

Why custom XMP is not more widely adopted

1. Awareness and Education
2. User Adoption and UI
3. Programming

Awareness and Education:

Companies have not implemented custom XMP as they aren't aware of the capabilities nor possibilities of using XMP to embed company specific data in their creative and marketing assets. All of the current hype is related to applying tags and keywords, most recently using AI engines. This type of metadata can be determined by looking at the asset or image; it is related to the visual content of the file. This data can be identified and collected at any point in the workflow or lifecycle. Where custom XMP works best is collecting data that cannot be visually identified. Information that only the author or editor can know; structural or hierarchy information used by your company; division, collection, season, channel, size, ship date, target retail price, data that is known when the asset is created or updated but has to be "collected" from the user.

User Adoption and UI:

If you implement XMP (either standard or custom fields), Adobe's main user interface is to open up the File Info dialog and edit the XMP fields in a "panel" (tab). Most users may do this a few times but will not remember to check to be sure all the data is accurate and complete every time they save the asset. The other Adobe UI is to browse the assets in Bridge and access the XMP via a panel in Bridge. In my experience, Bridge is one of the least favorite Adobe app's; most users will balk at this approach as well. This leaves providing a custom UI that requires programming...

Programming:

Most programmers will solve the problem or issue that is presented to them; if you ask for a custom UI to collect data for your assets, they will create a dialog and then submit the data directly to the system as required. Most will not be aware of the XMP standard or of the advantages of implementing the solution using a standard rather than hard coding the solution. Implementing a standard "future-proofs" your solution; it also allows the metadata to be used by other systems and applications that support XMP. If you embed the XMP in the file, when the file is shared externally (either by e-mail or file syncing like DropBox) the metadata is available to the recipient. If you have implemented XMP with your PLM or DAM system and share the file with a client or vendor who has Adobe AEM, they can see the metadata in AEM while you will see it in your DAM. In a hard coded or custom implementation, the metadata is remains locked within your system.

E-Spec's Tag-It! suite of tools allows implementation of embedded XMP metadata with no programming. It provides the user interface for collecting metadata as well as enforcing business rules (required fields, validated lists, etc.) and reducing keystrokes (default values and user based layouts). Discover the power of XMP without the trouble or expense of custom programming;

Tag-It!

<https://youtu.be/HEXBDF0-hhs>