



## Purpose

The Attribute Exchange Format (AXF) used in Interplay® allows metadata for digital assets to be exchanged between Interplay and other external applications. AXF is an XML specification, providing the following advantages:

- Ability to contain object related metadata as well as time-based documentation of media objects (with the stratified documentation model)
- Additional functionality for media object grouping, building object hierarchies, or storing of references to other objects for versioning
- Extensibility for describing new types of objects and adding new metadata attributes
- Automatic recognition, parsing and import of metadata in AXF format into Interplay
- Automatic recognition, parsing and import of essence files into Interplay and association to media objects according to the metadata available in the AXF files previously imported
- Ability to export metadata in AXF format and associated essences to third party systems via file transfer
- Metadata exchange in AXF is particularly important for file-based import and export operations. Rather than creating new elaborated and costly integrations for third party systems, in particular those involved with content ingest, it is possible for any application to create new media objects in Interplay by simply transferring an AXF formatted file to an Interplay watch folder and letting them import automatically.

## Features of the AXF

AXF metadata documentation is completely XML based, so it can be created easily and automatically processed for importing or exporting.

Different media object types can be defined in XML elements. Using the Interplay Standard Data Model AXF provides a predefined attribute set for media object types such as “Video”, “Video feed”, “Video item”, “Audio”, “Image”, “Collateral”.

In addition, AXF provides the ability to use customized data models by defining specific metadata classes. Metadata classes are defined with attributes and determine which metadata forms will be applicable to the media object as well as which attributes are allowed.

### Time-dependent Metadata (“Strata”)

For the object types video, video feed and video item, a time-based documentation can be made by using the stratified documentation model, which is used within Interplay. Strata can be defined on several levels. Content descriptions can be given for different segments on these levels by providing start and end time code of the segment and content descriptions in textual form.

### Associations

An AXF file can contain several media objects with associated metadata, so that parent-child or versioning relationships between these objects can be easily defined. It is possible to define the following relations:

- Is Child of: The media object is a child object forming a part of another media object.
- Is Parent of: The media object is a parent object aggregated by other media objects.
- Is Version of: The media object is a version of another media object.
- Has Version: The media object has other versions in another video object.

Links to external objects can be defined as well. External links have no defined semantics within Interplay, so have to be defined with a source and destination identification. A special data manager has to be named to handle and resolve the original identification of external source or destination objects.

## Building Integrated Solutions

AXF is supported during the import and export workflows of Interplay, allowing for easy integration with production systems, play out systems, legacy documentation systems, or other metadata and essence sources or destinations.

An important characteristic of AXF is that it does not contain any direct relationship to essences or essence files. This allows for a greater flexibility in import or export workflows. It allows for importing or exporting only metadata or by changing the order of metadata and essences during the import or export workflow.

# Attribute Exchange Format (AXF)

Interplay Media Asset Manager

---

## AXF Specification

A "Technical Design Specification" document for AXF, containing the full AXF specification and DTDs needed, can be provided upon request. Usually this is under a Non-Disclosure Agreement (NDA).

## Supported Platforms

Interplay applications require Intel-based workstations with Windows XP or Windows Vista operating system, Microsoft Internet Explorer 7 or 8 and .NET framework. Interplay server components require Intel-based servers with Windows 2003 or 2008 Server and .NET framework. MS SQL Server 2005 and 2008 are the preferred databases. AXF import and export workflows require Windows network file systems or shares.

For more information visit [www.avid.com/interplay](http://www.avid.com/interplay)

Corporate Headquarters  
800 949 AVID (2843)

Asian Headquarters  
+ 65 6476 7666

European Headquarters  
+ 44 1753 655999

© 2010 Avid Technology, Inc. All rights reserved. Promotions and discounts are subject to availability and change without notice. Product features, specifications, system requirements and availability are subject to change without notice. All prices are USMSRP for the U.S. and Canada only and are subject to change without notice. Avid, the Avid logo, and Interplay are either registered trademarks or trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. The Interplay name is used with the permission of the Interplay Entertainment Corp, which bears no responsibility for Avid products. All other trademarks contained herein are the property of their respective owners.

AXFDS0310