

**Automatic Exposure,**  
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**xmp**™

**Adding Intelligence to Media**

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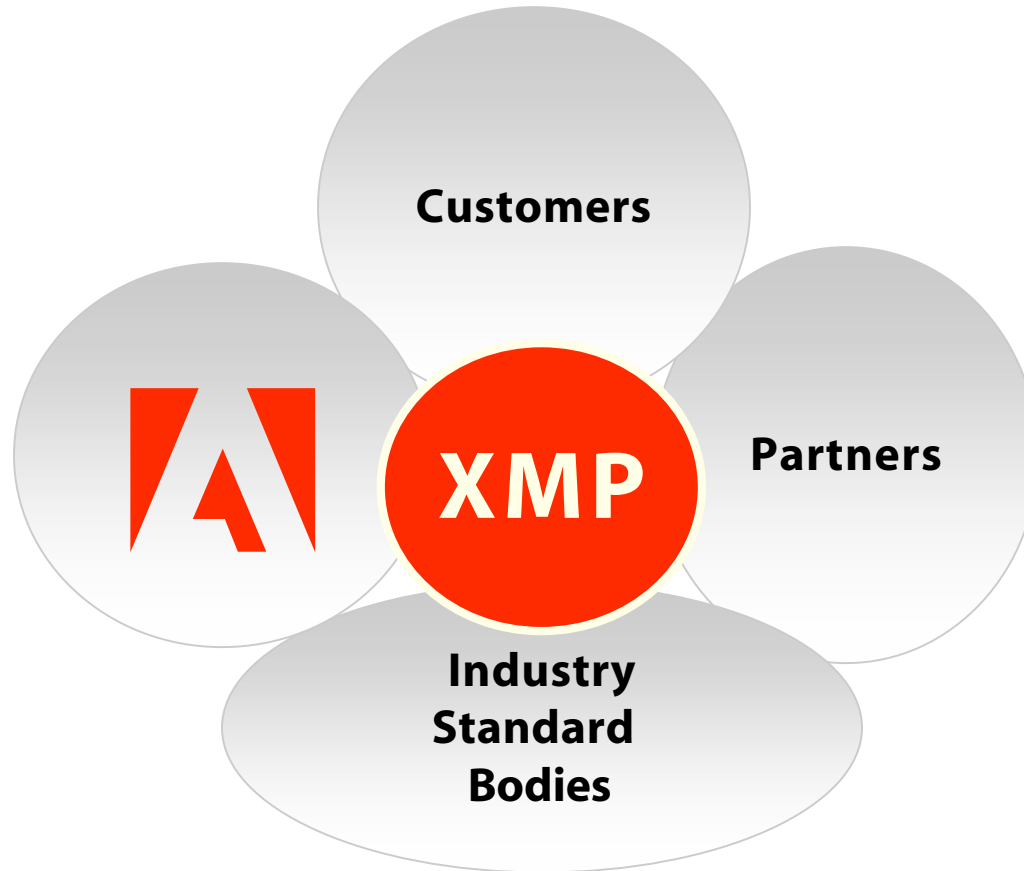


# Agenda

- **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

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**Extensible**

Support custom schemas/vocabularies

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**Universal**

Support diverse file formats:

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**International**

Unicode, multilingual

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**Robust**

Keep metadata with asset

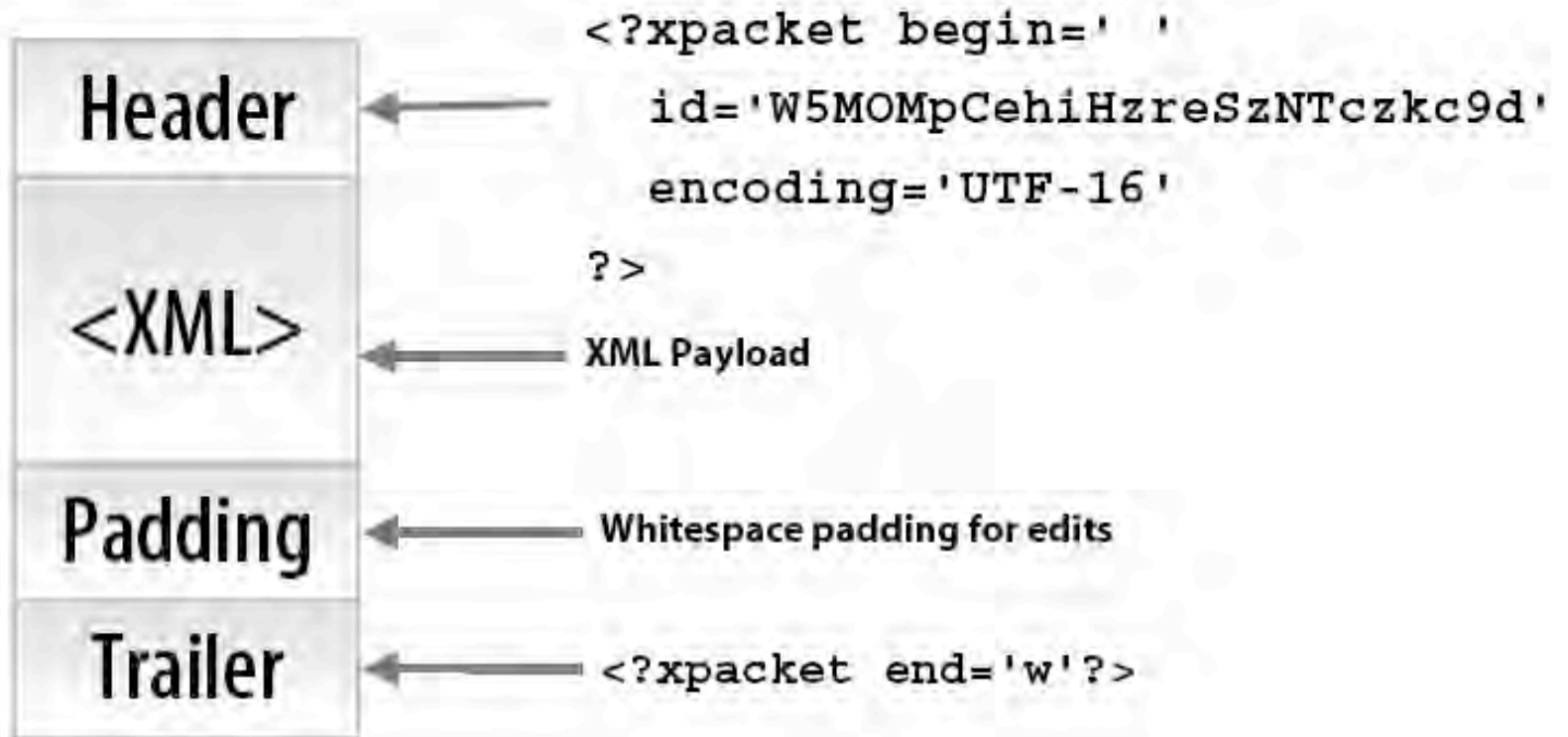


# Extensibility

- **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>**

A decorative graphic on the left side of the slide, featuring a yellow rose and several leaves in shades of red, orange, and green, all set against a white background.

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