Focus on the Individual
Focus on the Workflow
More of Everything
An Interesting Picture
Knowledge Management
The Great Organizer
Tags and Labels
Things We Take for Granted
Getting Organized Beyond the Desktop
The Challenges of Metadata
Challenge #1 — Standards

<description>Seybold Agenda</description>

<caption>Seybold Agenda</caption>
# Requirements for Standards

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td>Built on standards</td>
</tr>
<tr>
<td>Extensible</td>
<td>Support custom schemas/vocabularies</td>
</tr>
<tr>
<td>Universal</td>
<td>Support diverse file formats, databases and relevant containers</td>
</tr>
<tr>
<td>International</td>
<td>Unicode, multilingual</td>
</tr>
<tr>
<td>Robust</td>
<td>Metadata remains with assets across applications, platforms, etc.</td>
</tr>
</tbody>
</table>
Challenge #2 — Capturing Metadata Manually
Challenge #2 — Capturing Metadata Automatically
Challenge #2 — Capturing Metadata Contextually
XML: Extensible Mark-up Language

- XML is not a Mark-up Language despite its name
  - It is a set of rules and tools to make mark-up languages many, many languages

- Must qualify what the XML is for:
  - XML for Business Cards
  - XML for HTML (XHTML)
  - XML for Print Job Definition Format (JDF)
  - XML for Scalable Vector Graphics (SVG)
XML for Job Definition Format (JDF)
XML for Resource Description Framework (RDF)

- A W3C “recommendation”
- For adding semantics to the Web
- Based upon relationships among:
  - Subject, object, verb
  - Makes heavy use of URIs
- General extensible framework
XML for Extensible Metadata Platform (XMP)

Designed to meet requirements

- Open
- Extensible
- Universal
- International
- Robust
How XMP Works

XMP Packet

Header

<XML>

Padding

XML Payload

Whitespace padding for edits

Trailer

<?xpacket begin=' ' id='W5MOMpCehiHzreSzNTczkc9d'?>

<?xpacket end='w'?>
How XMP Works

XMP Packet

- Header
- <XML>
- Padding
- Trailer

<?xpacket begin=' ' id='W5MOMpCehiHzreSzNTczkc9d'?>
<creator>John Doe</creator>
<subject>Seybold Agenda</subject>

<?xpacket end='w'?>

Author: John Doe
Description: Seybold Agenda
Photographer: John Doe
Caption: Seybold Agenda

Custom Panel Description File
XMP and the International Press Telecommunications (IPTC) Standard

The International Press Telecommunications Council (IPTC) develops and publishes industry standards for the interchange of news data. IPTC membership is drawn from major news agencies, newspaper publishers, news distributors and vendors from around the globe.

IPTC XML specific vocabularies

- News Industry Text Format (NITF)
- NewsML
- SportsML
Creative Suite Demo

Gunar Penikis
XMP Product Manager
Adobe Systems Incorporated
Computerizing an Industry

In three steps
Step One — The Individual
Step Two — The Network
Step Three — Reorganize Everything
Thank you.