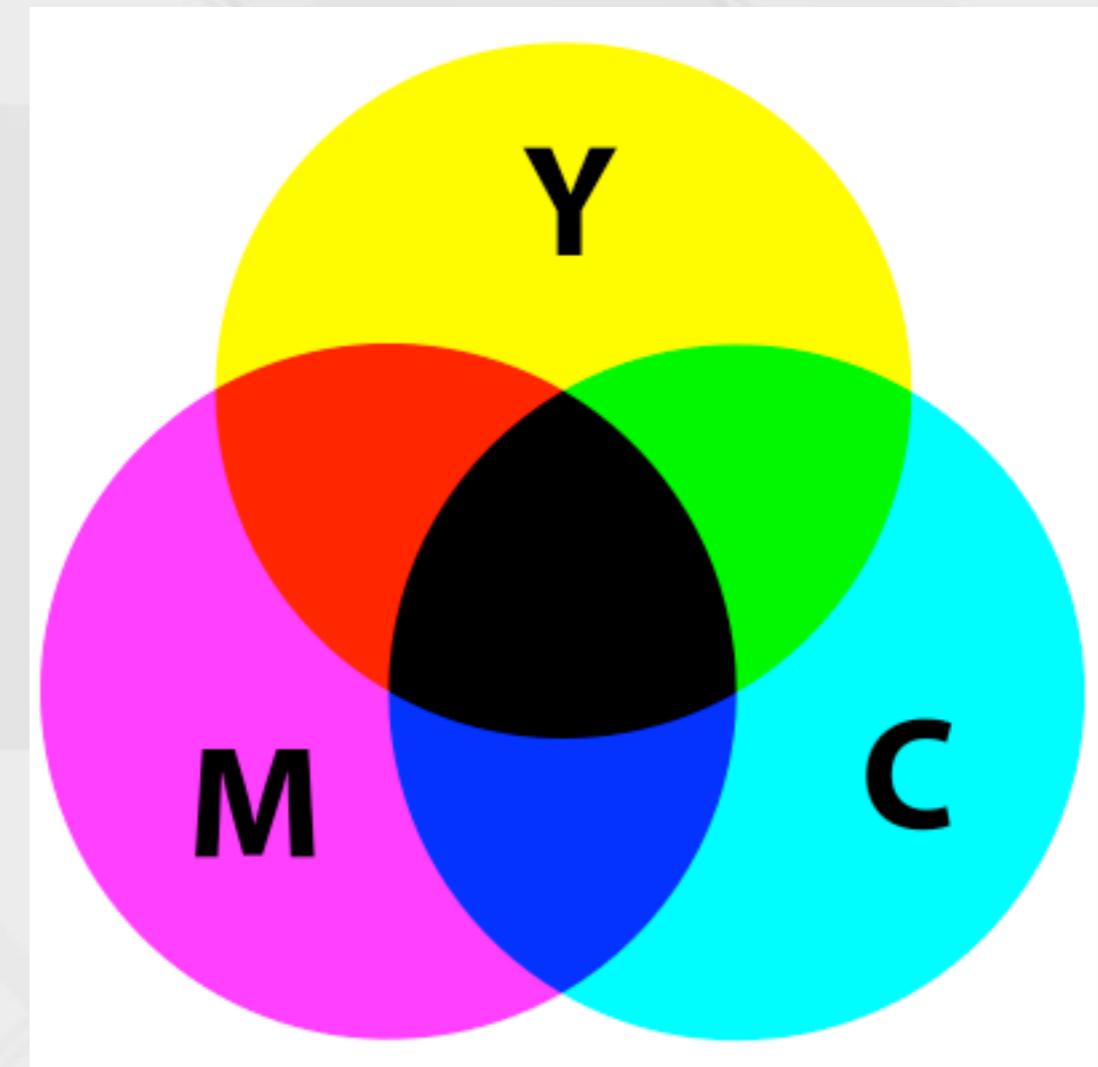
peak sensitivities

- Colorblindness results from a deficiency of one cone type.

# RGB & CMYK



Additive color mixing



Subtractive color mixing

# CMYK => RGB

$$t_{CMYK} = C, M, Y, K$$

RGB => CMYK?

$$\begin{aligned} t_{CMY} &= C', M', Y' \\ &= C(1 - K) + K, M(1 - K) + K, Y(1 - K) + K \end{aligned}$$

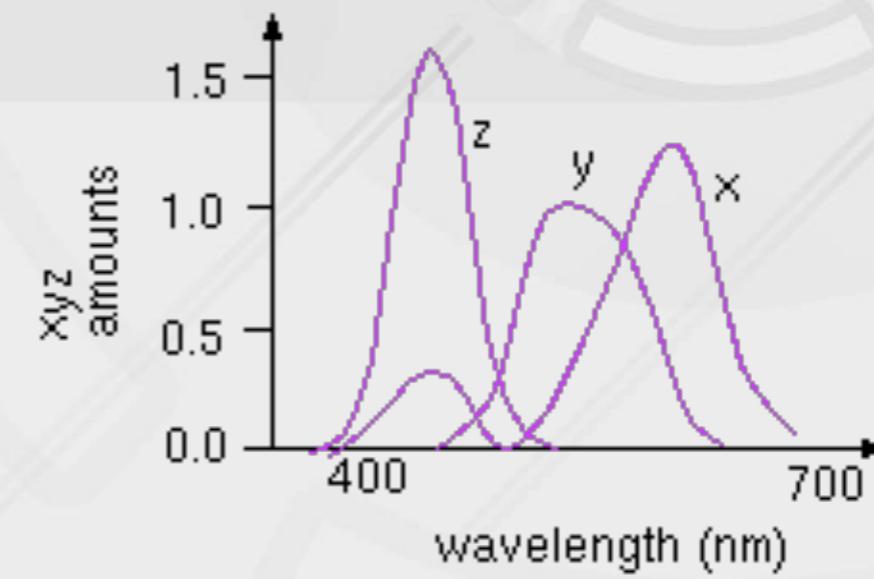
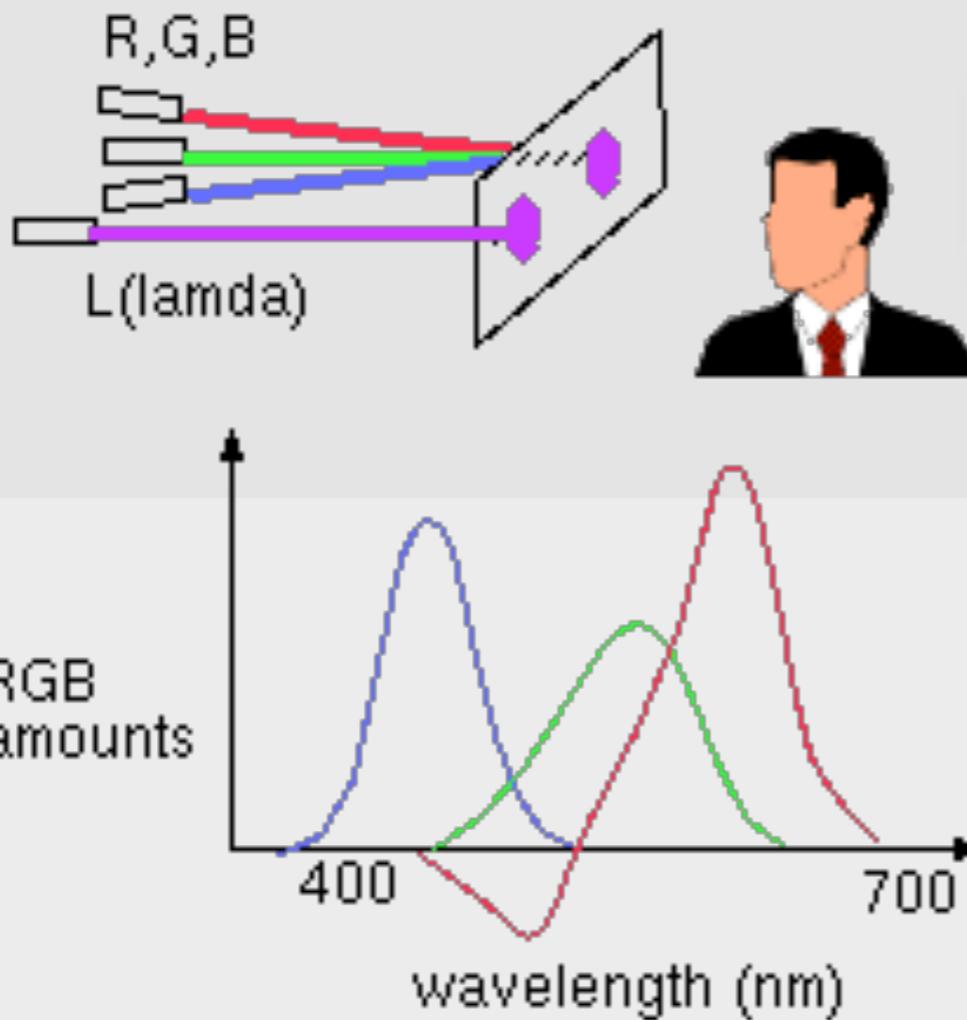
$$\begin{aligned} t_{RGB} &= R, G, B \\ &= 1 - C', 1 - M', 1 - Y' \end{aligned}$$

$$\begin{aligned} t_{RGB} &= \{1 - (C(1 - K) + K), 1 - (M(1 - K) + K), 1 - (Y(1 - K) + K)\} \\ &= \{1 - C(1 - K) - K, 1 - M(1 - K) - K, 1 - Y(1 - K) - K\} \end{aligned}$$



