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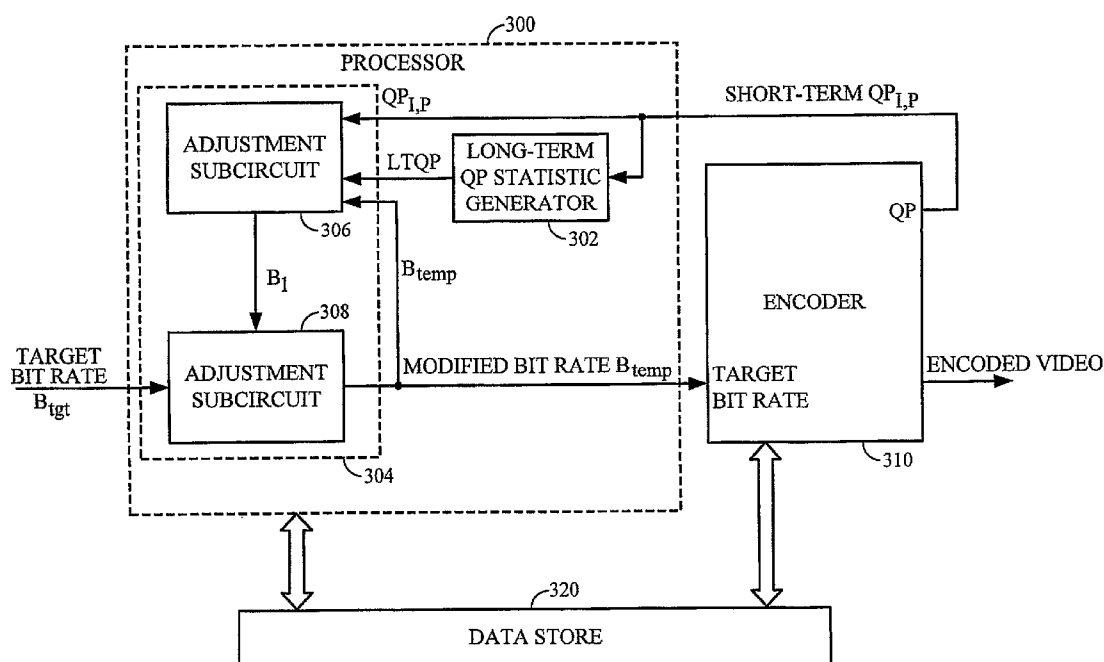
- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
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(54) Title: CONTEXT-ADAPTIVE BANDWIDTH ADJUSTMENT IN VIDEO RATE CONTROL



(57) Abstract: Methods and apparatus encode video at a targeted bit rate and yet permit variation of a Quantization Parameter (QP) to encode video of varying complexity with relatively consistent visual quality. Constant bit rate (CBR) encoding is desirable in many applications, such as in transmission or broadcasting environments. However, conventional CBR techniques compromise visual quality. Disclosed techniques permit adaptive variation in a QP value and provide the improved visual encoding available in variable bit rate (VBR) schemes while maintaining enough adherence to a targeted bit rate to be applicable to CBR environments.

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