

# Information Management with Expression Media

As digital files emerge as our primary source of media, long-term preservation and management of digital media is increasingly important. With the rapid growth of digital media, both in personal and professional use, there is an ever-growing need for quick and easy ways of searching across several hundred or thousands of media files. Expression Media makes this easy.

It is almost impossible to retrieve images from a large collection of digital media without the help of metadata (shown below).



**Location:** Mykonos

**Country:** Greece

**Event:** Resort shoot

**Event Date:** 7/24/2005

**Keywords:** aqua, pool, overflowing, tranquil, relax

**Sets:** resorts, Greek Islands

Expression Media focuses on efficient ways to categorize and retrieve media and to make sense of the various available options.

Features such as: **drag-and-drop annotation**, classification and labeling across one or many media items; **instant single-click searching**; quick **catalog index summaries** that do not require you to remember the exact spelling or syntax of what you are looking for are all included in Expression Media to organize photos and other digital files.

The emphasis is on speed, ease and versatility of viewing and annotating, allowing you to spend your time evaluating and categorizing your media in a meaningful way, rather than on setting up application dialogs or configuring complex searches.

## **Annotations**

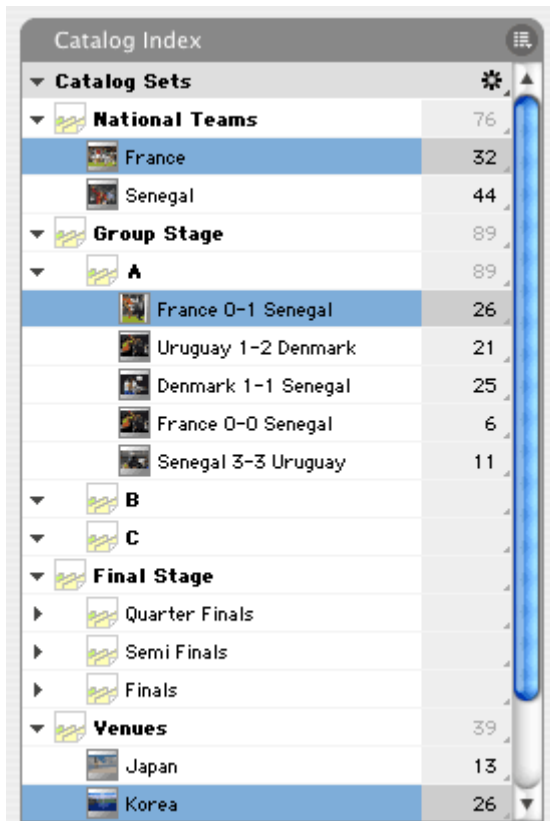
Annotations (also known as metadata) refer to text that describe properties or contents of pictures, movies, or any other media file. Some annotation fields, such as properties, format, size, duration, or camera settings (EXIF), are extracted automatically by Expression Media from the media file. These annotations are non-editable.

Editable annotations such as *Author*, *Location*, *Event*, etc. enable you to add content specific information to your media. Expression Media offers five types of editable annotations:

**Standard annotation fields** offer a wide range of information that can describe any media file. These fields are mapped to industry standard IPTC/XMP Core annotations and can be embedded in the original media files. Writing these annotations to the original files ensures that they are accessible by any application that supports the standard. Expression Media offers the deepest IPTC/XMP support among all popular cataloging applications, including new fields such as *Event (Fixture)*, *Location*, *Status* and *People (Contact)*.

**Custom annotations** such as *Price*, *Age*, etc. allow a certain amount of flexibility and customization shared across Expression Media catalogs. These fields cannot be written to the original files, but, as with standard IPTC fields, they can be incorporated into workflows and exported to other applications such as databases or spreadsheets, via scripts.

**Color labels** offer instant visual identification of selected images among thousands of media files. Labels help you to shortlist a catalog and jump to selected images. Just pick your images and press any number key on your keyboard to label your selection.



Sets are suitable for organizing related media (such as graphics related to a project, or images taken on trips). Sets are more powerful than annotation fields as they can be arranged in hierarchies and are completely flexible in what they contain.

Sets are similar to folders, but will let you organize a catalog in any way you want without changing your folder organization.

