



Image Optimisation Techniques for WebApps

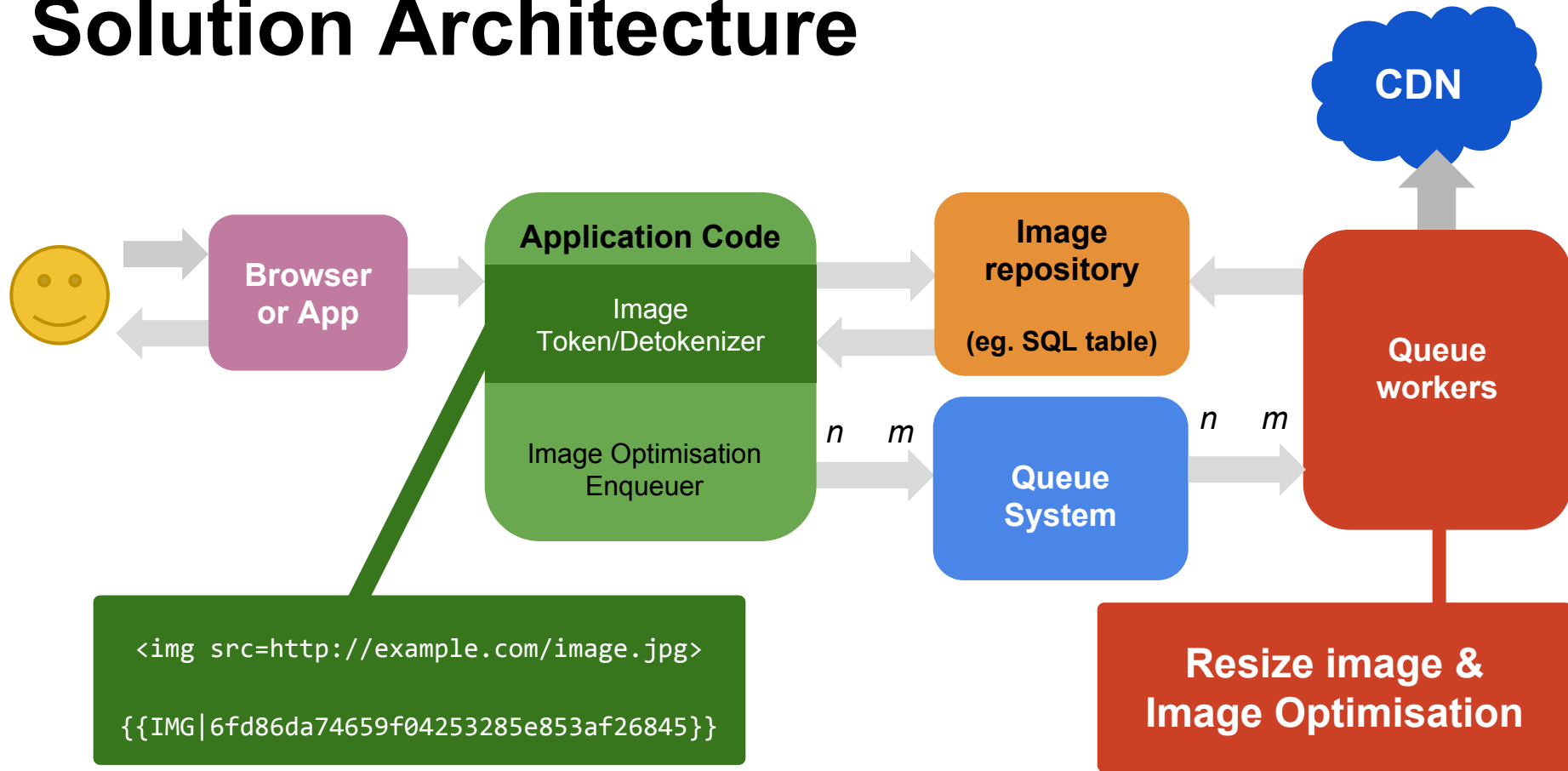
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The problem: device fragmentation



Solution Architecture



Optimiser Script Strategy

FORMAT / CONVERSION	JPG (progressive)	JPG (baseline)	PNG	GIF	GIF (animated)	SVG
JPG (progressive)	Optimise Huffman	Remove metadata Optimise Huffman	To JPG if no transparency channel			
JPG (baseline)	Remove metadata Optimise Huffman	Optimise Huffman	To JPG if no transparency channel			
PNG			32 to 24 bits transparency Optimize LWZ	PNG better?		
GIF				Trim palette		
GIF (animated)					Trim palette	
SVG						Trim XML code
WebP	For Chrome users	For Chrome users				



Thanks!

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