



Softcover reprint of the original 2nd ed. 2014, XXIV, 727 p. 350 illus., 97 illus. in color.

Printed book

Softcover

79,99 € | £69.99 | \$99.99

[1]85,59 € (D) | 87,99 € (A) | CHF 94,50

eBook

67,40 € | £55.99 | \$79.99

[2]67,40 € (D) | 67,40 € (A) | CHF 75,50

Available from your library or springer.com/shop

MyCopy [3]

Printed eBook for just

€ | \$ 24.99

springer.com/mycopy

[Error\[en_EN | Export.Bookseller. MediumType | SE\]](#)

Ze-Nian Li, Mark S. Drew, Jiangchuan Liu

Fundamentals of Multimedia

Series: Texts in Computer Science

- Provides an introduction to the fundamentals of multimedia for students with no background in the area
- Enhanced second edition with a greater emphasis on networks, including social networks, wireless and mobile networks and coverage of multimedia databases and retrieval
- Updated with the latest multimedia standards, such as the new video compression and conferencing standards H.264 and H.265

This textbook introduces the "Fundamentals of Multimedia", addressing real issues commonly faced in the workplace. The essential concepts are explained in a practical way to enable students to apply their existing skills to address problems in multimedia. Fully revised and updated, this new edition now includes coverage of such topics as 3D TV, social networks, high-efficiency video compression and conferencing, wireless and mobile networks, and their attendant technologies. Features: presents an overview of the key concepts in multimedia, including color science; reviews lossless and lossy compression methods for image, video and audio data; examines the demands placed by multimedia communications on wired and wireless networks; discusses the impact of social media and cloud computing on information sharing and on multimedia content search and retrieval; includes study exercises at the end of each chapter; provides supplementary resources for both students and instructors at an associated website.

Order online at springer.com / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: customerservice@springernature.com. / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: customerservice@springernature.com.

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy.

