GCSE Bitesize Computer Science
Ivo Jansch on video files

My name is Ivo and I work at Egeniq.

We build mobile apps for iPhones and iPads and we're currently working on a number of applications for television watching, so apps that you would use while you're watching TV. All information basically consists of just ones and zeros. And, like, a video file it's all ones and zeros – just billions of them. And to transfer those billions of ones and zeros, you need to use technology, such as compression, to compress these ones and zeros into smaller packets and to try to find repetition - like, for example, there are ones and zeros that occur a number of different times, and we just take them all out to make it smaller so that we don't have to transfer every one and zero, because it's literally billions and that would be a lot of data to transfer.