# CIE XYZ space

- CIE: Commission Internationale d'Eclairage"



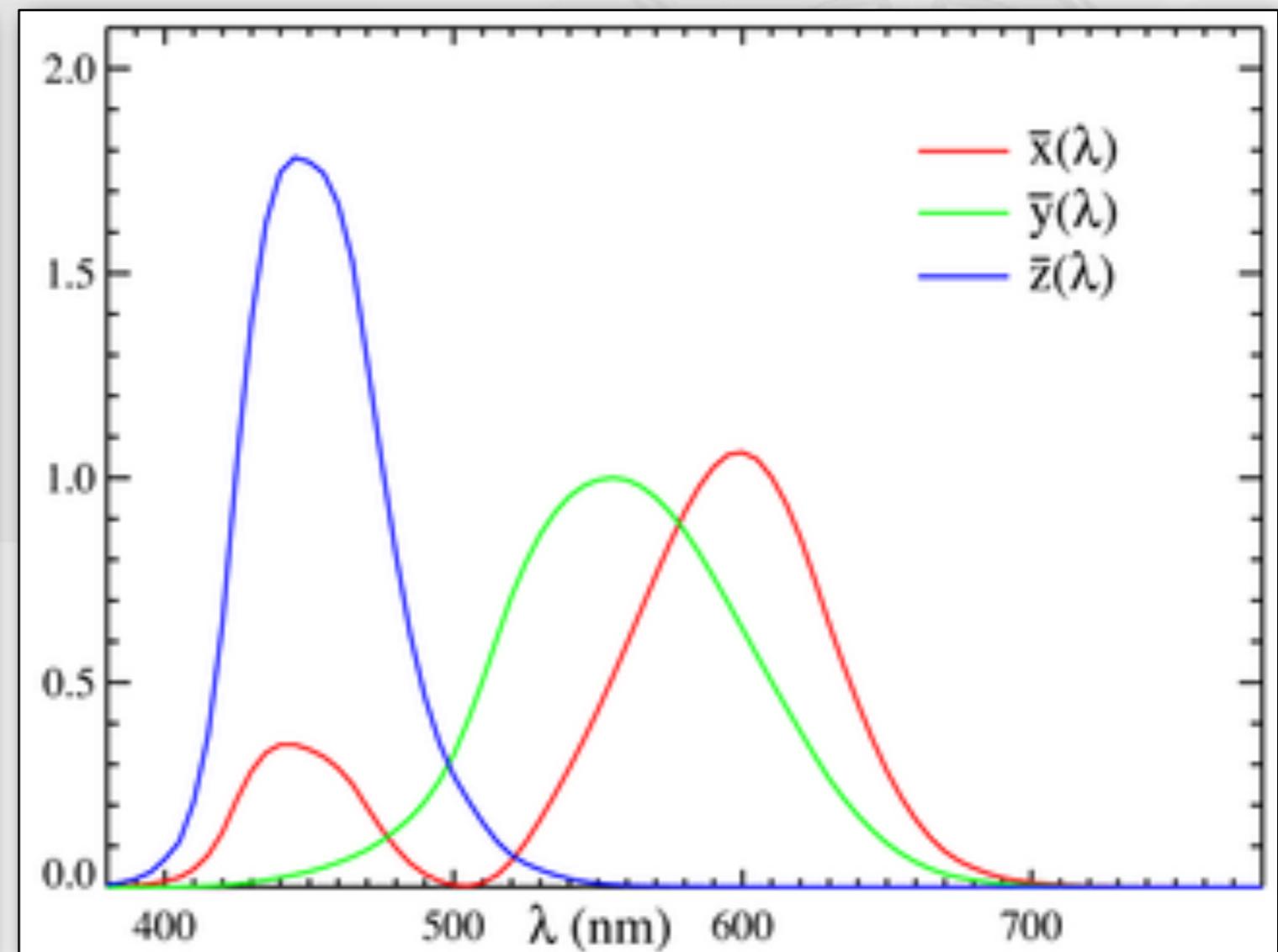
# CIE XYZ space

- Color matching function

$$X = \int_0^{\infty} I(\lambda) \bar{x}(\lambda) d\lambda$$

$$Y = \int_0^{\infty} I(\lambda) \bar{y}(\lambda) d\lambda$$

$$Z = \int_0^{\infty} I(\lambda) \bar{z}(\lambda) d\lambda$$

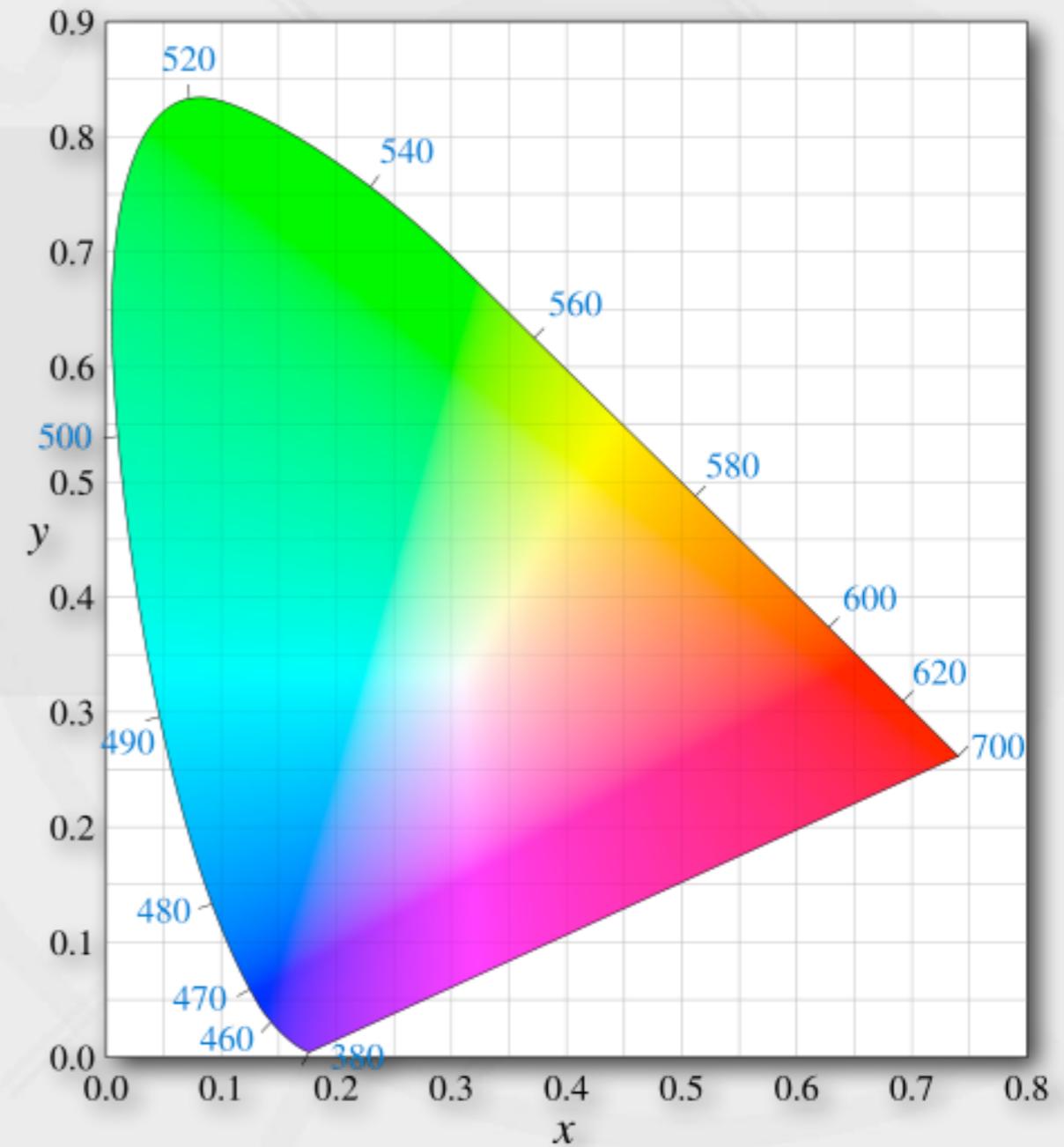


# CIE XYZ space

$$x = \frac{X}{X + Y + Z}$$

$$y = \frac{Y}{X + Y + Z}$$

$$z = \frac{Z}{X + Y + Z} = 1 - x - y$$

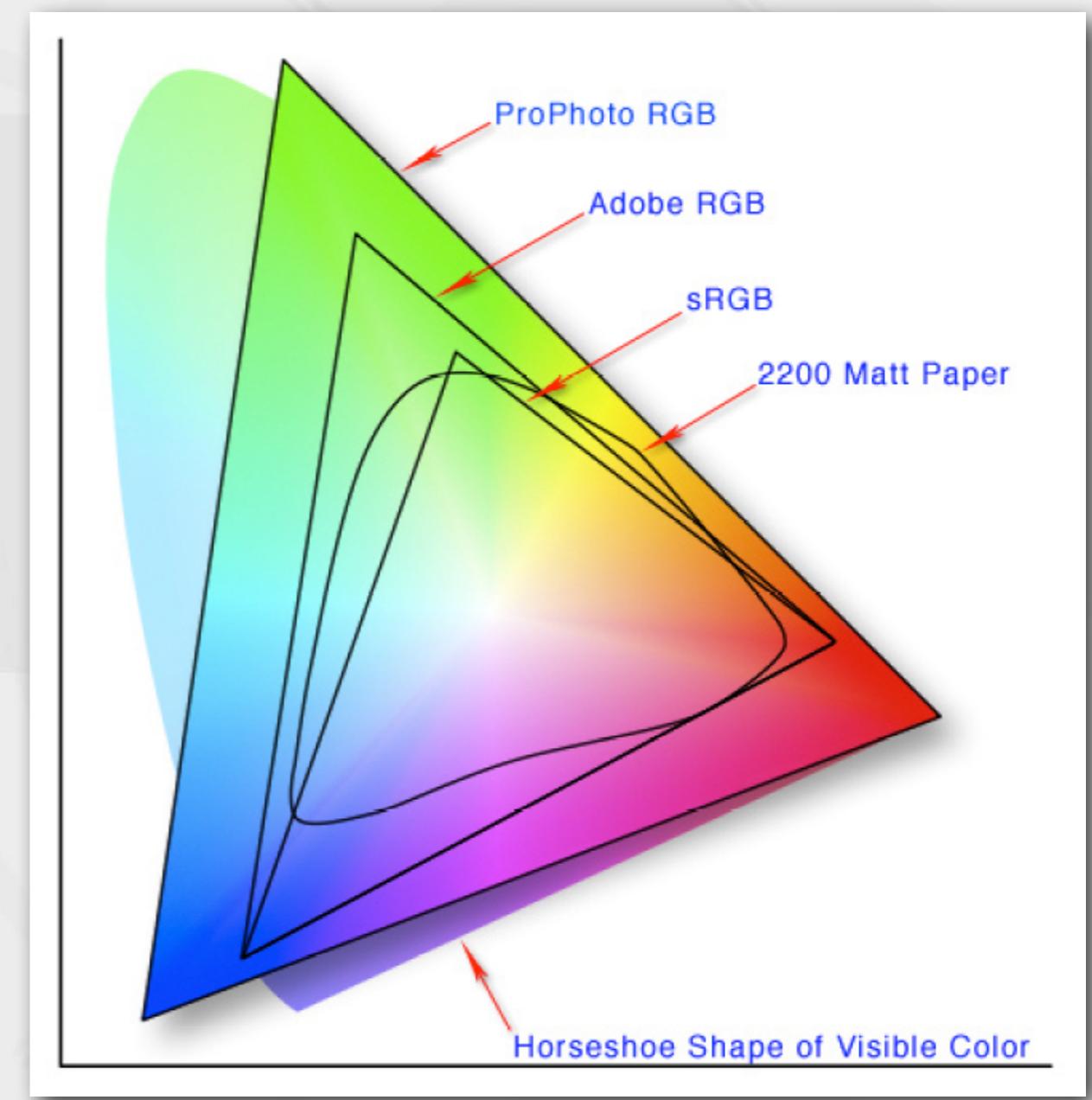
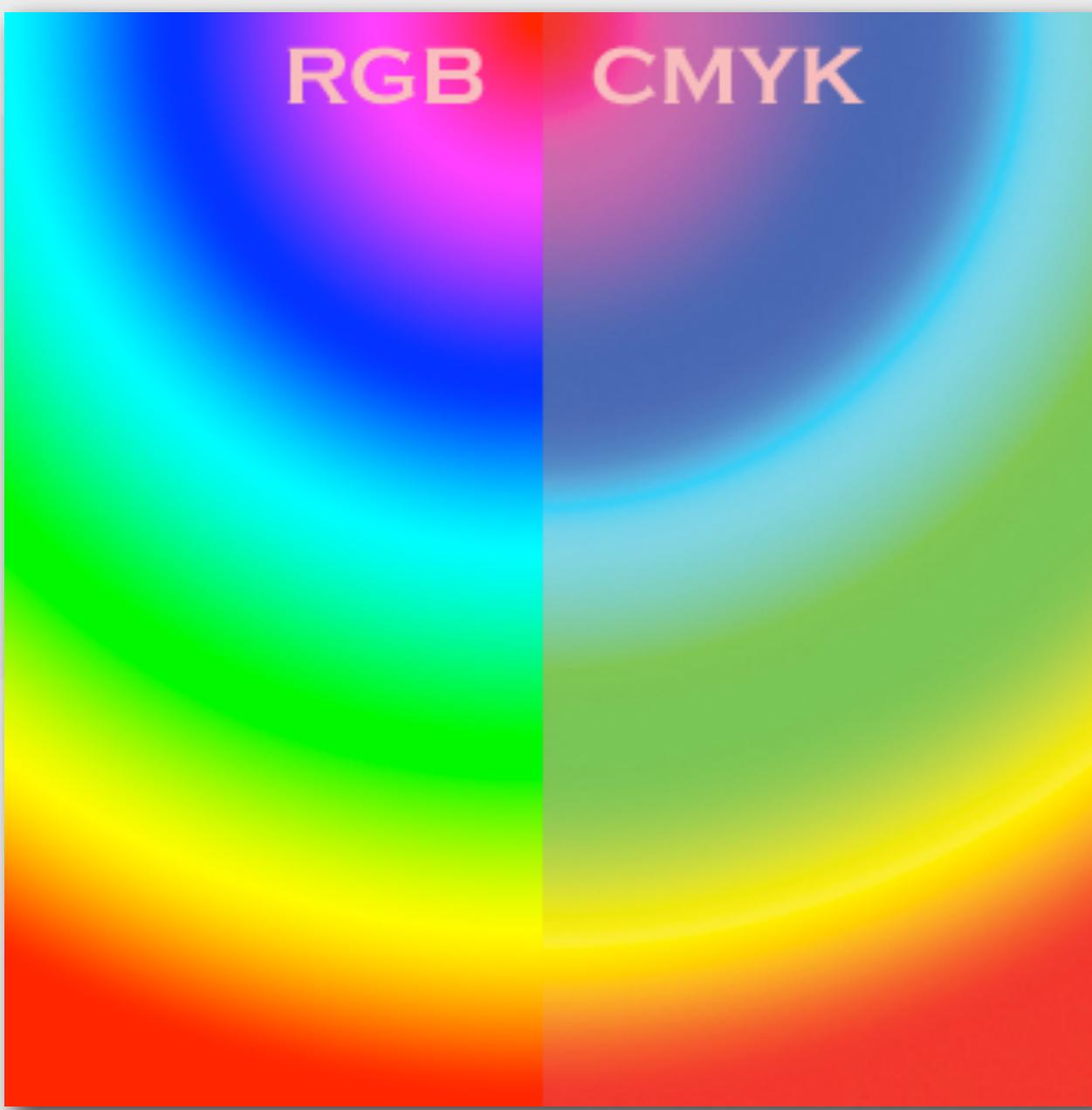


