


The Death of the JPEG?

Written by Bob Snyder
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Google code

WebP Home

 **What is WebP?**

WebP is a method of lossy compression that can be used on photographic images. The degree of compression is adjustable so a user can choose the trade-off between file size and image quality.

A WebP file consists of [VP8](#) image data, and a container based on [RIFF](#). Webmasters, web developers and browser developers can use the WebP format to create smaller, better looking images that can help make the web faster.

Did you know? WebP is pronounced "weppy". */(wěp'ē)/*

Google will unveil **WebP**, their new graphics format for displaying images.

JPEG file format is traditionally used for images on the web, but Google finds it too slow. 65% of bytes on the Web are from images and WebP could cut 40% from image file sizes.

The most common image formats on the web today work on technology from more than a decade ago. Engineers at Google looked for a way to further compress images like JPEG to make them load faster, yet preserve quality and resolution.

You can bet Google is looking at video compression, too.

Go Meet WebP (pronounced (Webby"))