XMP - Extensible Metadata Platform
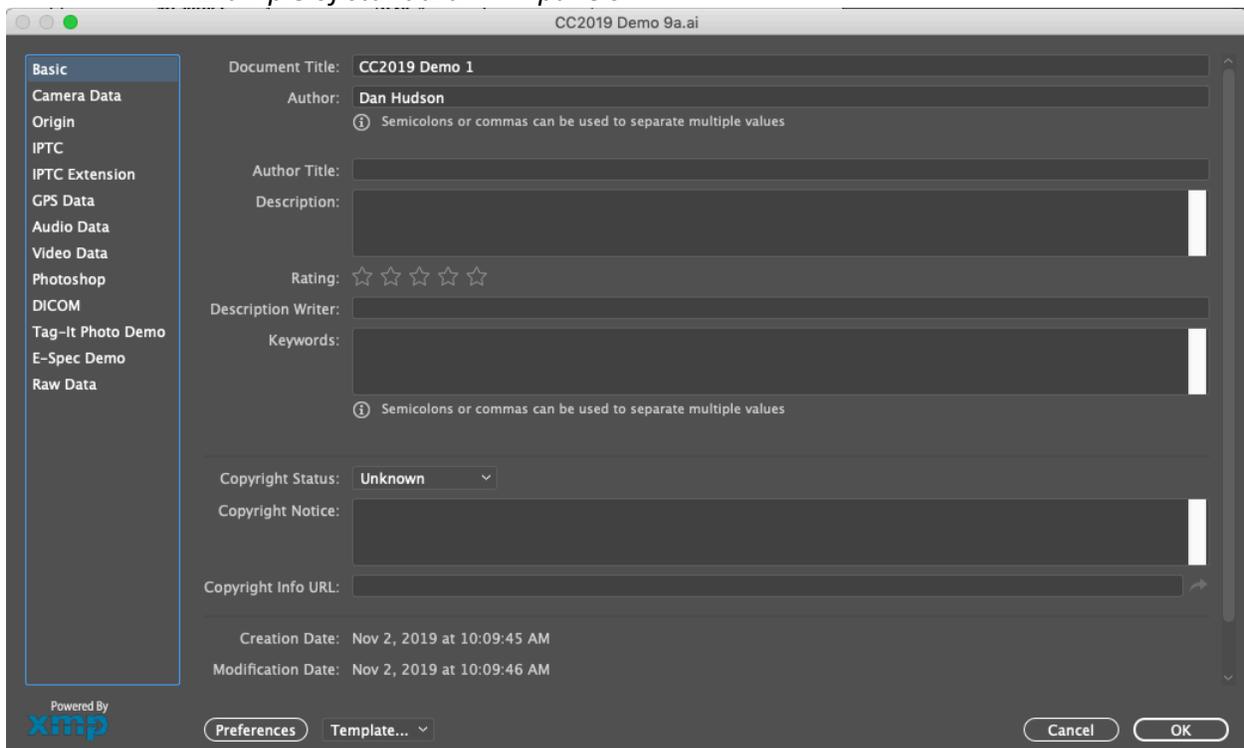
https://www.adobe.com/products/xmp.html