# RGB vs. XYZ

$$\begin{bmatrix} X \\ Y \\ Z \end{bmatrix} = \frac{1}{b_{21}} \begin{bmatrix} b_{11} & b_{12} & b_{13} \\ b_{21} & b_{22} & b_{23} \\ b_{31} & b_{32} & b_{33} \end{bmatrix} \begin{bmatrix} R \\ G \\ B \end{bmatrix} = \frac{1}{0.17697} \begin{bmatrix} 0.49 & 0.31 & 0.20 \\ 0.17697 & 0.81240 & 0.01063 \\ 0.00 & 0.01 & 0.99 \end{bmatrix} \begin{bmatrix} R \\ G \\ B \end{bmatrix}$$

Since 1931

# RGB :: CMYK :: XYZ color spaces



# YUV color spaces

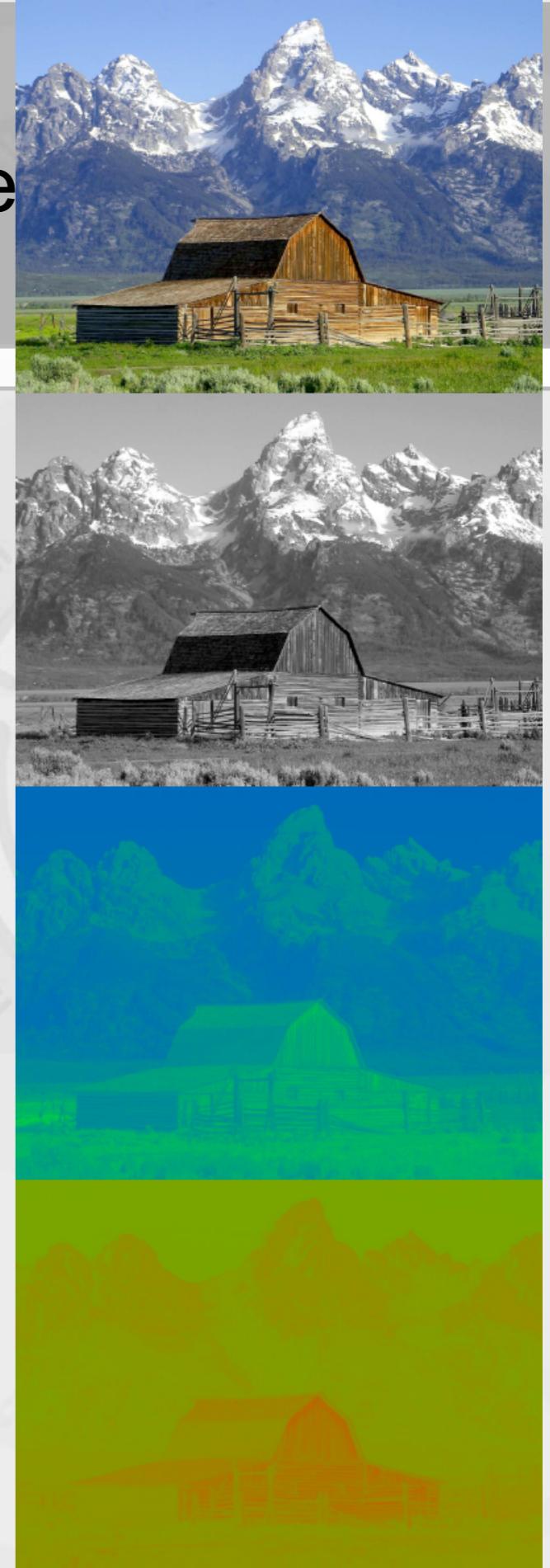
Image

- used in most video capture system
- PAL television system

Y

U

V



# Color spaces: reference

- [http://en.wikipedia.org/wiki/Color\\_space](http://en.wikipedia.org/wiki/Color_space)
- <http://www.cs.unc.edu/~mcmillan/comp136/Lecture4/Color.html>

