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the Dutch cartographer Michael Florent van Langren created the first chart of statistical data, which showed estimates of the distance from Rome to Toledo. By 1786 William Playfair had invented the line graph and bar chart to explain trade imports and exports. In the nineteenth century, the “golden age” of data display, graphics found new uses in tracking disease outbreaks and understanding social issues. Friendly and Wainer make the case that the explosion in graphical communication both reinforced and was advanced by a cognitive revolution: visual thinking. Across

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Social media and new social facilities have made it necessary to develop new media design processes with different communication strategies in order to promote sustainable

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reference covers 3D graphics and video coding, content creation and display, and communications and networking. It covers the full range of key areas from the fundamentals of 3D visual representation to the latest 3D video coding techniques, relevant communication infrastructure and networks to the 3D quality of experience. The book is structured to logically lead readers through the topic, starting with generic and fundamental information, continuing with a detailed section of different visualisation techniques before concluding with an extensive view of 3D

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mobile communication systems and trends. The authors give most focus to four important areas: 3D video coding and communications; 3D graphics/gaming and mobile communications; end-to-end 3D ecosystem (including 3D display, 3D player, networking facility and 3D quality issues), and future communications and networks advances for emerging 3D experience. Presents the theory and key concepts behind the latest 3D visual coding framework, standards, and corresponding quality assessment Provides fundamental material which forms the basis for future research on enhancing the

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performance of 3D visual communications over current and future wireless networks. Covers important topics including: 3D video coding and communications; 3D graphics/gaming and mobile communications; end-to-end 3D ecosystem; and future communications and networks advances for emerging 3D experience. Essential reading for engineers involved in the research, design and development of 3D visual coding and 3D visual transmission systems and technologies, as well as academic and industrial researchers.

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selection of reviewed papers presented at the 49th Conference of the International Circle of Educational Institutes for Graphic Arts Technology and Management & 8th China Academic Conference on Printing and Packaging, which was held on May 14-16, 2017 in Beijing, China. The conference was jointly organized by the Beijing Institute of Graphic Communication, China Academy of Printing Technology, and International Circle of Educational Institutes for Graphic Arts Technology and Management. With eight keynote talks and 200 presented papers on graphic

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communication and packaging technologies, the event attracted more than 400 scientists. The proceedings cover the latest advances in color science and technology; image processing technology; digital media technology; digital process management technology in packaging; packaging, etc., and will be of interest to university researchers, R&D engineers and graduate students in the graphic arts, packaging, color science, image science, material science, computer science, digital media and network technology.

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selection of peer-reviewed papers presented at the 10th China Academic Conference on Printing and Packaging, which was held in Xi'an, China, on November 14-17, 2019. The conference was jointly organized by the China Academy of Printing Technology, Beijing Institute of Graphic Communication, and Shaanxi University of Science and Technology. With 9 keynote talks and 118 papers on graphic communication and packaging technologies, the conference attracted more than 300 scientists. The proceedings cover the latest findings in a broad range of areas, including color

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This book includes a selection of reviewed papers presented at the 11th China Academic Conference on Printing and Packaging, held on November 26-29, 2020, Guangzhou, China. The conference is jointly organized by China Academy of Printing Technology and South China University of Technology. With 10 keynote talks and 200 presented papers on graphic communication and packaging technologies, the conference attracted more than 300 scientists. The proceedings cover the recent findings in color science and technology, image processing technology, digital media

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technology, mechanical and electronic engineering and numerical control, materials and detection, digital process management technology in printing and packaging, and other technologies. As such, the book is of interest to university researchers, R&D engineers and graduate students in the field of graphic arts, packaging, color science, image science, material science, computer science, digital media, network technology and smart manufacturing technology.

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