What – a widely embraced industry standard for defining metadata including embedded metadata. File formats which support embedded XMP metadata include JPG, PNG, TIF, SVG, GIF, AI, PSD, INDD, PDF, MOV, MP3, MPEG, PS and EPS. XMP sidecar files enable support for file formats not supporting the embedding of the metadata.
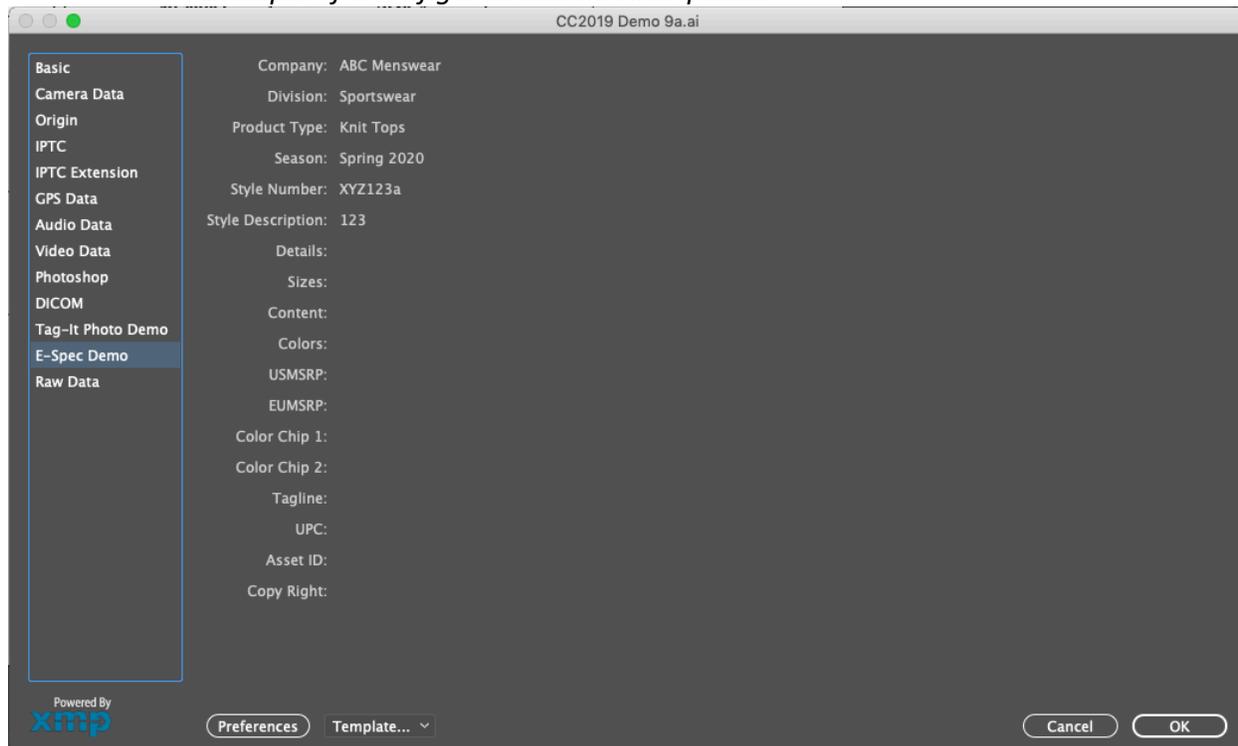
XMP provides metadata schemas endorsed by industry standard groups. These schemas are included by default in many applications. Of more interest, is the ability to define your own custom schema to embed your company specific metadata in the files you produce or modify.