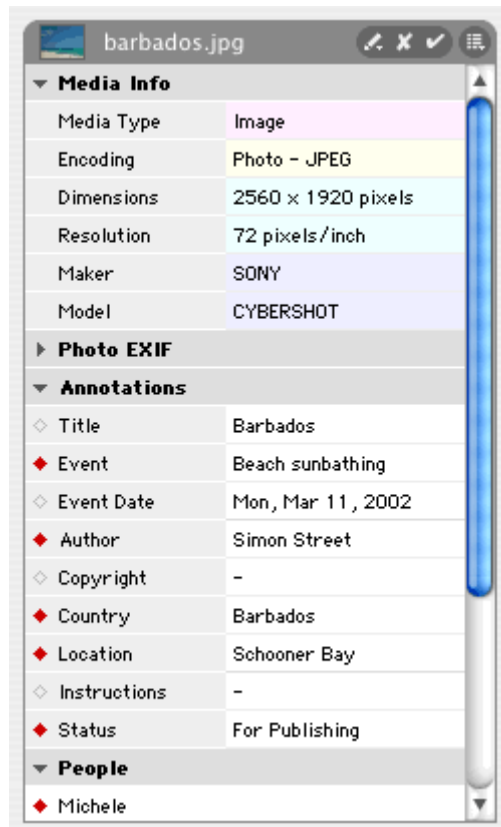
This example (left) depicts a sporting event, where images from the event can be placed in any meaningful set or subset. For example, images related to the France-Senegal game can be instantly located under set "Group Stage:A".

In addition, the same images can be located under the "National Teams:France" set, as well as the event Venue set, without file duplication.

The contents of sets can be edited with simple drag-and-drop and can be viewed by clicking on the set name.

### Annotation panels

In Expression Media there are two panels where you can view, edit and assign annotations to your media files.



The **Info Panel** provides an instant look at the aggregate properties and annotations of a media file.

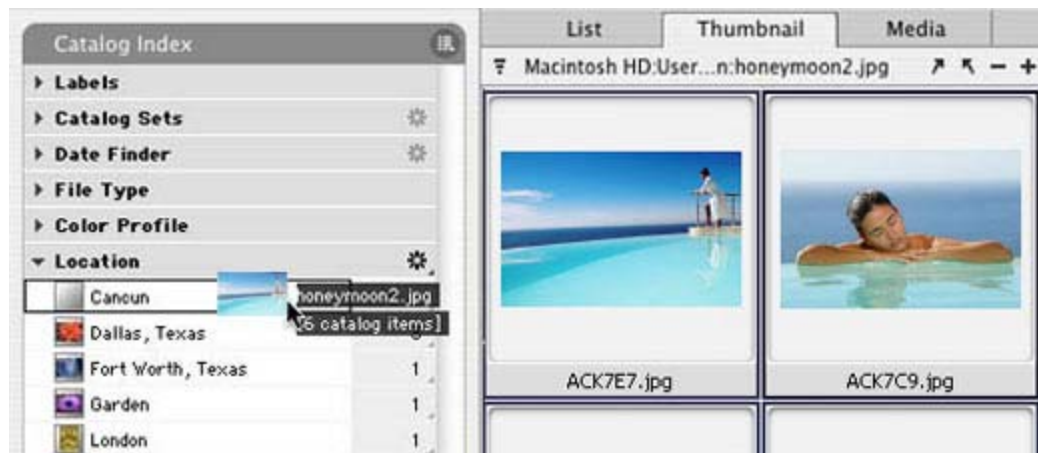
You can edit and check the accuracy of information, within a single user-configurable list with no need to remember to open multiple dialogs.

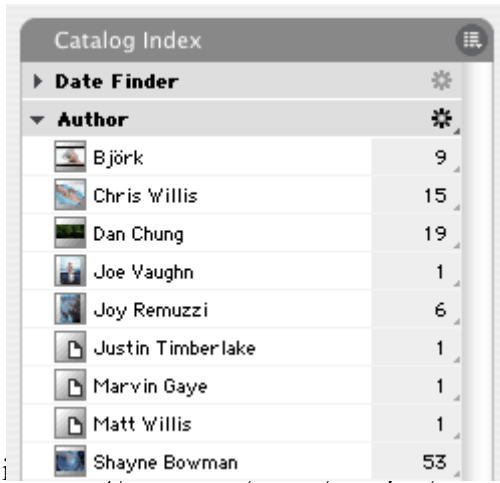
Along with extended IPTC support, Expression Media allows you to batch edit annotations for multiple media files, giving you complete control of the editing process.

Provides features for creating multiple AutoFill presets relative to specific projects or recipients of your media files. You use AutoFill to automatically assign entries to one or more annotation fields.

In contrast to the Info Panel, the **Organize Panel** is more suitable for global searches or groupings, allowing a quick comparison across hundreds of files, often revealing annotation inconsistencies among a large number of files. By viewing your media on a global rather than individual perspective, you ensure the standardization and accuracy of your annotations across your media.

