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Image Processing Apparatus

1 ABSTRACT OF THE DISCLOSURE

The invention is intended to improve image quality in a process of image coding. In an apparatus for quantizing conversion data resulted from converting  
5 image information into frequency regions and then coding the quantized data, a coefficient to be multiplied by a chrominance quantizing matrix is set depending on a coefficient to be multiplied by a luminance quantizing matrix for an improvement in color reproducibility.

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