## Data Representation



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## Decimal to Hex conversion


Binary to Hex conversion
(1) Split 01001100 into nibbles, and place each nibble into a base 2 place value

table. | 0100 |  |  |  |  | 1100 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 8 | 4 | 2 | 1 | $\mathbf{8}$ | $\mathbf{4}$ | $\mathbf{2}$ | 1 |
| 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |

2) For each nibble, add the column headings
(3) Convert the denary values to hex.
$4=4$
$12=C$
01001100 is equivalent to $4 C$

## Binary Addition

Work right to left and apply these simple rules:

1. $0+0=0$
2. $0+1=1$


## Binary Shifts - Multiplication



Binary Shifts - Division


## Calculating image size

Size in bits $=$ Width $\times$ Height $\times$ Colour depth
Size in bytes $=$ Width $\times$ Height $\times$ Colour depth $/ 8$

## Calculating sound file size

Size in bits $=$ Sampling Rate $\times$ Resolution $\times$ Duration
Size in bytes $=$ Sampling Rate $\times$ Resolution x Duration / 8

## Data Compression


ossless Compression Ressiess compression no data is removed. Redundant and duplicate data is repurposed to reduce file size.

- Less file-size reduction than with lossy compression
Decompresses back to original quality
Can be used on computer programs - Can be used


Example file types: JPEG, MP3, MPEG-4.

## RLE - Run Length Encoding

Assuming $1=$ white and black $=0$, this run could be encoded as:

1111000000000000

Using RLE, the row could be represented as 4 ' 1 's and 12 ' 0 's or 41120

## Huffman Trees

Consider the frequency of each character in the sentence: "SHE SELLS SEA SHELLS"


## Huffman

 compression- Huffman coding of "she sells sea shells" $=49$ bits
- 7 -bit ASCII coding $=20$ Characters or 140 bits
- This is a lossless reduction in the file size of $65 \%$


