



# Adobe®

## Getting Organized Beyond the Desktop

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# Focus on the Individual



# Focus on the Workflow



# More of Everything





# An Interesting Picture



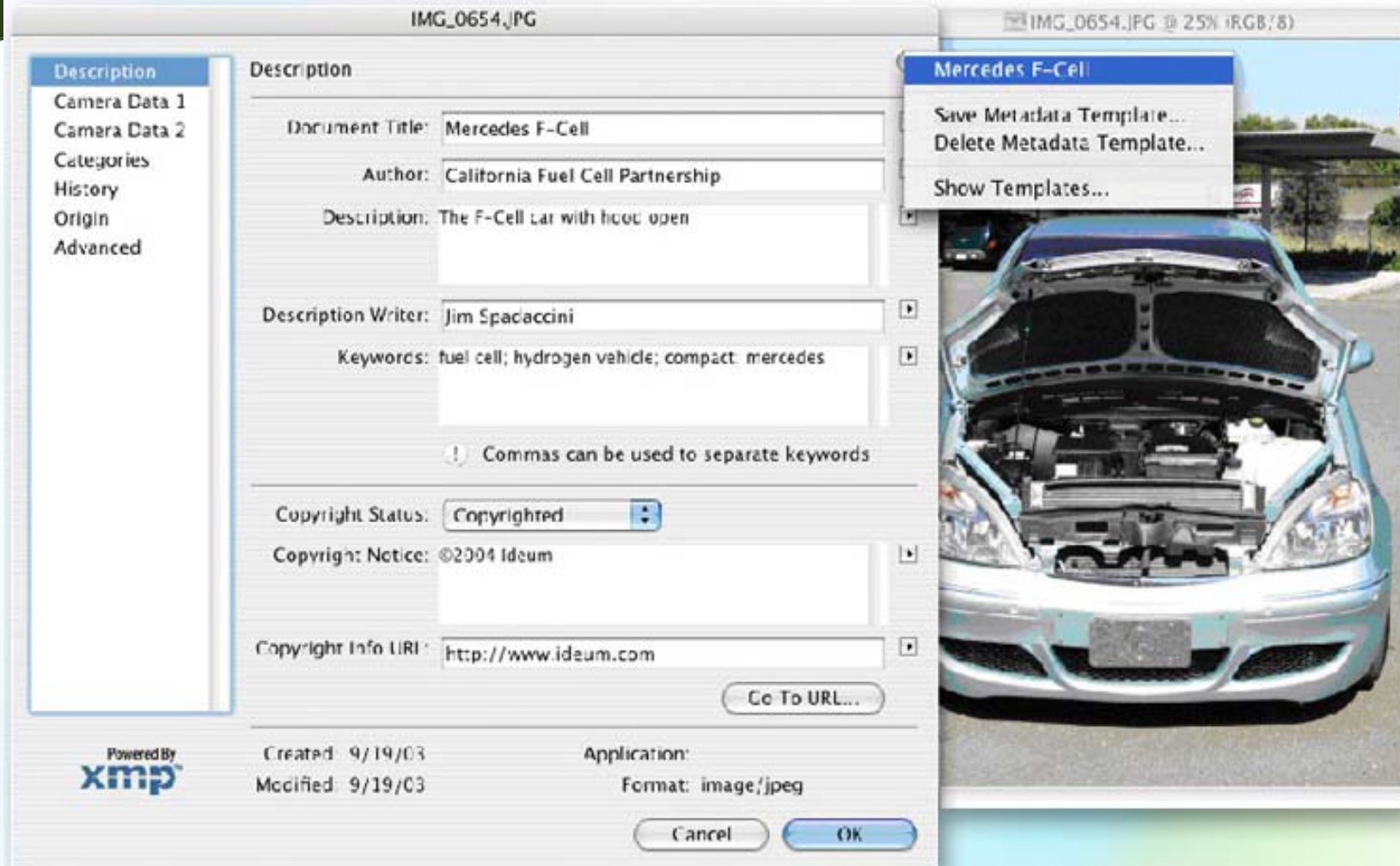


# Knowledge Management



*Picasso*

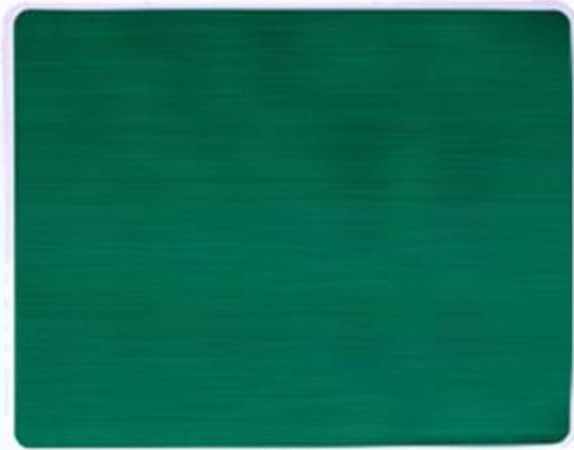
# The Great Organizer



# 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



**Open**

Built on standards

**Extensible**

Support custom  
schemas/vocabularies

**Universal**

Support diverse file formats,  
databases and relevant  
containers

**International**

Unicode, multilingual

**Robust**

Metadata remains with  
assets across applications,  
platforms, etc.

# Challenge #2 — Capturing Metadata

## *Manually*



# Challenge #2 — Capturing Metadata *Automatically*



The collage illustrates the process of capturing metadata in Photoshop. It features several key components:

- File Browser:** Shows a folder named '2\_model\_p1' containing various image files, including '04\_model\_source\_blue.psd'.
- File Info:** Displays metadata for the selected file, including:
  - Document Title: Model Blue
  - Description: Model colored blue with head truned to the sk
  - Keywords: model; headshot
  - Copyright Status: Copyrighted
  - Copyright Notice: 2003 Wayne Roth
- Metadata Panel:** Shows file properties for '04\_model\_source\_blue.psd':