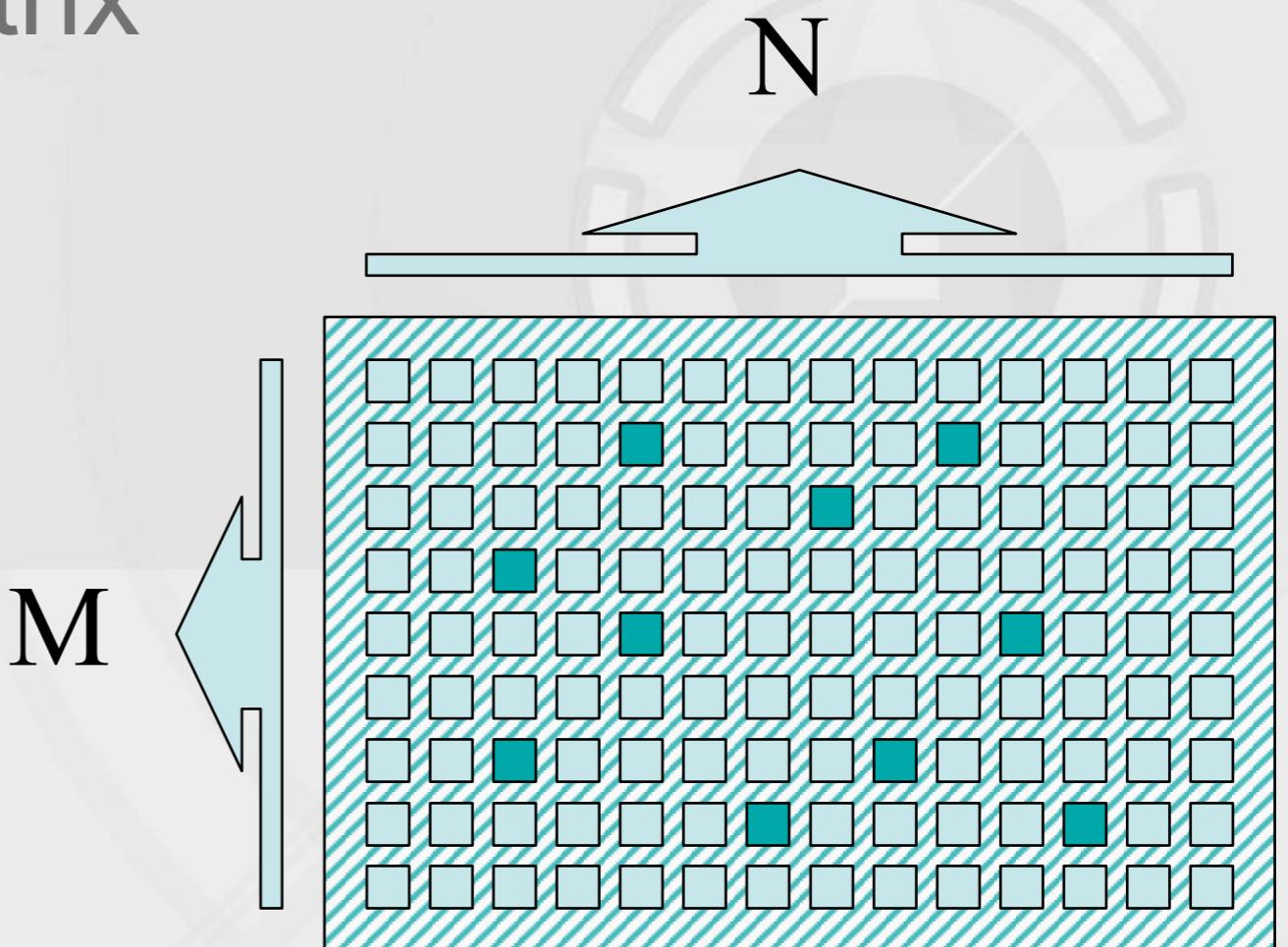


## 2.1.2 Image representations



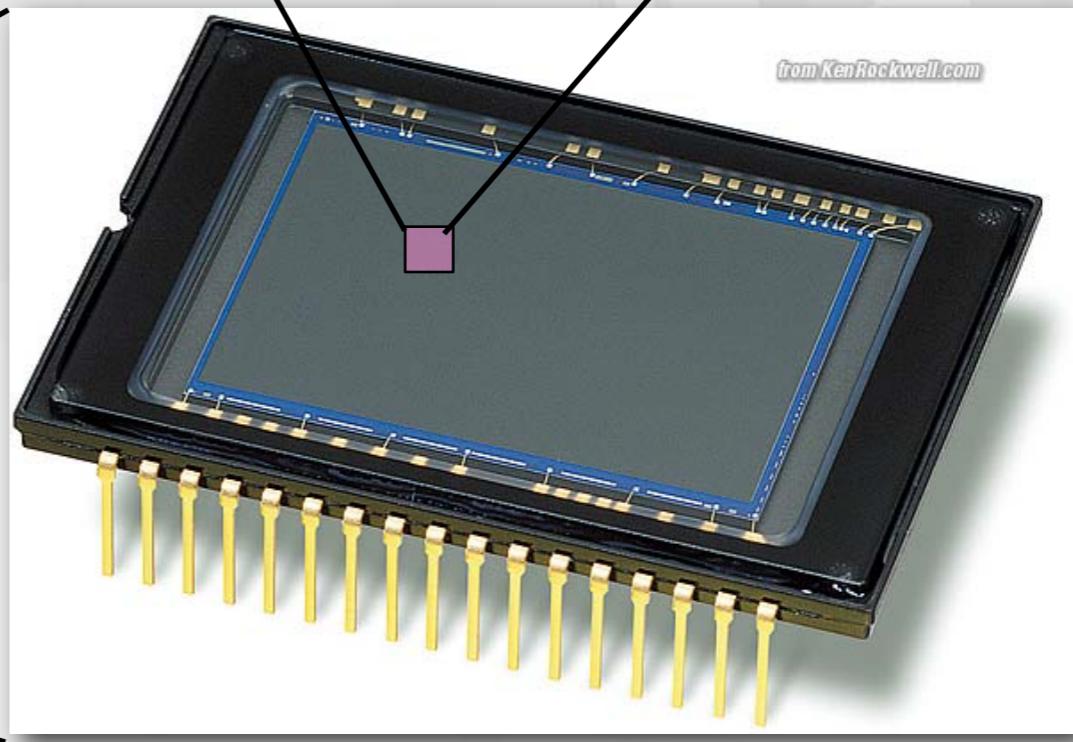
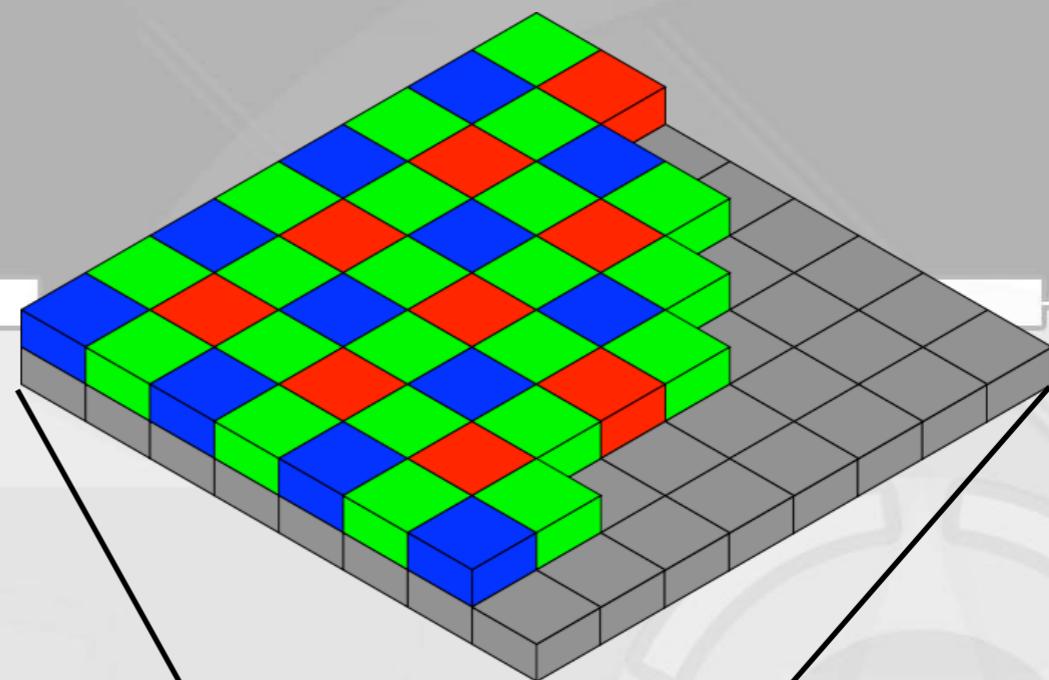
# Representation of digital images

