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(54) **Dynamic video encoding based on channel quality**

(57) Various embodiments are generally directed to techniques to dynamically encode video based on channel quality and received video quality. An apparatus for dynamically encoding video includes a processor component; and a dynamic video encoder for execution by the processor component, the dynamic video encoder comprising a reference map generator to generate a reference map based on a channel quality corresponding to a plurality of encoded video frames to be transmitted over a channel, the reference map including indications of relationships between a plurality of video frames for purposes of encoding the plurality of video frames as the plurality of encoded video frames to increase a visual quality of the plurality of encoded video frames when transmitted over the channel and decoded.

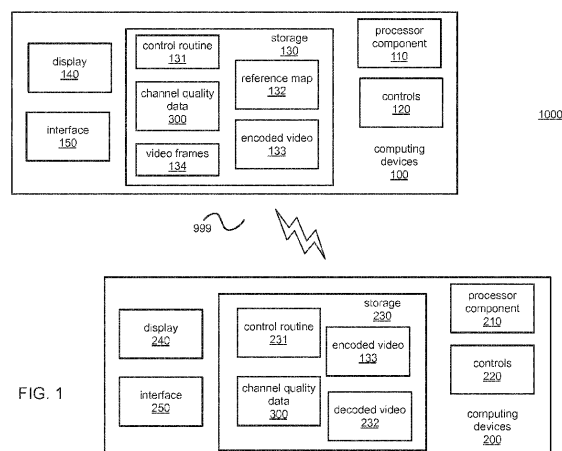


FIG. 1