



Sue Fine, USA
Tel.: +1 703-902-1832
press@adsml.org

Thomas Jacob, Asia
Tel.: +65-9740 3944
thomas.jacob@assocnews.co.uk

Marc Verbiest, Europe
Tel.: +32 3-444-4101
marcverbiest@agfapress.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

AdsML Framework 2.0 Release 8 Issued; Includes Newly Approved XMP Ad Ticket Schema

DARMSTADT, 2 October 2006

The AdsML Consortium released AdsML Framework 2.0 Release 8 today, following member-wide balloting that confirmed the proposed AdsML XMP AdTicket Specification as an approved specification.

The XMP AdTicket Schema allows key advertising metadata, that would normally be exchanged in hard copy, to be embedded into digital artwork files, such as PDFs. This information is stored permanently in the PDF file. The AdTicket specification, like other AdsML specifications underwent a controlled development process that included multiple reviews by Consortium members, a period of public review and comment, changes based on the public comment phase and a balloting period for member approval.

AdsML Framework 2.0, Release 8 has been approved for general release as of 1 October 2006 and represents the final version of the Framework 2.0 development series. It is a stable release that is the choice of users and vendors who are planning to implement print media advertising supply chain integration solutions. To download the new release, visit <http://www.adsml.org>.

Also included in AdsML 2.0 Release 8 are backwards-compatible changes to the AdsML Bookings, AdsML Materials and AdsML TypeLibraries schemas that improve usability. Additional maintenance changes, also backwards-compatible, were made to several other specifications.

New Release Completes Print Media Ad Publication Cycle

“With the publication of AdsML 2.0 Release 8, everything is in place to take an advertisement from order and order verification to delivery of ad materials including display artwork and classified content, through to publication,” says John W. Iobst, Ph.D., chair of the AdsML Consortium and vice president of operations, Newspaper Association of America, Vienna, Virginia, U.S. “The development of this standard now is frozen, pending feedback from implementers in test projects.”

Alan Darling, Vio Worldwide, concurs. “With the release of this version of AdsML, the last objections to the adoption of the specifications by developers, advertisers, media buyers, agencies and publishers have been removed. We will be seeing more pilots over the next three to six months that use AdsML at their core.”



Sue Fine, USA
Tel.: +1 703-902-1832
press@adsmil.org

Thomas Jacob, Asia
Tel.: +65-9740 3944
thomas.jacob@mediabase.co.uk

Marc Verbiest, Europe
Tel.: +32 3-444-4101
marcverbiest@agfapress.com

About the AdsML Framework

The AdsML Framework for E-Commerce Business Specifications for Advertising (AdsML Framework) is the first international data-exchange initiative for managing the electronic transfer of information between all trading partners in the print-media advertising supply chain.

About the AdsML Consortium and Its Partners

The AdsML Consortium has developed an open specification for e-commerce that has unified and extended existing initiatives for print-media advertising and advanced the capability for automating the print-media advertising supply chain. The AdsML Framework specifications ultimately will govern all types of advertising media, through all stages of an advertisement's lifecycle, for all segments of the worldwide advertising industry.

The Consortium is sponsored by Ifra, a leading international association for newspaper and media publishing, IDEAlliance, a leader in information-technology solutions for the graphic arts print industry, and the Newspaper Association of America (NAA), which represents more than 2,000 newspapers in the U.S. and Canada.

The Consortium's strategic partners are Agfa, Associated Newspapers Ltd. and Time Inc. The Consortium's members include more than 70 companies and organizations united to create a set of media-neutral, internationally-adopted specifications and business processes for the digital exchange of advertising information and content.

###

Contacts:

AdsML Consortium e. V. Washingtonplatz 1, 64287 Darmstadt, Germany
Tel.: +49 6151-733-766 / www.adsmil.org

Sue Fine, Technology Communications Manager, Newspaper Association of America
Vienna, Va., USA / Tel.: +1 703-902-1832 / press@adsmil.org – sue.fine@naa.org

Marc Verbiest, Public Relations Manager, Agfa-Gevaert Graphic Systems, Mortsel, Belgium
Tel.: +32 3-444-4101 / marc.verbiest@agfa.com

Thomas Jacob, Business Manager, Asia, Associated Newspapers Ltd, Singapore
Tel.: +65-9740 3944 / thomas.jacob@assocnews.co.uk