- An image can be viewed as a  $N \times M$  vector matrix
- Grayscale image
- Color image
- Palette

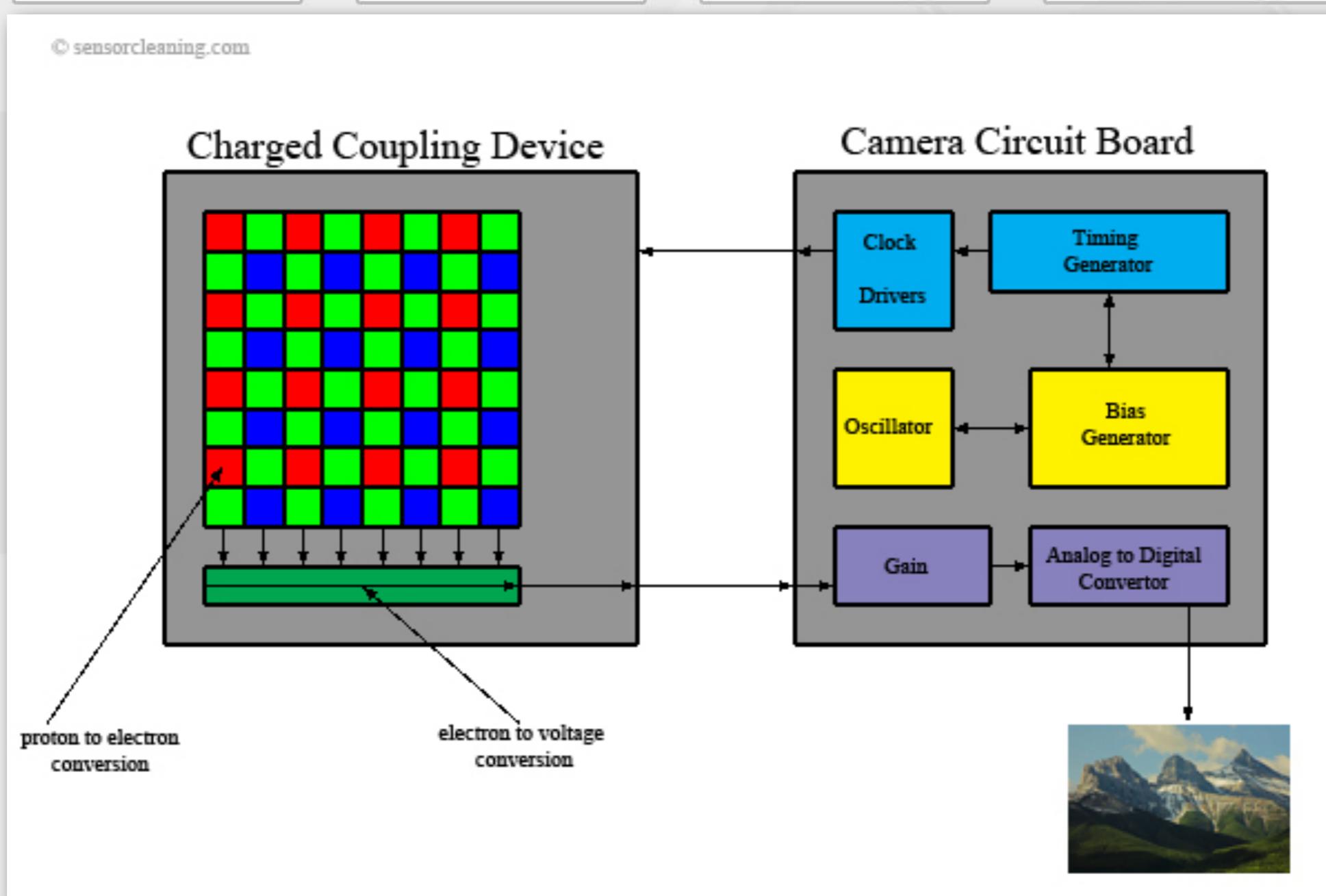


# CCD sensors

Nikon D40



# CCD sensor



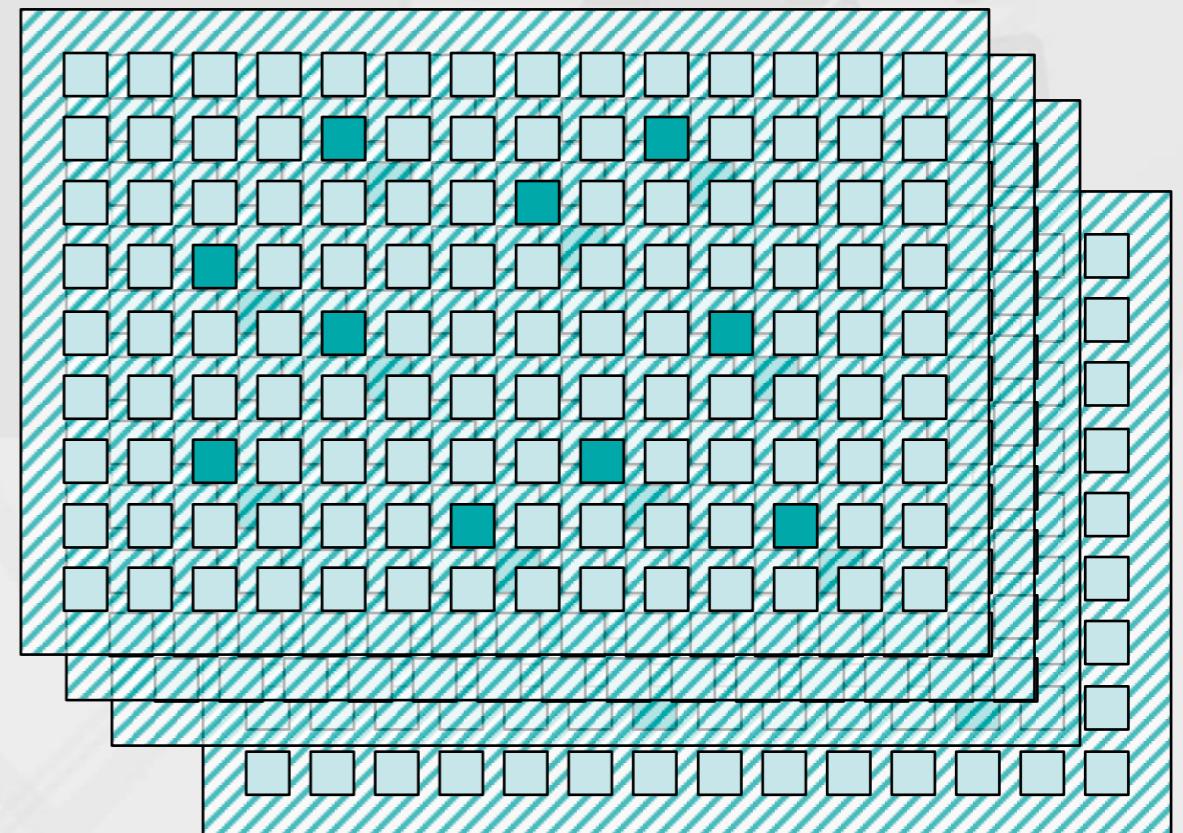
# Image resolutions

Dimensions	MEGA pixels	Name	Comments
640x480	0.3	VGA	
720x576	0.4	CCIR 601 DV PAL	PAL DV, and PAL DVDs
768x576	0.4	CCIR 601 PAL full	PAL with square sampling grid ratio
800x600	0.4	SVGA	
1024x768	0.8	XGA	
1280x960	1.2		
1600x1200	2.1	UXGA	
1920x1080	2.1	1080 HDTV	high resolution digital TV format
2048x1536	3.1	2K	Typically used for digital effects in feature films.
4096x3072	12.4	4K (!!?)	



# Rep of Images

- Binary image
  - 1 bit = Boolean value
  - One bit-planes
- Common Grayscale image:
  - 8 bits = 256 degrees of grayscale
  - Eight bit-planes



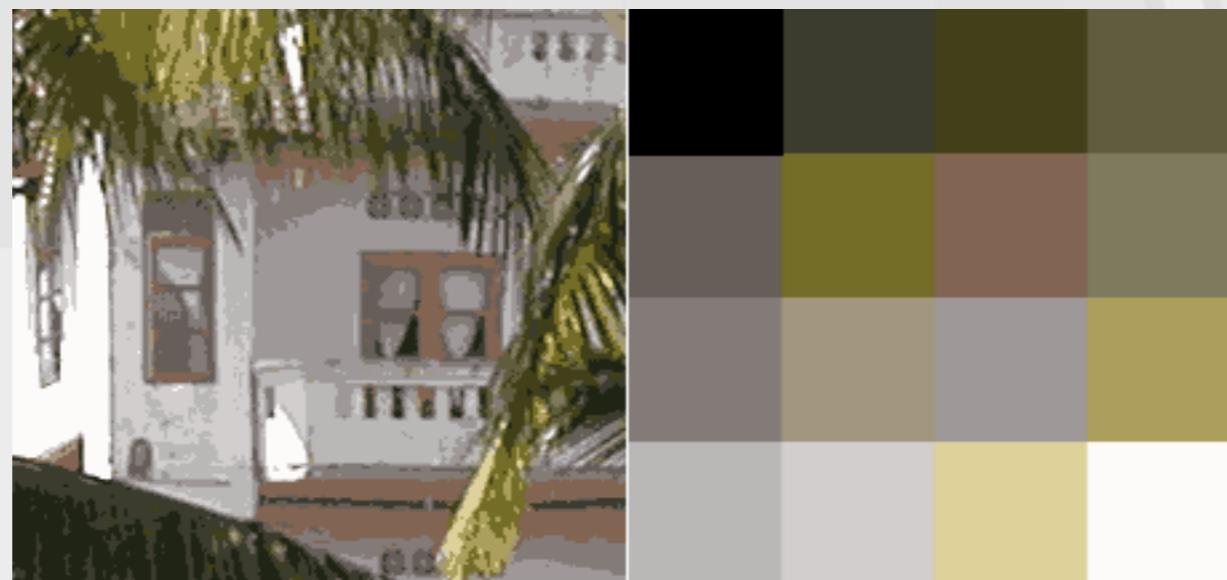
# Rep of Images

- Most used color images
  - 24bit RGB
  - Red/Green/Blue each channel has 256 degrees of grayscale
  - Can represent  $2^{24} = 16,777,216$  types of color



