XMP Integration enables users to automatically extract and insert embedded Adobe XMP metadata as files are saved to the DAM.

Adobe's Extensible Metadata Platform (XMP) is a rich-media format that enables desktop applications to embed file information within the file. Xinet and Adobe XMP integration eliminate the need for manual asset tagging creating an automatic lift in DAM data quality.

Use tag automation to instantly improve DAM data quality:

👁 **Read/Write XMP data**
Having a database that automatically reads XMP metadata enables users to seamlessly contribute rich asset data as part of their day-to-day workflow. This automation is configured to trigger every time a user saves a file in a compatible Adobe application (InDesign, Photoshop or Illustrator). This data can then be searched, viewed, and modified within the DAM.

✏ **Send XMP data back to the desktop via the DAM**
XMP metadata can also be automatically written back to assets via the DAM and compatible Adobe applications. This enables users such as librarians and project managers outside the creative department to better catalog assets they do not have immediate access to. Once new XMP data has been added it is visable within the native application window and travels with the file wherever it goes.

🪄 **Standard and custom metadata**
Use custom (additional data fields created on the desktop) or standard XMP metadata from within files created in supported Adobe applications including AI, AVI, EPS, INDD, JPEG, MP3, PDF, PNG, PSD, TIFF, WAV etc.

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