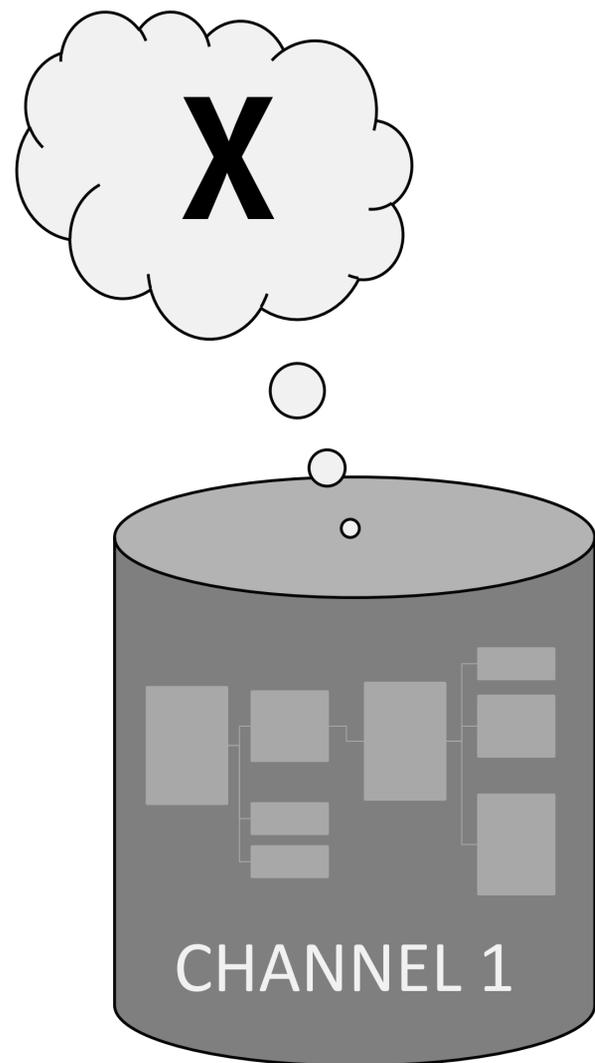


# BETTER CROSS-CHANNEL EXPERIENCES WITH METADATA

METADATA ENABLES CONSISTENCY, CONTEXT AND INTEROPERABILITY IN CROSS-CHANNEL EXPERIENCES BY FACILITATING STRUCTURED INFORMATION EXCHANGES.



## LEXICON ( WORDS )

A LEXICON IS A SET OF WORDS AND PHRASES. LEXICAL RULES ARE OFTEN IMPLEMENTED WITH CODE LISTS FOR A GIVEN VALUE. FOR EXAMPLE, WHAT WORDS CAN BE USED TO DESCRIBE “STATUS”?

## SEMANTICS ( MEANING )

SEMANTICS ENSURES A COMMON UNDERSTANDING FOR A GIVEN TERM WITHIN AN INFORMATION EXCHANGE. FOR EXAMPLE, WHAT DOES THE TERM “YOUTH” MEAN?

## SYNTAX ( EXPRESSION )

SYNTAX ENSURES TERMS ARE EXPRESSED THE SAME WAY. THIS MIGHT INCLUDE SPECIFICATIONS FOR CERTAIN CHARACTERS. FOR EXAMPLE, CAN THE FIRST NAME “3RIC” BE ACCEPTED?

