



**RESEARCH ARTICLE**

# **High Efficiency Data Access System Architecture for Deblocking Filter Supporting Multiple Video Coding Standards**

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***Abstract---*** *In this Paper, we propose a novel algorithm for block artifact reduction for which Pseudo random noise masking is used. In H.264 Video Compression Standard, an In-loop Deblocking filter is implemented to reduce the quantization noise around the block boundaries. But there would still remain artifacts within blocks. These artifacts are known as Contour artifacts. These Contour artifacts further be reduced by our Proposed Pseudo Random Noise Masking Method. The Proposed method is selectively applied to macro-blocks damaged by block artifacts after H.264 Deblocking filtering. Its effectiveness will be clearly demonstrated for all the evaluation aspects. We estimate the level of block artifacts by measuring PSNR of the block artifact Video.*

***Keywords:*** *Block Artifact image; Discrete Cosine transform; Deblocking Filter; Quantization; Multi Directional gradient Count.*

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