We compress the image for various reasons. One the most important reason for compressing the image is to reduce the space. Compressing images are know in various forms like reducing image size, optimizing the image. Most of the websites around the world uses different compression techniques or size reducing technique to improve the site's performance. They first take the original image and reduce the size of the image(in kb) for best loading performance. By reducing the size the loading performance is increased. Though many effective compression techniques are used the websites may still lag in performance where there is a requirement of many images.

In simple terms to describe why image compression is used. We have a memory card which has a space of 32GB. This memory card can hold 32,768 images of size (1MB). If we reduce the size by half of the image i.e 0.5MB then the memory card can hold upto 65,536. When reducing the size or optimizing the image, will result in loss of quality but it does save more space. This is just an example for a small amount of space. Think about a multinational company or E-Commerce website, they have million and billions of images which require many servers and it costs them more. By reducing the size they save millions of dollars.

You may also note that many companies when asking for job applications they limit the size of the image to be uploaded. They limit the size like compress to 200kb / resize to 200kb , compress to 100kb / resize to 100kb. They mention the size just because to save their amount that is spent on the servers which store the images. Mostly MNC's prefer different compression and there are also many companies who try to reduce the compression with maintaining the quality.There are two types of compression techniques for different images formats. By not knowing which compression method to be used may lead to loss in quality of the image. They are lossless and lossy compression.

Different types of image formats:

1) GIF:

Graphics Interchange Format(GIF) is a bitmap image format that supports 8 bits per pixel, that is an image can have 256 distinct colors. One of the major advantage of using GIF is it gives animated formats of image. It does not have sounds, it has only animated images. This type of image can be compressed by using Lossless data compression technique which reduce the size without affecting the quality of the image.

2) JPEG:

JPEG stands for Joint Photographic Experts Groups. This image format is widely used all over the world. This is famous for its popularity and it also supports in every system. These can also be compressed using lossy compression technique which can easily be compressed to the required size with maximum attain of the quality.

3) PNG:

PNG means Portable Network Graphics. This image has a special ability to be invisible ie where there is no image and it may have white spaces in other image formats where as this image becomes transparent. This is used to give best UI designs where the images can adapt to the themes the user want, Like dark mode or lite mode. Most of the logos are PNG file format.

4) WEBP:

WEBP is modern image format that supports transparency as PNG and also gives the effect of JPEG. Most of the websites now started to use WEBP format because it gives same quality as in much lower in size. WebP is still not supported by most of the browsers, many feedbacks are raised to include webp as a supporting image format by website developers.

How to compress the images?

* Click the **custom upload** button.
* The file explorer appears. Browse the folder where the image to be upload is present, click the image and click ok
* After the image is uploaded, the image appears on the image space provided above.
* Now enter the size(in KB), the image to be compressed in the space provided.
* Click the compress button. The compressed image now appears in the given section.
* Click the download button provided. Now the compressed image is successfully downloaded.

Note: compresstheimage.com compress JPEG, JPG, PNG, GIF, ICO and WEBP