Why – XMP allows an asset or file to transport its metadata across multiple business silos. When metadata is embedded in a file, the data travels with the file as it is shared or replicated in another system or location. In many applications, users can see the XMP values via "File Info" or "File Properties". If properly configured this view is via an XMP panel; if not, the data is viewable in the "Raw Data" section. Many applications including Adobe's Bridge support XMP (both the industry schemas or your custom schema). Most DAM systems will ingest the XMP metadata into their database as the file is "cataloged". This includes the custom metadata when properly configured.
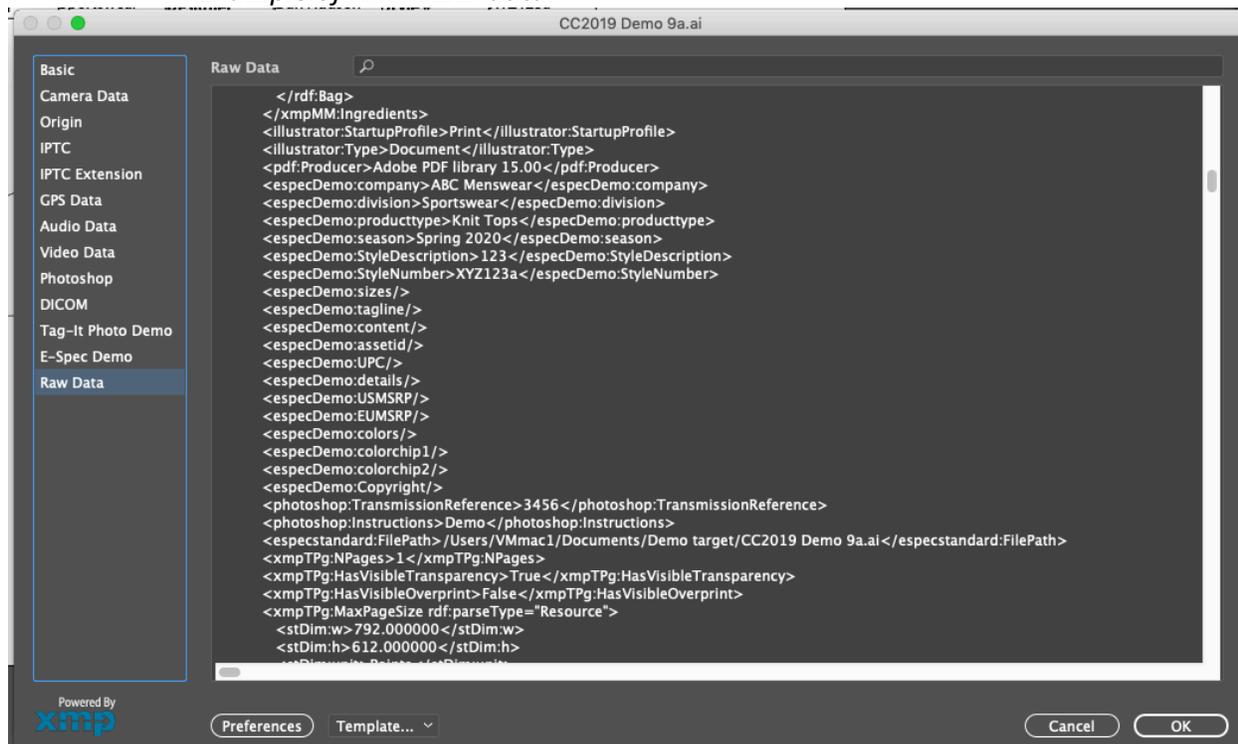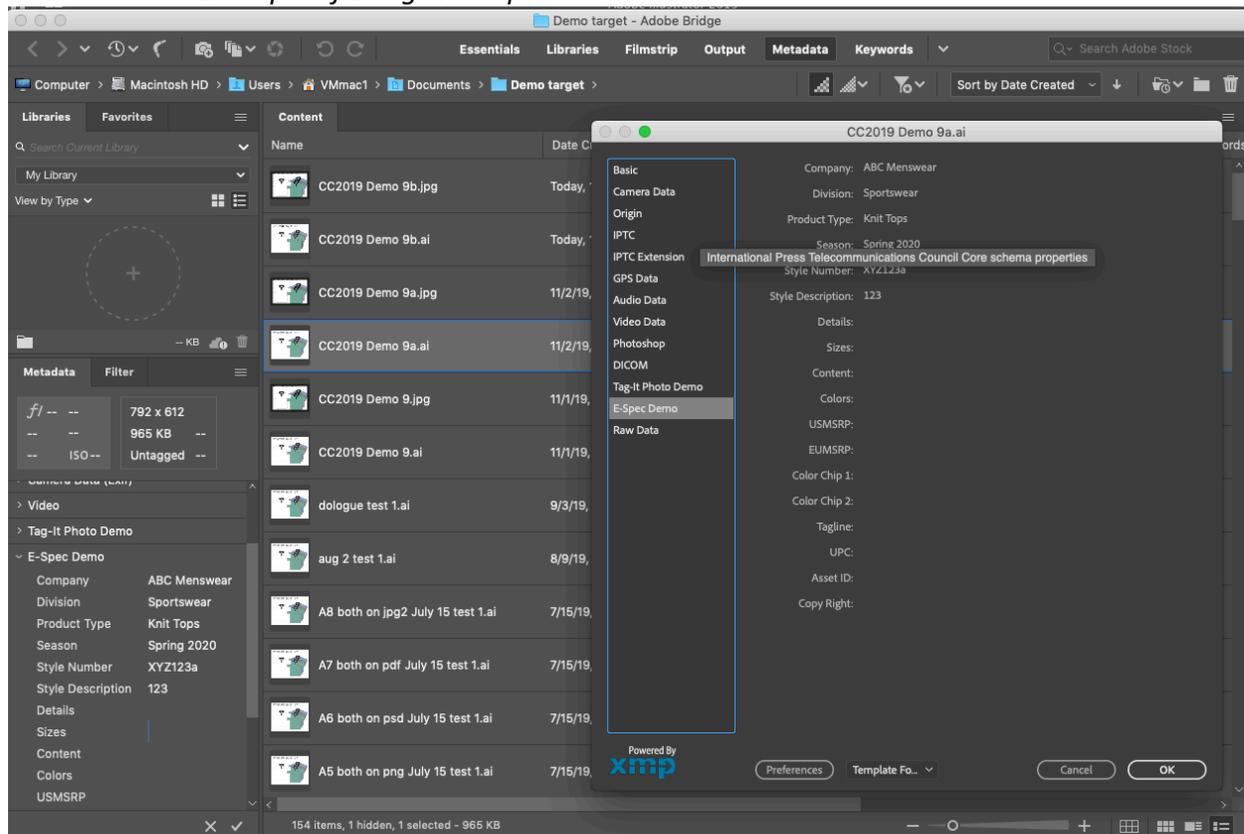
Example of standard XMP panels:

