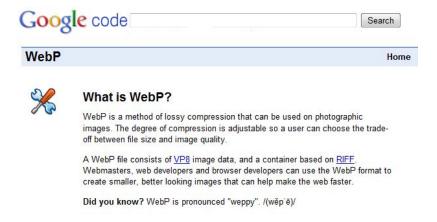
Written by Bob Snyder 08 October 2010



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")