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Prof. Hiroshi Yasuda received his B.E., M.E. and Dr.E. degrees from the University of Tokyo, Japan in 1967, 1969, and 1972 respectively. Thereafter, he joined the Electrical Communication Laboratories of NTT in 1972. After serving twenty-five years (1972-1997) in his previous position as vice president and director of NTT Information and Communication Systems Laboratories at Yokosuka, he left NTT to work at The University of Tokyo. He was acting director of The Center for Collaborative Research (CCR) for two years (2003-2005), and is now a professor at Tokyo Denki University. He is a member of the IT Strategic Headquarters (Japan). In the sphere of international standardization, he served as chairperson of ISO/IEC JTC1/SC29 (JPEG/MPEG Standardization) from 1991 - 1999. He also served as the president of DAVIC (Digital Audio Video Council) from 1996 -1998.

He has received numerous awards, including the *Takayanagi Award* in 1987, the *Achievement Award of EICEJ* in 1995, *The EMMY* from The National Academy of Television Arts and Science in 1995, the *Charles Proteus Steinmetz Award* from IEEE in 2000, the *Takayanagi Award* in 2005 and *The Medal with Purple Ribbon* from The Emperor of Japan in 2009. He is a Life Fellow of IEEE, Fellow of EICEJ and IPSJ, and a member of Television Institute. He wrote *International Standardization of Multimedia Coding* in 1991, *MPEG/International Standardization of Multimedia Coding* in 1994, *The Base for the Digital Image Coding* in 1995, *The Text for Internet* in 1996, *The Text for MPEG* in 2002 and *The Text for Content Distribution* in 2003.