  - Filename: 04\_model\_source\_blue.psd
  - Date Created: 3/9/2004 09:57:24 AM
  - Date Modified: 9/4/2003 02:26:06 PM
  - Image Format: Photoshop
  - Width: 412
  - Height: 342
  - Color Mode: RGB
  - Resolution: 72
  - File Size: 751.2K
  - Color Profile: Adobe RGB (1996)
  - Bit Depth: 8
  - DocumentID: adobe:docid:photoshop:b35f69fa-cb3c-11d7-81c3-000000000000
- Portraits:** Multiple instances of a woman's portrait, some with different color treatments (e.g., blue tint).

# Challenge #2 — Capturing Metadata Contextually



**File Properties**

|               |  |
|---------------|--|
| Filename      | : 04_model_source_blue.psd               |
| Date Created  | : 3/9/2004 09:00:00                      |
| Date Modified | : 9/4/2003 00:00:00                      |
| Image Format  | : Photoshop PSD                          |
| Width         | : 412                                    |
| Height        | : 342                                    |
| Color Mode    | : RGB                                    |
| Resolution    | : 72                                     |
| File Size     | : 751.2K                                 |
| Color Profile | : Adobe RGB                              |
| Bit Depth     | : 8                                      |
| DocumentID    | : adobe:00000000000000000000000000000000 |

