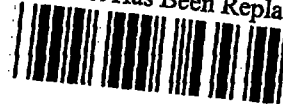


VIDEO SIGNAL PROCESSING APPARATUS AND METHOD THEREOFABSTRACT OF THE DISCLOSURE

A video signal processing apparatus and method for use with an electronic still camera or the like. An image memory is utilized which has a luminance data region for storing luminance data, a chromatic data region for storing chromatic data, a character data region for storing character data, and pattern data region(s) for storing pattern data. Character data and pattern data stored in the character data region and the pattern data regions may be combined with and/or incorporated into luminance data and chromatic data stored in the luminance data region and the chromatic data region. As a result, a dedicated ROM is not needed and information pertaining to an image photographed may be prevented from being loss. A video signal based on an image of an original photograph may be stored in original form when characters and patterns are incorporated into the image of the photograph.

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