

Automatic Exposure,
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xmp™

Adding Intelligence to Media

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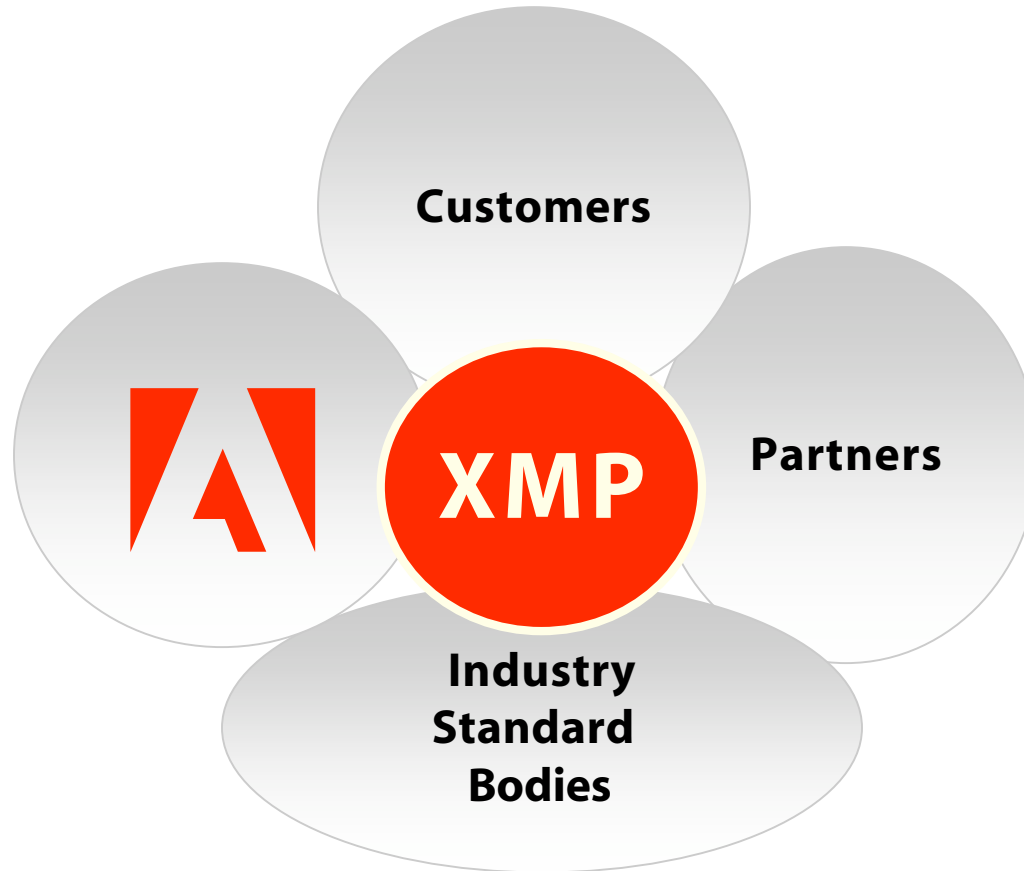


Agenda

- **Overview**
 - Background and overview on XMP
- **Extensibility with other standards**
 - EXIF, IPTC, Dublin core
- **Options for NISO Z39.87 metadata**
- **Camera support for XMP**
- **Photographer usage of metadata**
 - Photoshop CS & File browser
 - Customization and extensibility



XMP Ecosystem





XMP Overview

- **Extensible Metadata Platform**
- **An open standard for creating 'intelligent media' by embedding XML metadata in binary files**
- **Based on the W3C standard for encoding metadata (RDF)**
- **A file format neutral standard that accommodates established industry standards**
 - File formats (JPEG, TIFF, EPS, PDF, Adobe native)
 - Metadata schemas
- **Available via open source license**



Key Requirements for Intelligence Media

Open	Build on standards
Extensible	Support custom schemas/vocabularies
Universal	Support diverse file formats:
International	Unicode, multilingual
Robust	Keep metadata with asset

