

XAP, a Digital Asset Metadata Architecture Utilizing XML and RDF

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Abstract

The overwhelming amount of digital content and media requires common metadata frameworks for the interface with content and asset management systems. Adobe will describe a cross-product metadata architecture to address these issues.

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Biography

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Andrew Salop - A senior product manager with Adobe Systems, Andrew Salop is responsible for driving the company's cross-media asset management strategy. With a background in film and interactive media development, he balances an understanding of the creative process with the ability to successfully frame and deliver products and enabling technologies that energize digital media publishing. His ongoing efforts will extend the reach of Adobe's line of award-winning Web graphics, digital imaging, video, and illustration products into diverse network publishing workflows. After earning his MBA, Andrew joined Apple Computer where he spent six years in international product marketing. Prior to Adobe, he was director of marketing at a small "Siliwood" startup, pioneering the distillation of leading edge digital media technology within the creative community. An amateur filmmaker and musician, Andrew holds a bachelor's degree in

international relations from U.C. Davis and an M.B.A. from the Leavey School of Business at Santa Clara University.