The Organize Panel lists all annotations or tags present in the catalog. By batch (or individual) dragging media over the existing data values, you can assign these values to the multiple media items. This increases and simplifies the annotation process.



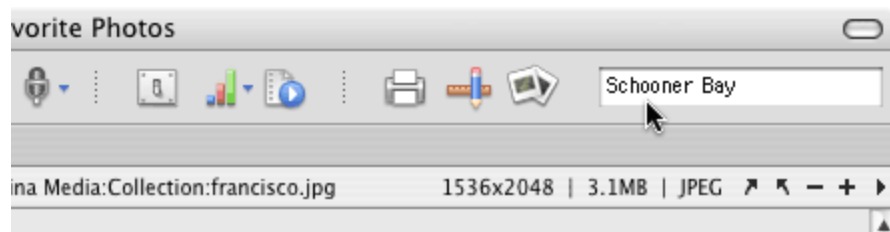


The Organize Panel can be configured to provide field summaries from a variety of fields, *or*, etc.

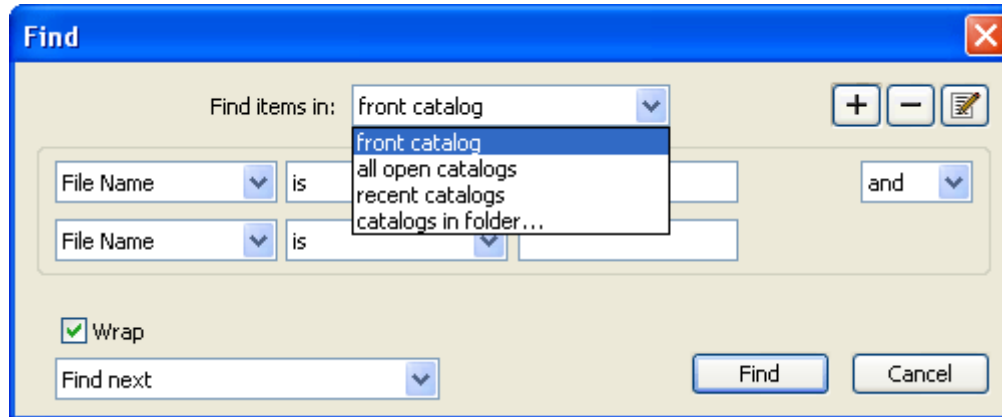
Field summaries are superior to simple Find searches as they eliminate the need to remember the exact spelling or syntax of the search criteria.

### Instant catalog-wide searching

Catalog-wide searching can be performed quickly and directly from the toolbar search box. You can search for text on any type of information attached to your media items, or search for labelled items among the items of your media catalog.





















The traditional *Find* dialog offers complete flexibility. Searches can be done within the current catalog, open catalogs, recent catalogs, or across all catalogs in a folder. Searching is case-insensitive and includes IPTC and media properties. As well, searches can be saved for quick, repeat access.

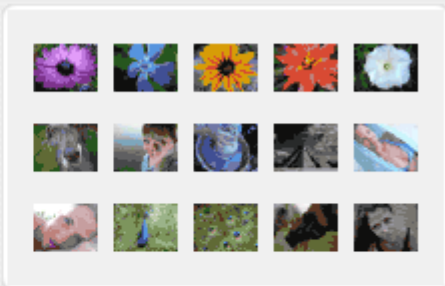


**Catalog Finder** Expression Media offers the Catalog Finder which allows you to quickly locate and preview all Expression Media catalogs on a storage volume (hard drive, CD, DVD, removable media etc.) You can open a catalog directly from the Catalog Finder.

# Catalog Finder

Volume:  Macintosh HD

-  091704\_Ivan.ivc
-  adirondack\_chairs.ivc
-  Ad\_Chairs\_Other.ivc
-  Africa.ivc
-  amp.ivc
-  **Favorite Photos.ivc**
-  Finals.ivc
-  Font Catalog
-  Gallery Test.ivc
-  grace.ivc
-  Honeymoon.ivc
-  HTML2.ivc
-  illos.ivc
-  Movie Posters.ivc
-  Movies.ivc
-  MP3 Audio.ivc
-  Photokina 2004.ivc



**Details:**  
Items in catalog: 49  
Last saved on: 8/24/03 7:35 PM

**Path:**  
Macintosh HD:Users:sbowman:Desktop:  
iView MediaPro:iView MediaPro 2.5:  
Manual\_IVMP\_2.0\_Hi Color:Media:

**Comment:**  
My favorite photos from the last year.  
©2003, Shayne Bowman, Hypergene  
Media.