



# DEMYSTIFYING THE PRODUCT INFORMATION EXCHANGE STANDARD

Volume 4: Using PIES for Images and Other Digital Content



## FOREWORD

### **Demystifying the Product Information Exchange Standard (PIES)**

The Auto Care Association Product Information Exchange Standard (PIES) is a robust and thorough standard for the exchange of a broad range of Product Information pertaining to the Automotive Aftermarket industry.

The Standard was adopted in its first form in 2004, and several enhancements and additions to the standard have been adopted in the intervening years.

The PIES Standard is a very powerful standard, covering over 180 different data elements that can be transmitted. However, it has never been necessary to use PIES to convey a complete set of data as per the standard. The PIES Standard can be used to convey a number of different types of information, either in a complete file format, or in 'segments', depending upon capabilities of the manufacturer, and the needs of the recipient. In simple terms, PIES can be sent in small 'bites', depending on the needs of the recipient.

While it is a best practice within a manufacturing environment to consolidate source data in a Master Data Management strategy, it is not uncommon for different departments within a data recipient's organization to require its own specialized data, and not a complete Master Datafile. There has been strong adoption within the recipient community to adopt the PIES standard and maintain synchronized data between logistics systems, there are a number of unique 'data recipient points' which all require product information.

For example, the Buyer's department may need a Price File, or an Item Setup File. The Marketing Department may need special market copy, promotional pricing, and additional images or brand logos to set up promotions publishing, and so on. Typically, all these departments require their own distinct data sets. Why not use PIES to send it to them?

The purpose of this series of Whitepapers is to help develop a common understanding that the PIES Standard can be used for special single purpose uses, as opposed to a Master Data File, thus accommodating the needs of the various recipient's constituents.

In this way, companies can use the PIES standard for much smaller-scale initiatives, without heading down the path of a major, Master Data Management initiative.

## Demystifying the Product Information Exchange Standard – Volume 4

The following describes, in non-technical jargon, just how the PIES Standard can be used, what information it can carry, as well as providing some examples of how to use parts of the PIES Standard as 'single purpose' files, meeting the needs of different users.

This is the first in a series of Whitepapers which will provide practical examples of how to use parts of the PIES standard.

Volume 1: Using PIES for Pricing

Volume 2: Using PIES for Product Attributes

Volume 3: Using PIES for Rich Content, and other Market Copy

Volume 4: Using PIES for Images and Digital Content

Volume 5: Using PIES for Kit and Set information

Volume 6: The Description Segment – Definitions and Uses of the Description Codes

## Table of Contents

FOREWORD .....	1
Introduction .....	4
The Segments of PIES and What They Are Used for .....	4
The 3 Things Every PIES File Must Have .....	5
If a Picture is Worth a Thousand Words, What are a Thousand Pictures Worth? .....	6
Using PIES to Send Images and Other Digital Content.....	7
Putting It All Together – The PIES Digital Asset Life .....	14
XML Use Case Example .....	15
Companion Documents .....	18

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## Introduction

### The Segments of PIES and What They Are Used for

#### Price Sheet Segment

The Price Sheet Segment is used only when Prices are being sent to a recipient.

The Price Sheet Segment identifies, for the recipient, the Price Sheet Name and Number, its Effective and Expiry Date, the Currency in which Pricing is being sent, and to what Zone or Region the Price Sheet applies. If you are sending multiple price sheets for different regions or zones, then you simply create a PIES Price File for each region or Zone. See the section entitled, PIES for Pricing, later in this document.

#### Market Copy Segment

The Market Copy Segment is a new segment of the PIES Standard, and is used to send rich, descriptive content, images, and other digital assets, which relate to the sending Company, its Brand, or a Sub-Brand or Product Category.

The Market Copy Segment is a companion to a PIES File, and its content is generally used by Recipient's Marketing Departments or Webmasters, to gather publishable descriptive copy and images or other digital media, for general contents for websites and other marketing and advertising needs. Company Logos, Warranty Information, Brand Features and Benefits, Instructional Videos, and other such information are typically conveyed in the Market Copy Segment.

#### Item Segment

The Item Segment is the 'meat' of a PIES file, and covers many different areas of part information which are crucial to various parts of the recipient's business. The Item Segment contains a number of sub-segments, each able to provide specific additional information about a part. They include:

##### Description Sub-Segment

The Description Segment contains 15 different ways to describe a part. These descriptions are used in many different ways by recipients.

