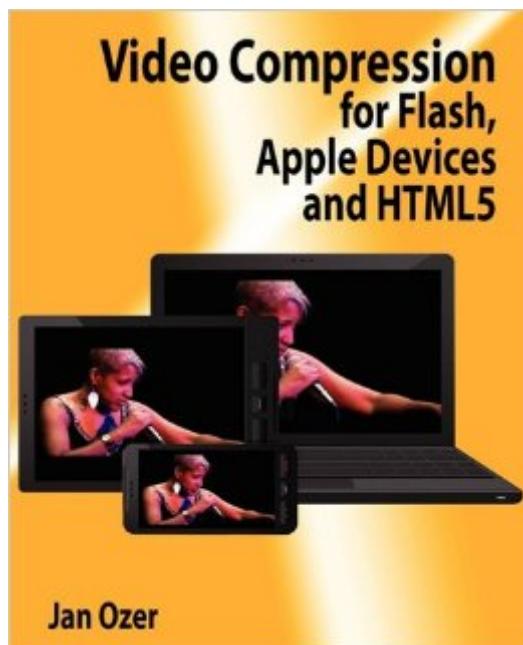


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# Video Compression For Flash, Apple Devices And HTML5



## Synopsis

Video Compression for Flash, Apple Devices and HTML5 is a professional reference for producers seeking to distribute video over the Internet and to mobile devices—particularly Apple iDevices. In this book, you will learn:

- \* The fundamentals of video streaming and compression, including adaptive streaming
- \* H.264 encoding parameters for a range of streaming encoders, including Apple Compressor, Adobe Media Encoder, Sorenson Squeeze, Telestream Episode Pro and Rhozet Carbon Coder
- \* The resolutions and data rates used by prominent US and European media, B2B and B2C sites, so you can configure your streaming video accordingly
- \* How to encode for iTunes distribution to iDevices from iPods to the iPad 2
- \* How to encode for Android, webOS, BlackBerry and Windows Phone 7 devices
- \* The critical differences between the key adaptive streaming technologies—including HTTP Live Streaming, Dynamic Streaming and Smooth Streaming; and how to encode for distribution via these techniques
- \* How to choose a UGC site for distributing your video, and how to upload and embed video into your website
- \* The key alternatives for producing live streaming video, and the various options for webcasting hardware and software and third-party live streaming service providers
- \* How to accelerate video encoding on multiple-core workstations and LAN clusters
- \* Which streaming file analysis tools provide the most important feedback.

About the Author: Jan Ozer has produced and encoded video since the CD-ROM days (1992) and has taught courses in video and streaming production since 1994—most recently at StreamingMedia Seminars in New York, San Jose, Los Angeles and London, and for private organizations like Cisco, Lockheed and Johns Hopkins University. Jan was named a StreamingMedia All Star in 2010. Jan is a contributing editor of StreamingMedia Magazine and EventDV and blogs for AV Technology Magazine. He has written or co-authored 14 books on digital video related topics. Jan shoots, edits and produces DVDs, live webcasts and streaming media for concerts, ballets and other events. He also produces training videos for local artisans, as well as screencam presentations for multiple organizations, including Roxio, StreamingMedia Magazine, OnlineVideo.net and EventDV. He blogs at streaminglearningcenter.com.

## Book Information

Paperback: 272 pages

Publisher: Doceo Publishing (May 2, 2011)

Language: English

ISBN-10: 0976259508

ISBN-13: 978-0976259503

Product Dimensions: 7.5 x 0.6 x 9.2 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 starsÂ  See all reviewsÂ  (10 customer reviews)

Best Sellers Rank: #974,889 in Books (See Top 100 in Books) #43 inÂ  Books > Computers & Technology > Digital Audio, Video & Photography > Adobe > Adobe Flash #444 inÂ  Books > Computers & Technology > Digital Audio, Video & Photography > Video Production #1792 inÂ  Books > Computers & Technology > Programming > Graphics & Multimedia

## **Customer Reviews**

If you're making video and sharing it online or on iPhones / iPads / iPods then you need Jan Ozer's new book.Ozer is best known for his profusion of articles for magazines including PC Mag, Event DV, and Streaming Media, as well as his popular seminars at the Streaming Media Conferences and other events.His expertise comes not only from shooting and producing video, but also from working with manufacturers for product evaluations and with application developers for in-depth reviews and comparisons.And now Ozer has packaged up his experience and advice in his new book, chock full of detailed information and practical advice for getting the best video for today's most important distribution mediums: Apple iOS portable devices and H.264 Web streaming (just in time for the new HTML5 browsers).The book starts with an introduction to streaming production and encoding parameters. The next set of chapters focuses on H.264 encoding and production, with specifics for preparing material for Apple QuickTime, Adobe Flash, Microsoft Silverlight, and HTML5. The section on producing for iDevices and other mobile platforms then covers both video for download delivery via iTunes and for steaming over Wi-Fi or cellular.Next, Ozer digs further into related issues for producing videos, including adaptive streaming (adjusting quality to the download bitrate without requiring a dedicated streaming server) choosing an encoding tool (for Mac and Windows), producing for related formats (Google WebM and VP6, and Microsoft Windows Media / WMV), and accelerating encoding on dedicated workstations.Finally, Ozer provides specific guidance on actually distributing your productions, both online through video hosting sites, and via live streaming.

I work in the streaming field for a large very well known UK university and I am responsible for streaming Videos On Demand via the management of an third party application and streaming live events. I saw this book advertised on the web (can't remember where - think it was from my Twitter feed) and I had work purchase a copy. Very glad they agreed. If you are delivering a live event, or

videos online, then this book is a must - plain and simple. The book starts with quite a bit of introductory theory to video compression, codecs and streaming before moving on to getting your hands dirty with H.264 encoding parameters for delivering to different devices, such as desktop, iOS (iPhone, iPad) Android, Blackberry, etc. The university currently has a very large mobile directive, so it was this section that I found the particularly useful. From this section I have already made some minor changes to my own encoding parameters for desktop delivery of live events and I will be moving forward with mobile delivery as soon as I get the go ahead to rebuild our servers. The book then moves onto talk about the Adaptive Streaming technologies, (which again I have implemented albeit in a testing environment) before discussing a selection of H.264 Encoding Tools. As HTML5 starts to become standard across multiple browsers and my interest in both HTML5 and video, I found the section on how to produce WebM, VP6 and WMV video really useful too. The remaining third of the book takes you through the process of distributing your video to User Generated Content/ Online Video platforms to your own website and how to encode a video for uploading to these services.

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