# Rep of image – Palette

- Some systems and applications can only use 8-bit color images
  - Solution: Palette (Color look-up table)



# High dynamic range image



HDRI example: a New York City nighttime cityscape



# High dynamic range image

- HDR pixels:
  - 16-bit or 32-bit **floating point** numbers
  - 10–12 bits **luminance** (亮度)
  - 8 bits **chrominance** (色度)
  - $10^{-4}$  to  $10^8$ : the range of visible luminance values
- CMOS image sensors: up to 110dB
- Tone mapping:
  - Typical computer monitors, prints, and other methods of displaying images only have a limited dynamic range



# 浙江大学计算机学院 数字媒体与网络技术



An example of a High Dynamic Range (HDR) photography,  
made of three different exposures



## 2.1.3 Image encoding



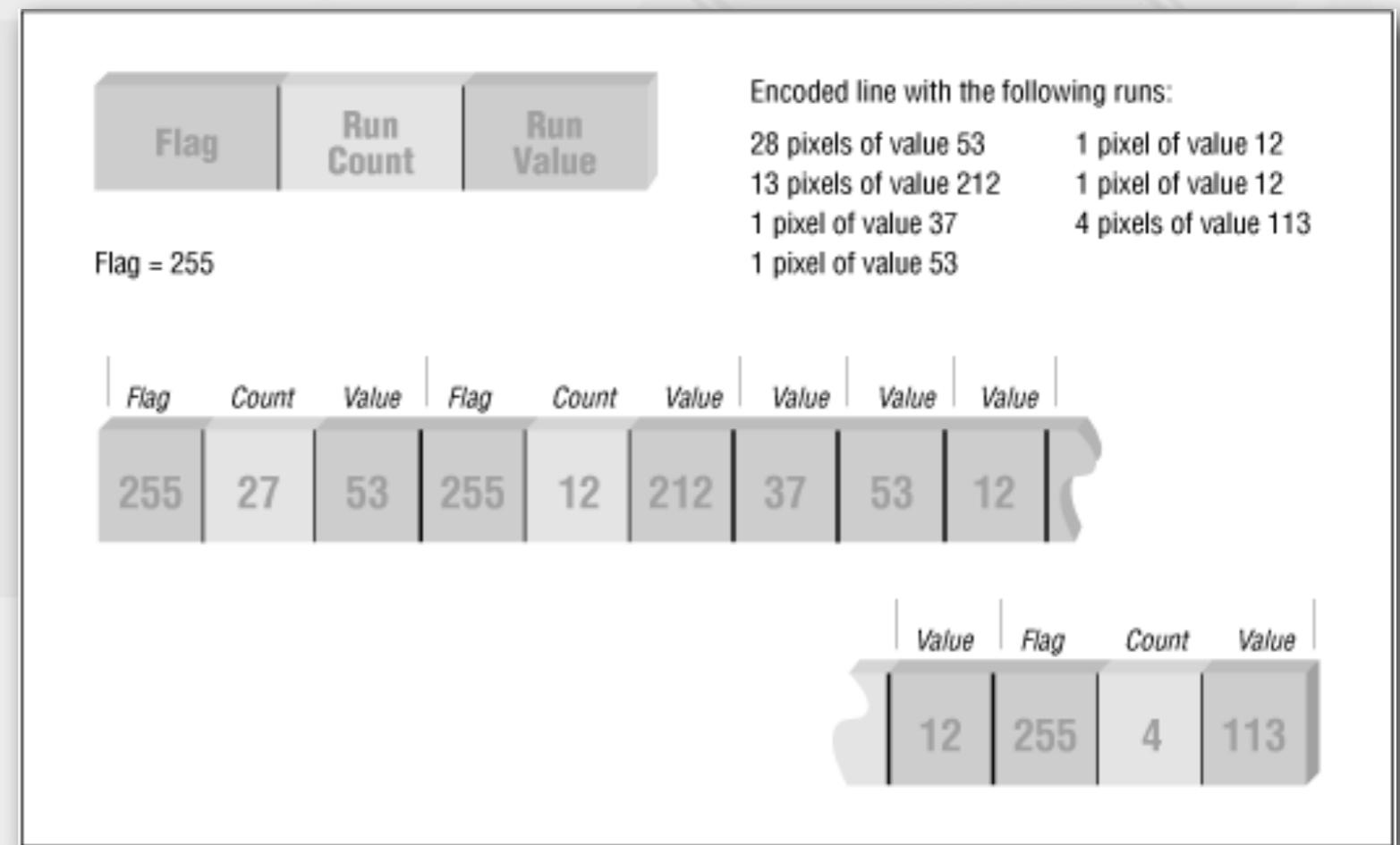
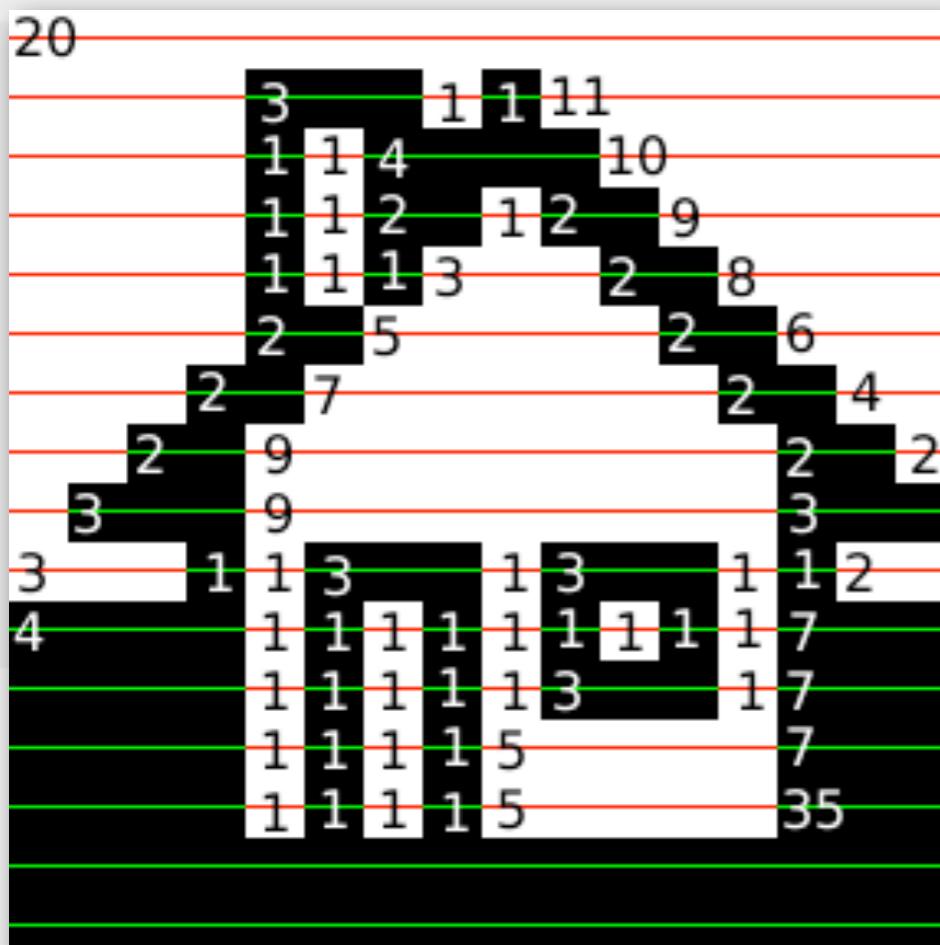
# Image compression methods

- lossless compression
- lossy compression

# Lossless image compression methods

- Based on information theory
- General encoding methods
  - RLC (Run-Length Coding)
  - VLC (Variable-Length Coding)
  - Dictionary Coding
  - Arithmetic Coding

# Run-Length Encoding



# LZW : Lempel-Ziv-Welsh

- Universal lossless data compression algorithm
  - by Abraham Lempel, Jacob Ziv, and Terry Welsh
- The compressor algorithm builds a string translation table from the text being compressed

# LZW - Compressor

```
w = NIL;  
add all possible char codes to the dictionary  
for (every character c in the uncompressed data) do  
    if ((w + c) exists in the dictionary) then  
        w = w + c;  
    else  
        add (w + c) to the dictionary;  
        add the dictionary code for w to output;  
        w = c;  
    endif  
done  
add the dictionary code for w to output;  
display output;
```

● 原输入数据为：

● A B A B A B B B A B A C D A C D A D C A B A A A B A B ...