##### Pricing Sub-Segment

The Pricing Segment is used specifically to send specific pricing information about the product. The difference between the Pricing Segment and the Price Sheet Segment is that the Pricing Segment is intended to send information specific to the part number, as opposed to more 'global'

information, thus giving it flexibility on a part by part basis. Things such as Price Levels, Price Break Quantities, specific effective and expiration dates, publishable and net pricing can be conveyed in the Pricing Segment. See the section entitled, PIES for Pricing, later in this document.

### **Extended Product Information (EXPI) Sub-Segment**

The Extended Product Information Segment, or EXPI Segment, has become an increasingly important and versatile segment of the PIES Standard, handling 7 different extended areas of information requirements for a business.

**Package Segment** – a means to convey packaging dimensions and information at all package levels, from unit package, through cases and pallets, to containers.

**Hazardous Material Sub-Segment** – a means to build and convey an electronic HAZMAT manifest for the product, including all regulatory codes required to ship hazardous material.

**Kit Sub-Segment** – the means by which to send a list of materials contained in a product that is a Kit.

**Part Interchange Sub-Segment** – the means by which to send interchange information specific to a product, including comparative grade levels and comments referable to an interchanged part.

**Digital Assets Sub-Segment** – the means by which to send a wide variety of different types of electronic media, from images to technical drawings, installation instructions, planogram information, or even line art for a product. The technical information that accompanies a ‘digital asset’ would be used to confirm quality and consistency by the recipient, according to industry best practices, and would be used extensively by a recipient’s Webmaster, or Publishing department. The Auto Care Association’s Technology Solutions Committee has published a comprehensive document outlining best practices in the conveyance of electronic media, entitled “*Automotive Aftermarket Imaging Best Practices Guideline*”.

## **The 3 Things Every PIES File Must Have**

When creating a PIES File, there are three key elements any type of file must have:

1. **Header Segment** – this Segment identifies, at a minimum, what Version of PIES file is being sent.

2. **Item Segment** – this Segment identifies, at a minimum, a Part Number and its Brand, and what the recipient is to do with this information (i.e. Are you sending a record that is being Added, a record that should be Changed, a record that should be Deleted, or whether this is just a confirmation file and No Change is required).
3. **Trailer Segment** – this Segment identifies how many Part Numbers are being sent in the file, and the date the file was generated.

Every other Segment of a PIES File is optional, depending upon the material you are sending to accompany the Part Record.

## If a Picture is Worth a Thousand Words, What are a Thousand Pictures Worth?

In getting product information to market, much is being said about Rich Content. Rich Content, by definition, is any content which is considered manageable, ‘value-adding’ components of useful information to the target audience.

In the world of the automotive aftermarket and PIES, Rich Content, as a term, is used to define ALL content which can help define or differentiate a product beyond its part number, basic description, application data, and price. Much effort has been put into the PIES Standard to support the conveyance of Product Attributes, of Market Copy and extended descriptions, and, of course, Images and other Digital Assets.

The term ‘Digital Asset’ means any item of text or media that has been formatted into a binary source, that includes the right to use it. A digital file, without the right to use it, is not an asset.

Therefore, any content you send a trading partner in a PIES file should be considered ‘digital assets’, with the express permission to use the content.

