



Adobe Extensible Metadata Platform integration **technology** built on **W3C** standards.

KEY BENEFITS

- XMP embeds metadata inside application files, which allows the files to retain context when passed outside of a database or publishing system.
- Because XMP is extensible, users can include any XML schema inside the XMP packet, provided it is described in RDF syntax.
- XMP is built on W3C standards, which takes a lot of the guesswork out of integration. Standardizing the metadata framework allows for the interchange of metadata across many different systems and applications.
- XMP is shared as an open-source license. Users and integrators have access to the source code via the SDK.
- Adobe InDesign, Acrobat, Illustrator and eventually, all Adobe applications will support XMP. This facilitates easy metadata exchange between Adobe applications.
- XMP is available for integration with any application or system.

OVERVIEW

The ability to publish anything, anywhere at any device, is predicated on the ability to understand the intent of any document. With eXtensible Metadata Platform (XMP) metadata technology, applications and systems gain a standardized method for describing document intent and an efficient means of containing those descriptions.

TECHNOLOGY DESCRIPTION

XMP is Adobe's description format for Network Publishing. Based on World Wide Web Consortium (W3C) standards, the XMP framework provides an open standard for eXtensible Markup Language (XML) metadata exchange. Because XMP encloses metadata *inside* application files, it creates significant opportunity in areas of digital rights management and workflow automation.

Adobe Acrobat® 5.0, Adobe InDesign® 2.0, and Adobe Illustrator® 10 support XMP. Eventually, XMP will be integrated into the next generation of all Adobe applications. Designed for integration with publishing workflow systems of all kinds, XMP facilitates easy metadata exchange between applications and systems. Documents that exit these systems retain the metadata and therefore retain their context and intent.

Network Publishing is built on standards

Component	Web Publishing	Network Publishing
Transport	HTTP	WebDAV
Description	HTML, DHTML	XMP, SVG, PDF
Reference	URL	URI

XMP is a labeling system for documents and digital assets. The labels are designed to be machine readable. When applications and systems read these labels, they can act on the documents they describe. Because XMP and all Adobe Network Publishing technology is built on standards, XMP provides a way of labeling documents that is both easy to implement and beneficial to workflow systems of all kinds.

XMP COMPONENTS

The XMP framework is a subset of the W3C RDF. RDF is a standardized method of describing metadata.

XMP packet technology is the means by which XML metadata can be enclosed inside application files.

XMP contains core schemas including the Dublin Core, media asset management, digital rights, and others. More importantly, integrators of XMP can also include their own schemas for enclosure inside XMP packets.

XMP has an SDK for integration to any application. XMP metadata technology opens a new world of integration possibilities. It truly, allows applications to work smarter.

TURNING NETWORK PUBLISHING INTO REALITY

Two primary benefits arise when enclosing metadata inside application files using XMP. Smart documents that are passed outside a production system retain their context. Speaking plainly, critical data about a document is not lost when it is sent to a remote location or unconnected system. The XMP framework provides a way for all systems to understand the purpose of the document. Print information, digital rights, and reproduction instructions can all be included in the metadata. With the XMP SDK, XMP packets can be extracted without opening the file.

With an open-source license SDK and a fully extensible framework, XMP developers and integrators can create what is effectively an open-ended API within their applications and systems. Metadata enclosed in application files can be used to automate any part of a workflow that requires interaction with metadata. Detailed information about digital content can be extracted and passed to any system to initiate processes in a workflow.

Without effective metadata control, workflow automation is extremely costly and difficult. Arbitrarily defined metadata implementations are support and development headaches that negatively impact profit in the long run. XMP metadata technology enables a standardized means of exchanging metadata.

Two types of XML are critical to the success of Network Publishing. XML content describes content to be published. Typically, XML content is described as “XML Is”. XML Metadata contains information about content and is often termed “XML About”. XMP is a framework for XML metadata. Because XMP is based on open standards, XMP-enabled applications and systems can be easily integrated into both new and existing environments.

XML metadata, or XML About is XML used to describe document intent and context. While it may share some common traits with XML content, XML metadata is for exchanging information about the content of a document. This information can be used for routing, storage, automation, output, and so forth.

FOR MORE INFORMATION

Visit www.adobe.com/products/xmp/main.html to get more information about XMP.