Example of a configured custom XMP panel:

CC2019 Demo 9a.ai

Basic
Camera Data
Origin
IPTC
IPTC Extension
GPS Data
Audio Data
Video Data
Photoshop
DICOM
Tag-It Photo Demo
E-Spec Demo
Raw Data

Company: ABC Menswear
Division: Sportswear
Product Type: Knit Tops
Season: Spring 2020
Style Number: XYZ123a
Style Description: 123
Details:
Sizes:
Content:
Colors:
USMSRP:
EUMSRP:
Color Chip 1:
Color Chip 2:
Tagline:
UPC:
Asset ID:
Copy Right:

Powered By
XMP

Preferences   Template... ⌄   Cancel   OK

Example of RAW XMP data:

CC2019 Demo 9a.ai

Basic
Camera Data
Origin
IPTC
IPTC Extension
GPS Data
Audio Data
Video Data
Photoshop
DICOM
Tag-It Photo Demo
E-Spec Demo
Raw Data

Raw Data   🔍

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XMP

Preferences   Template... ⌄   Cancel   OK

Example of Bridge XMP panel:

Metadata has been typically used as search values allowing a file to be easily retrieved. Recently metadata has been used during the lifecycle or workflow of a file. Initially users enter metadata to identify the file; as the file progresses in the workflow additional metadata can be added related to status or attributes required for each workflow step. A metadata field can be used to indicate the "next" workflow step allowing the user to find files ready in their work queue.

Sharing files with external partners via applications like DropBox allows partners to access the XMP metadata as well. If the partner has their own DAM, it will also catalog and ingest the XMP metadata. This makes both systems to have the same metadata; allowing additional data fields to be shared between the two systems using the XMP as an index.

If a file is sent to multiple internal business systems, these systems can also have their records "linked" by using the XMP as an index between the systems. In order to facilitate this, business rules need to be applied to the XMP metadata to ensure valid indexes are created.

How – XMP metadata can be implemented using the industry provided standard schemas or by using custom schemas. Custom schemas can be defined and implemented by using the open

source free XMP SDK's (Software Development Kit) for reading and writing XMP metadata.
https://www.adobe.com/devnet/xmp.html

This requires some level of custom programming. This can be a good solution if programming resources are available to create and maintain the XMP implementation. E-Spec has created a suite of tools to allow companies to define, collect and embed XMP metadata into the files and assets without programming resources. Look for more details on how Tag-It! can allow your organization to capitalize the value of XMP metadata. A preview is available here:

https://youtu.be/6zb7qPOELhM