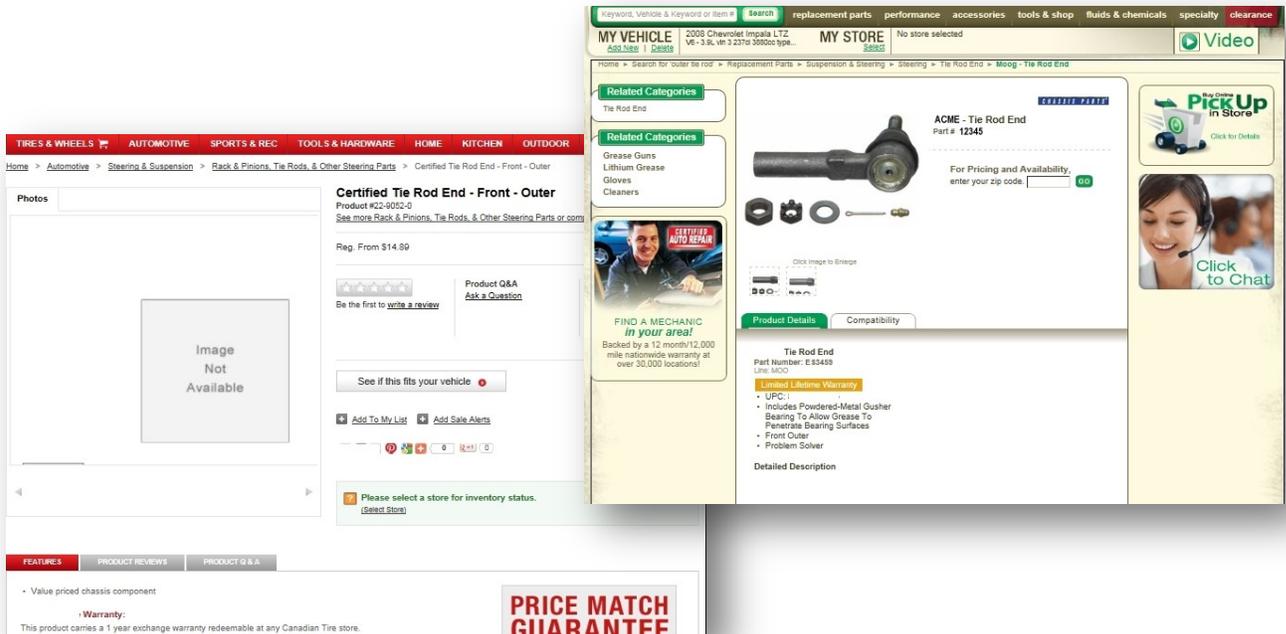
From the perspective of the PIES standard, however, we segregate ‘data’ that we send, from ‘digital media’, and call the digital media the ‘digital asset’.

Digital media can be anything from collateral documents, to video and audio files, and everything in between. The PIES Standard has been wellmaintained, kept up-to-date, and has relevant and up-to-date digital media specifications.

## Demystifying the Product Information Exchange Standard – Volume 4

This whitepaper has been prepared with the old adage in mind, that ‘A Picture is Worth a Thousand Words’. Therefore, the most valuable type of digital content that you can prepare, if you are starting out with PIES, is an image file.

To underscore the point, let’s just simply ask the following question:



From which sample website, above, can you learn ‘more’ about the product?

Yes, a picture is worth a thousand words.

## Using PIES to Send Images and Other Digital Content

The PIES Standard can be used in its entirety, or in parts, to convey critical information to trading Partners. One of the most useful pieces of information is the Digital Assets Segment. The PIES standard can be used as a standalone tool to convey Product support material such as Images, and other collateral digital material such as Installation Instructions, Training Videos, and much more, in addition to basic Item information.

There are only a few fields, or elements, required from the PIES standard to actually send Digital Assets. They are drawn from the following Segments:

## Header Segment

## Market Copy Segment

## Item Segment

## Digital Assets Segment

## Trailer Segment

The following pages will show you how to quickly put together a PIES file for sending images and other digital assets.

## PIES HEADER Segment

A01	Header Segment	KM		<Header>	Example
A02	PIES Version Number	M	ID3/5	<PIESVersion>	6.5
A03	Submission Type	M	ID4/6	<SubmissionType>	FULL
A05	Blanket Effective Date	O	D	<BlanketEffectiveDate>	2009-01-03
A06	Changes Since Date	C	D	<ChangesSinceDate>	2008-12-01
A10	Parent DUNS or DUNS+4	O	ID9/13	<ParentDUNSNumber>	8888888844441
A11	Parent GLN	O	ID13	<ParentGLN>	7777777555551
A12	Parent VMRS ID	O	ID5	<ParentVMRSID>	GIANT
A13	<a href="#">Parent AAIAID</a>	O	ID4	<ParentAAIAID>	BBCD
A20	BrandOwner DUNS or DUNS+4	E	ID9/13	<BrandOwnerDUNS>	8888888844441
A21	BrandOwner GLN	E	ID13	<BrandOwnerGLN>	777777771234
A22	BrandOwner VMRS ID	O	ID5	<BrandOwnerVMRSID>	WONDR
A23	BrandOwner AAIAID	O	ID4	<BrandOwnerAAIAID>	BRST
A30	Buyer DUNS or DUNS+4	O	ID9/13	<BuyerDuns>	8888888844441
A35	Currency Code	O	ID3	<CurrencyCode>	USD
A37	Language Code	O	ID2	<LanguageCode>	EN

A40	Technical Contact Name	O	AN1/60	<TechnicalContact>	John Smith
A41	Contact Email	O	AN1/254	<ContactEmail>	john@smith.com