● 初始标号集为：

0	1	2	3	4	5
A	B	C	D	Clear	End

● 编码过程：

步骤	前缀	后缀	Entry	认识(Y/N)	输出	标号
1		A	(, A)			
2	A	B	(A,B)	N	A	6
3	B	A	(B,A)	N	B	7
4	A	B	(A,B)	Y		
5	6	A	(6,A)	N	6	8
6	A	B	(A,B)	Y		
7	6	A	(6,A)	Y		
8	8	B	(8,B)	N	8	9
9	B	B	(B,B)	N	B	10
10	B	B	(B,B)	Y		
11	10	A	(10,A)	N	10	11
12	A	B	(A,B)	Y		

● 编码结果：

0	1	2	3	4	5	6	7	8	9	10	11
A	B	C	D	Clear	End	AB	BA	6A	8B	BB	10A

# LZW - Decompressor

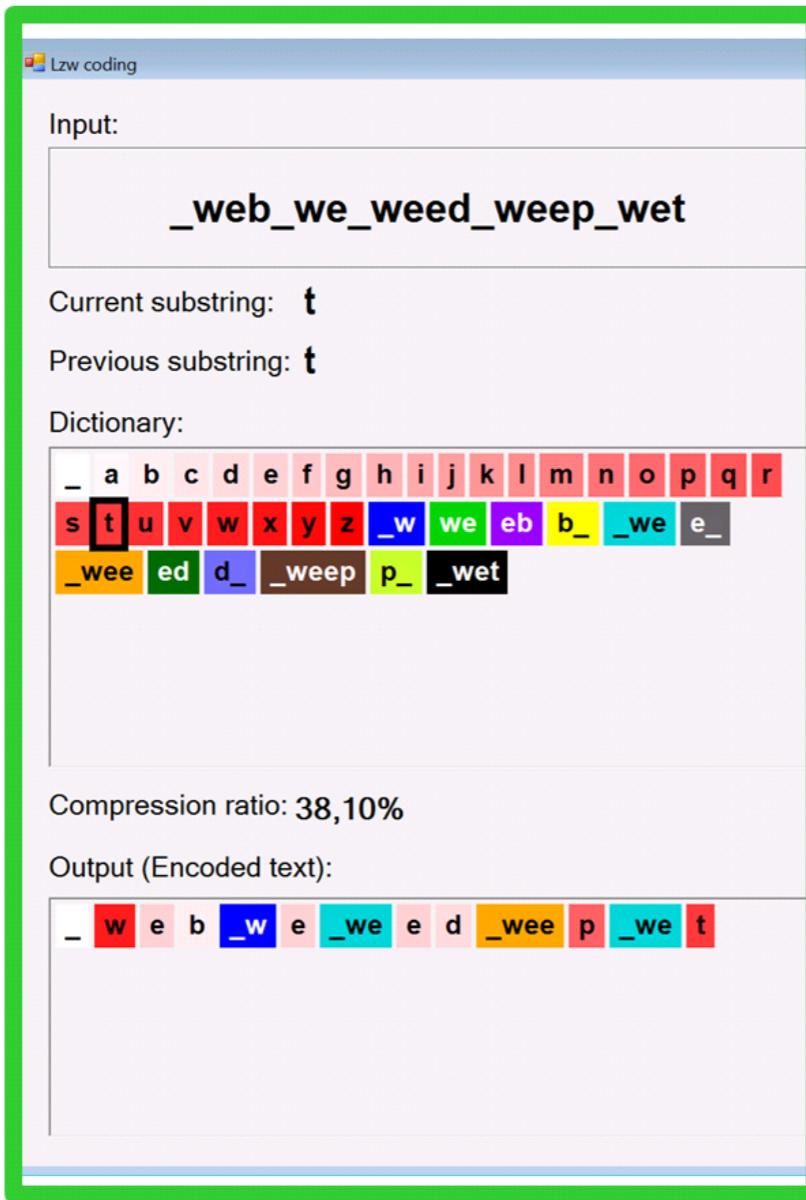
```
read a char k;
output k;
w = k;
while (read a char k) do
    if (index k exists in dictionary) then
        entry = dictionary entry for k;
    else if (k == currSizeDict)
        entry = w + w[0];
    else
        signal invalid code;
endif
output entry;
add w+entry[0] to the dictionary;
w = entry;
done
```



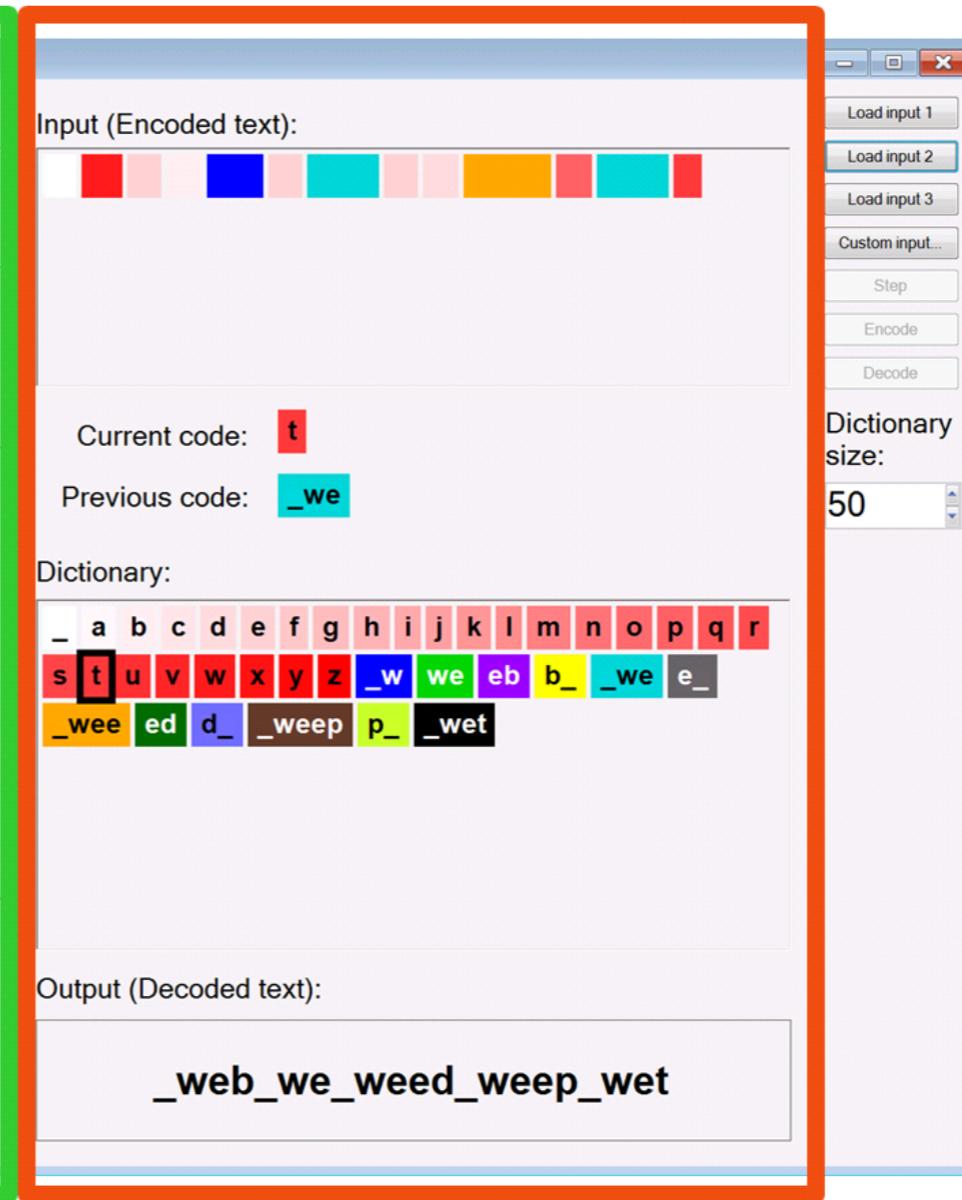
# LZW Demo

<http://vgg.fit.stuba.sk/2015-02/lzw-coding/>

## Coding / compression



## Decoding / decompression



# Deflate

- a lossless data compression algorithm:
  - LZ77 algorithm + Huffman coding.
  - originally defined by Phil Katz for version 2 of his PKZIP archiving tool,
  - later specified in RFC 1951.
  - used by gzip, modern versions of zip and as part of the compression process of PNG, PPP, HTTP, SSH

# Lossless image compression methods (cont.)

- Other lossless image compression methods
  - Image different encoding (差分)
  - Lossless JPEG (JPEG 2000)
    - discrete wavelet transform

# Lossy image compression methods

- Quantization
- Transform coding
  - Discrete Cosine Transform
  - Discrete Wavelet Transform
  - Karhune-Loeve Transform (Principle component analysis)

# Image compression standards

- JPEG
  - Joint picture encoding group
  - Discrete Cosine Transform
- JPEG 2000
  - newer standard
  - Discrete Wavelet Transform



# JPEG compression: main idea

<http://zh.wikipedia.org/zh-cn/JPEG>

52	55	61	66	70	61	64	73
63	59	55	90	109	85	69	72
62	59	68	113	144	104	66	73
63	58	71	122	154	106	70	69
67	61	68	104	126	88	68	70
79	65	60	70	77	68	58	75
85	71	64	59	55	61	65	83
87	79	69	68	65	76	78	94

16	11	10	16	24	40	51	61
12	12	14	19	26	58	60	55
14	13	16	24	40	57	69	56
14	17	22	29	51	87	80	62
18	22	37	56	68	109	103	77
24	35	55	64	81	104	113	92
49	64	78	87	103	121	120	101
72	92	95	98	112	100	103	99

-26	-3	-6	2	2	-1	0	0
0	-2	-4	1	1	0	0	0
-3	1	5	-1	-1	0	0	0
-4	1	2	-1	0	0	0	0
1	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0

