

ABSTRACT OF THE DISCLOSURE

A coding apparatus being designed for reduction and variable-length-coding of digital image data, wherein the image data is once variable-length-coded thereby to obtain a variable length code and, the optimum weighting factor and/or quantizing level is selected based on the coding amount (number of bits) of the obtained variable length code. The image data is further variable-length-coded again with the selected weighting factor and quantizing level. The weighting factor and quantizing level are selected so that the recording density in a recording medium becomes maximum.

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