



The Leading Provider of Data Leakage Prevention, Hidden Data Removal, and Privacy Software Solutions.
<http://www.digitalconfidence.com>

Digital Confidence Adds Ad-ID Support to MetadataTouch

TEL AVIV, ISRAEL (February 8, 2015) — Digital Confidence today announced the addition of Ad-ID XMP schema support to its powerful multi-format metadata editor - MetadataTouch™.

Ad-ID is the industry standard for identifying advertising assets (broadcast, print and digital) across all media platforms. The Ad-ID system was developed by the American Association of Advertising Agencies (4A's) and the Association of National Advertisers (ANA) in 2003. Ad-ID serves nearly 2,000 clients including the largest advertisers and advertising agencies in the world.

The new version - 6.7 - also includes a fix to a bug in batch XMP editing.

MetadataTouch™ is a powerful tool to view and edit metadata in Microsoft Office® documents (Word, Excel®, and PowerPoint®), OpenOffice™ documents, JPEG, JPEG 2000, AVI, MP3, MP4, F4V, WAV, AIFF, PNG, SVG, APE, MPC, OFR, WV, TAK, and XMP files.

About Digital Confidence

Digital Confidence is the leading provider of hidden data removal, data leakage prevention (DLP), and metadata management software to individuals and organizations of all sizes, from small and medium businesses and law firms, to large-scale enterprises.

Since its foundation in 2009, Digital Confidence's desktop-based and server-based products has been deployed by more than 500,000 individuals and organizations.

Digital Confidence's best-of-breed products enables its customers to make their way in the digital world with confidence, and frees them from the worry of unintentional sensitive data leakage which can cause embarrassment with possible financial and legal implications.

Digital Confidence is a privately held company with corporate headquarters in Tel Aviv, Israel.

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