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NEWS RELEASE

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PRISM™ Cookbook Released

PRISM Addresses Implementation Issues

Alexandria, VA – July 8, 2008- PRISM (Publishing Requirements for Industry Standard Metadata), an IDEAlliance Working Group, announces the availability of the new PRISM Cookbook for Profile 1 (XML) Implementers. The PRISM 2.0 Specifications and Cookbook can be freely downloaded from http://www.prismstandard.org/.

Background

In 1999, IDEAlliance founded the PRISM Working Group to create a metadata standard to facilitate content management, aggregation, and search. Since that time, PRISM has been broadly implemented by magazine and journal publishers..

According to Stephanie Salmon, U.S. News & World Report and PRISM Working Group member, "For those new to PRISM, the PRISM Specification had previously served as the basis for implementation. While all metadata fields and controlled vocabularies are clearly documented, the length and technicality of the Specification is intimidating. This challenged implementers." Salmon continued, "We really needed a step-by-step guide to implementation. Publication of the PRISM Cookbook has fulfilled that need."

About the PRISM Cookbook

The PRISM Cookbook builds on the PRISM Specification and assumes users have a basic understanding of metadata and PRISM. It does not answer questions such as "What is metadata?", "What is PRISM?", and "Why choose PRISM?", but assists implementers by providing a set of practical implementation steps for a chosen set of use cases and provides insights into more sophisticated PRISM capabilities.

While PRISM has 3 profiles, the cookbook only addresses the most commonly used profile #1, the well-formed XML profile. All recipes begin with a basic description of the business purpose it fulfills, followed by ingredients (typically a set of PRISM metadata fields or elements), and, closes with a step-by-step implementation method with sample XMLs and illustrative images. Recipes include "Preparing a print article for use by an external partner," "Using PRISM to enhance the searchability of content," and "Preparing web articles for use by an external partner." A Webinar on the PRISM Cookbook will be

presented at 2:00 pm EDT on July 8. Register at www.prismstandard.org. A streaming recording of the webinar will be available on the PRISM website after July 8.

PRISM 2.0 Errata Posted

In addition to the PRISM 2.0 Cookbook, the PRISM Working Group has just posted Errata for its PRISM 2.0 Specification. This Errata addresses a range of issues, from editorial to technical, that have been reported by the PRISM user community. The erratum includes a listing of each errata item along with red-lined versions of each document within the PRISM 2.0 Specification and new XSDs and DTDs for the PRISM Aggregator Message (PAM).

Upcoming Work Items for PRISM

The PRISM Working Group is working on the next version of the PRISM Specification, PRISM 2.1, for release in late 2008. This release will address complex rights for multi-platform and global distribution channels. Change Request Forms for PRISM 2.1 can be downloaded at www.prismstandard.org. All forms must be submitted by July 15.

About the PRISM Working Group

PRISM (Publishing Requirements for Industry Standard Metadata) is an IDEAlliance Working Group. The member companies are involved in content creation, categorization, management, aggregation and distribution, both commercially and within intranet and extranet frameworks. Their interest in PRISM comes from the need for a common metadata standard for content infrastructure. The PRISM Working Group is open to all IDEAlliance members and includes: Adobe Systems, Hachette Filipacchi Media, L.A. Burman Associates, Lexis/Nexis, The McGraw-Hill Companies, Inc., Pound Hill Software, Reader's Digest, Taxonomy Strategies, Time Inc. and U.S. News & World Report. To learn more, go to www.prismstandard.org. PRISM is a trademark of IDEAlliance.

About IDEAlliance

IDEAlliance is a non-profit alliance dedicated to advancing user-driven, cross-industry technology solutions for all publishing and content-driven enterprises. IDEAlliance develops specifications, identifies best practices, and fosters business partnerships through its committees, conferences, and certification initiatives in:
- Color & Branding
- Intelligent Content & Informed Workflows
- Print Production & Supply Chain
- XML-in-Practice

The IDEAlliance membership is made up of those who create, produce and deliver content and digital media assets, and the technology vendors who support and facilitate these supply chains. With 40+ years of industry expertise, IDEAlliance provides an open environment in which members can strategize, innovate, standardize, and implement solutions to the real business challenges from creation and acquisition to distribution and delivery for print and digital media platforms. See http://www.idealliance.org for more information.

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