**Search**

Source

Look in: Client Photoshoot

Include All Subfolders

Criteria

File Name is Model

# Tools/Applications



# 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)



HEIDELBERG



# 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**

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**Extensible**

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**Universal**

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**International**

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**Robust**

# How XMP Works



## XMP Packet



Adding Intelligence to Media

Header

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

<XML>

XML Payload

Padding

Whitespace padding for edits

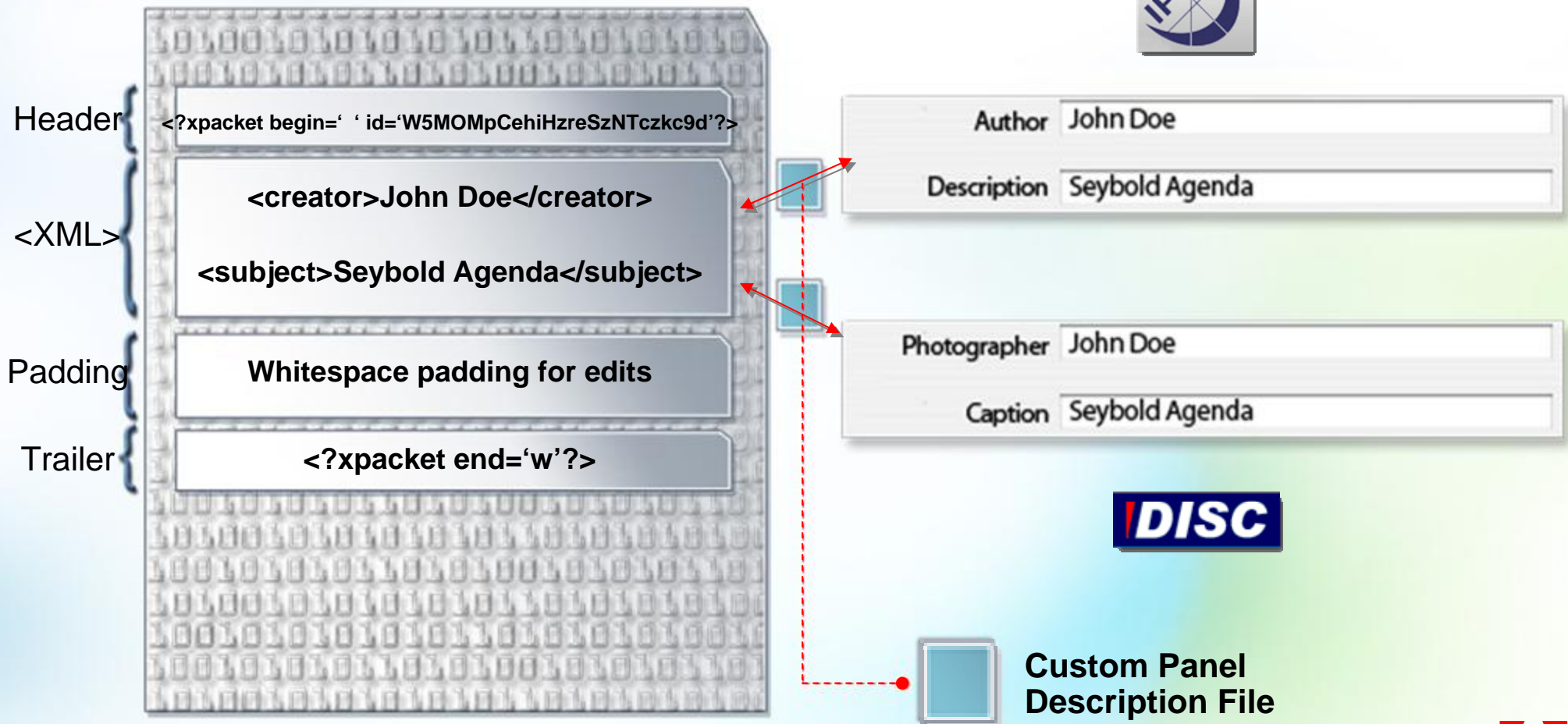
Trailer

```
<?xpacket end='w'?>
```

# How XMP Works



## XMP Packet



# XMP and the International Press Telecommunications (IPTC) Standard



Adding Intelligence to Media

[Home](#)

[Online articles](#)

[Consulting](#)

[Mentoring](#)

[Speaking](#)

[Contact](#)

## International Press Telecommunications Council (IPTC)

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](#)

For more information: [Visit our website](#)



# Creative Suite Demo

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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.





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**Tools for the New Work™**