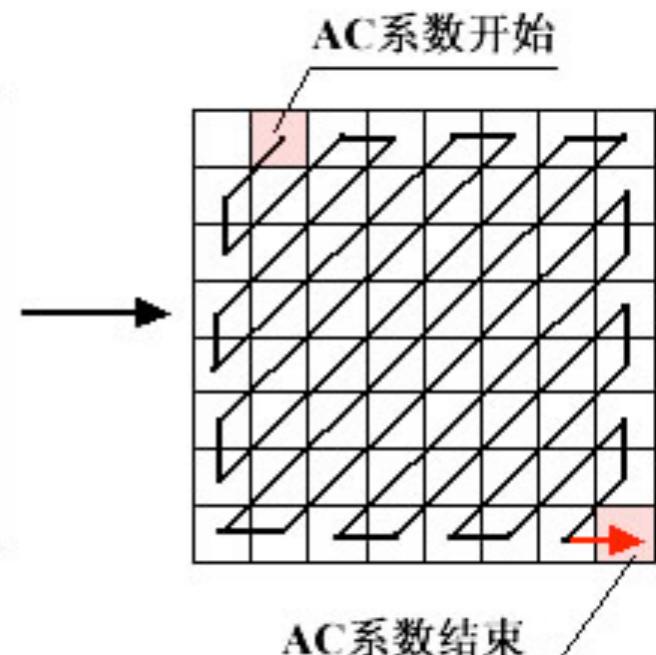
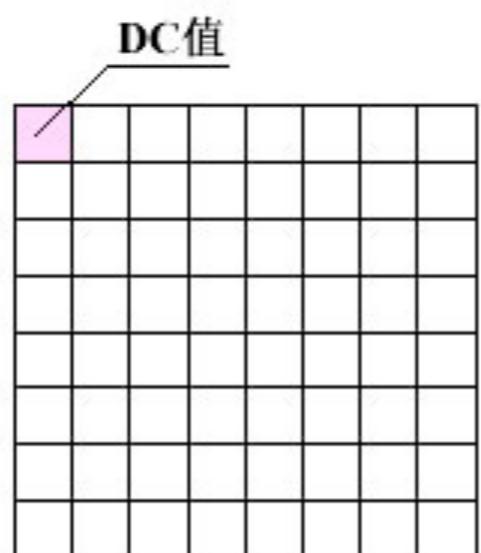
RGB Image

→ YCbCr Color Model

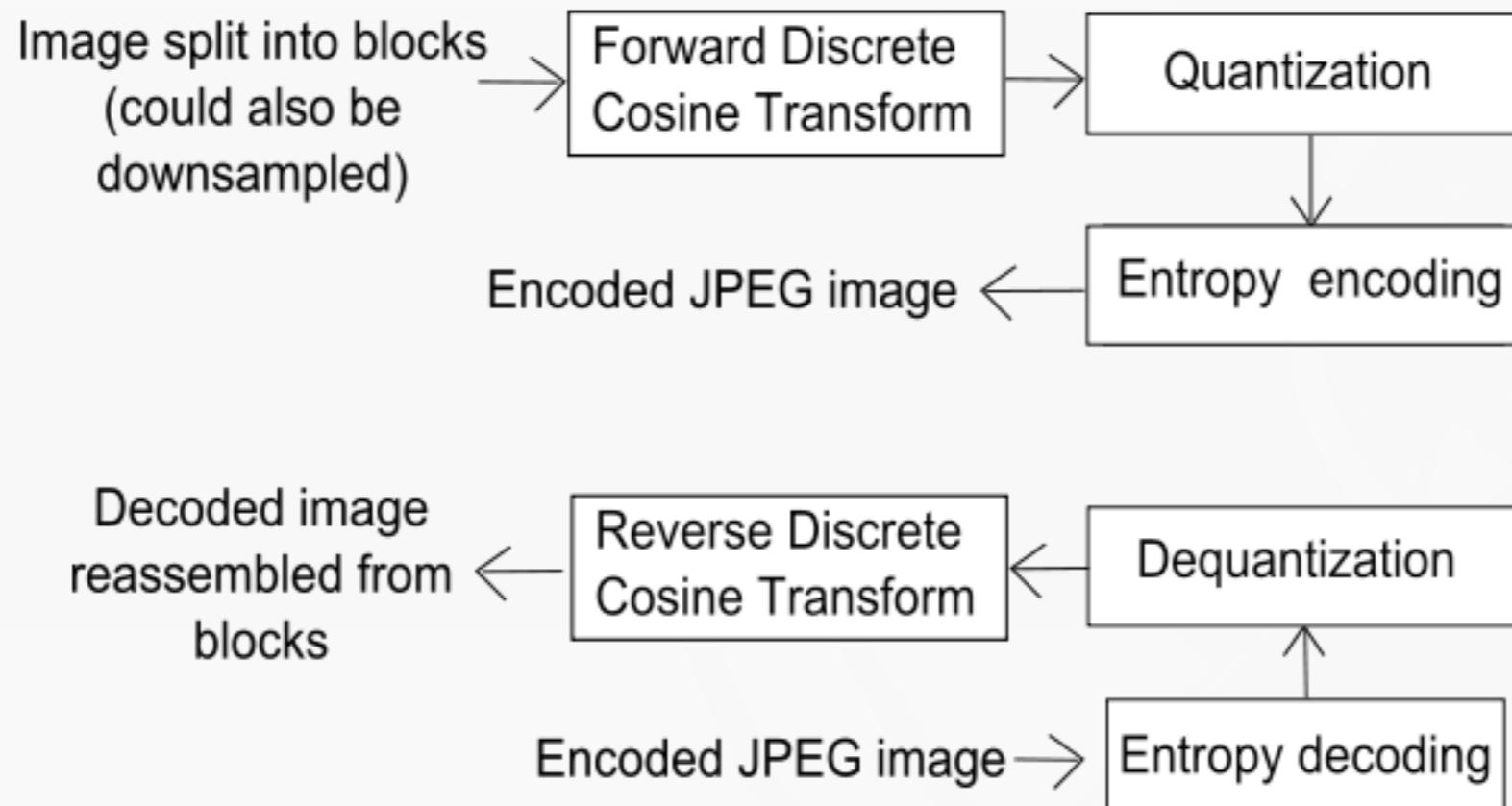
→ 8x8 image blocks

DCT  
Quantization

frequency-domain  
representation



# JPEG compression: implementation

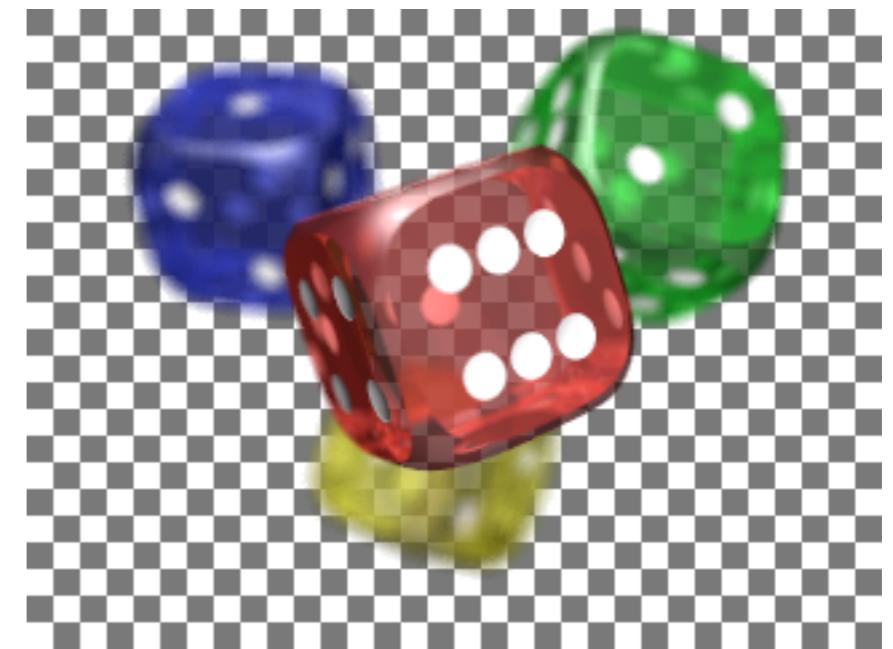


# Common image formats - GIF

- Graphics Interchange Format
  - UNISYS Corporation and CompuServe
  - Lempel-Ziv-Welch compression method
  - GIF87 / GIF89a
- Features
  - Only support 8-bit (256) color image
  - Support several animation effects
  - Support interlaced image coding

# Common image formats - PNG

- Portable Network Graphics
  - motivation: Compuserv owns the LZW coding patent for GIF images
  - open source
  - Transparent
  - PNG64



# Common image formats - JPEG

- Lossy to lossless editing

# Common image formats - TIFF (6.0)

- Tagged Image File Format
  - flexible and adaptable
  - handling images and data within a single file
  - header tags: size, definition, image-data arrangement, applied image compression
  - defining the image's geometry.

# Common image formats - TIFF (6.0)

- a TIFF can be a container file
  - compressed JPEG and RLE
  - lossless compression
- include a vector-based Clipping path (outlines, cropping, image frames)

# DNG: Digital Negative (数字负片)



- a royalty free **RAW** image format
- design by Adobe
- based on TIFF/EP
- mandates use of metadata

# Summary – Essential factors of image storage

- Resolution
- Compression rate
  - 1bpp, 2bpp, ...
  - Compression methods
- Color representation
  - RGB, YUV, Lab ...

# Image converting tools

- ACDSEE
- imagemagik (Linux)
- XnView
  - <http://perso.orange.fr/pierre.g/>