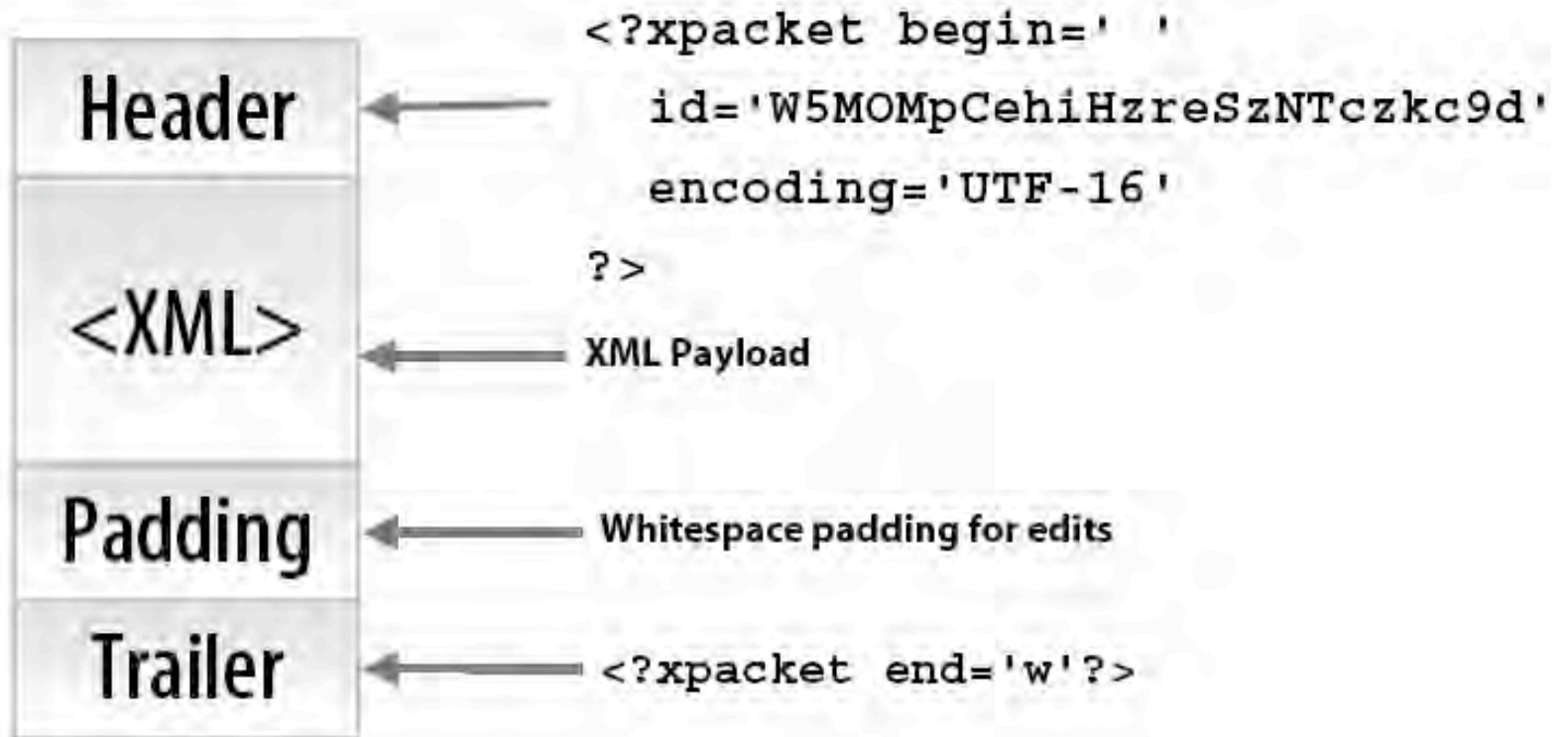


Extensibility

- **Interoperability with existing standards**
 - Dublin Core, EXIF, IPTC
- **Support for technical metadata**
 - Synchronization with EXIF & IPTC with PS
- **Support for legacy & AM systems**
 - XML based interoperability
 - Open & free SDK & tools
- **Adherence to standards & custom metadata**
 - Implementation & distribution vehicle for standards
 - Flexibility to extend for custom/private metadata



XMP packet





Options for NISO Z39.87 metadata

- **Describing NISO Z39.87 with XMP**
 - Map data dictionary to DC, EXIF, IPTC namespaces to provide interoperability
 - Map custom properties to new namespace
- **Promotion & distribution of standard**
 - Distribution of custom panels to libraries, museums, etc.
 - Schema and namespace additions to the open specification
- **Usage with image & graphic tools**
 - Photoshop support of standard
 - SDK availability for free, open source licence
- **Maintenance flexibility**
 - Easy updating of panel/schema UI
- **File format neutral**
 - JPEG, PSD, PDF, TIFF, etc.



Camera support for XMP

- **EXIF & IPTC info is synched with XMP**
 - Made human readable within Photoshop
- **Validation of XMP information**
 - XMP validation tools currently do not exist - but willing to explore requirements
- **XMP SDK - open source license, free**
 - C++ based, tools, examples
 - XML based



Demo: Photoshop

- **Photo organization and tagging**
 - Enhanced file browser metadata features
- **Metadata template application**
 - Copyright info, attribution
- **Preservation across transformations**
 - Camera EXIF info preserved from JPG to PSD
- **History stored in metadata**
 - Modification history optionally stored in XMP
- **Custom File Info Panel**
 - Define custom UI and schemas
- **Image Ready sidecar files**
 - Metadata for the web



Adobe Creative Suite

Powered By
XMP™



Premium

Photoshop CS
Illustrator CS
InDesign CS
GoLive CS
Acrobat 6.0
Professional
Version Cue
Design Guide



Standard

Photoshop CS
Illustrator CS
InDesign CS
Version Cue
Design Guide

The centerpiece of Adobe's new Creative Pro approach!



Industry Support

- **Artesia**
- **CoreMedia**
- **DeepBridge**
- **Documentum**
- **Data Technologies Int'l (DTI)**
- **Getty Images**
- **IBM**
- **Interwoven**
- **Ixiasoft**
- **Kodak**
- **KPMG Consulting
(BearingPoint)**
- **MediaBin**
- **Media Systemen**
- **North Plains Systems**
- **Pindar Systems**
- **Pine Tree Systems**
- **Pound Hill Software**
- **Profium**
- **W3C**
- **Wave/MediaBank**
- **WebWare**
- **Xerox**



XMP Resources

- **Data sheet**
- **White Papers**
- **Online knowledgebase**
- **Software Development Kit (SDK)**
 - Available via open source license
 - Contributors free to submit requests, bug fixes, suggest changes
- **Custom Info Panel documentation**
- **<http://www.adobe.com/products/xmp>**



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