A01 – **Header Segment**, as previously mentioned, is a Mandatory Segment of any PIES file. The only mandatory items in the Header Segment are the PIES Version Number, and the Submission Type, but there are other important pieces of information which are either conditional, or provide information about the Sender of the file, which should be considered in practice. Use the following basic fields:

- A02 – PIES Version Number
- A03- Submission Type
- A05 – Blanket Effective Date OR A06 – Changes Since Date
- A13 – Parent AAIAID
- A20 OR A21 – BrandOwner DUNS or Brandowner GLN
- A23 – BrandOwner AAIAID
- A40 – Technical Contact Name
- A41 –Contact Email

### PIES ITEM SEGMENT

B01	Item Segment	KM		<Items>	Example
B02	Maintenance Type	M	ID1	MaintenanceType	A
B03	Hazardous Material Code (Y/N)	R	ID1	<HazardousMaterialCode>	Y
B05	Base Item Number	O	AN1/48	<BaseItemID>	HOS100
B10	Item-Level GTIN	O	N12/13	<ItemLevelGTIN>	123456789012
B11	Item-Level GTIN Qualifier	C	ID2	GTINQualifier	UP
B15	Part Number	KM	AN1/48	<PartNumber>	HOS101
B20	Brand AAIAID	M	ID4	<BrandAAIAID>	BBBB
B25	Brand Label	O	AN1/60	<BrandLabel>	Wonderhose
B27	SubBrand AAIAID	O	ID4	<SubBrandAAIAID>	DCBA
B28	SubBrand Label	O	AN1/60	<SubBrandLabel>	
B30	ACES Applications	O	ID1	<ACESApplications>	Y
B32	Item Quantity Size	O	R1/8	<ItemQuantitySize>	16.0

B33	Item Quantity Size UOM	O	ID2	UOM	OZ
B34	Container Type	O	ID2	<ContainerType>	BO (Bottle)
B35	Quantity per Application Qualifier	O	ID3	Qualifier	NOR
B40	Quantity per Application	O	N1/8	<QuantityPerApplication>	12
B41	Quantity per Application UOM	C	ID2	UOM	EA
B45	Item-Level Effective Date	O	D	<ItemEffectiveDate>	2009-01-03
B50	Available Date	O	D	<AvailableDate>	2009-01-03
B55	Minimum Order Quantity	O	N1/8	<MinimumOrderQuantity>	10
B56	Minimum Order Quantity UOM	C	ID2	UOM	EA
B60	Product Group Code	O	AN1/10	<Group>	W12
B61	Product Sub-Group Code	O	AN1/10	<SubGroup>	W123
B62	Product Category Code	O	ID6	<AAIAProductCategoryCode>	330102
B63	UNSPSC Code	O	ID8/10	<UNSPSC>	11223344
B64	Part Terminology ID	O	ID4/5	<PartTerminologyID>	55555
B65	VMRS Code (Heavy Duty)	O	ID9	<VMRSCode>	010456789

B01- The **PIES ITEM Segment** gives you the means to identify the Part Number for which you are conveying the Price, along with other additional information that may be pertinent for your trading partner to actually use your PIES file. There are three Mandatory elements:

- B02 - Maintenance Type, indicates whether it is an 'Add, or Delete, or a Change to the item itself.
- B15 – Part Number, is the Primary Key for this segment, and must be included.
- B20 – Brand AAIAID, indicates the AAIA Brand.
- B64 – Part Terminology ID, indicates the Auto Care Association Product Classification Data Base (PCdb) Classification Code to which the product belongs. While this field is Optional, it is considered a 'Best Practice' to include the Part Terminology ID, for ease in classification of the Item and its associated data.

### PIES Digital Assets SEGMENT

<b>P01</b>	<b>Digital Assets Segment</b>	<b>O</b>		<b>&lt;DigitalFileInformation&gt;</b>	
P02	Maintenance Type	M	ID1	MaintenanceType	A
P05	File Name	KM	AN1/80	<FileName>	123.jpg

P06	Asset ID	O	ID1/34	AssetID	
P10	Asset Type	KM	ID3	<AssetType>	P01
P15	File Type	R	ID2/4	<FileType>	JPG
P20	Representation	R	ID1	<Representation>	A
P25	File Size	O	N1/10	<FileSize>	600
P30	Resolution	KO	ID2/4	<Resolution>	72
P35	Color Mode	O	ID3	<ColorMode>	RGB
P40	Background	R	ID3	<Background>	WHI
P45	Orientation View	KO	ID3	<OrientationView>	TOP
P50	Asset Height	R	R1/6	<AssetHeight>	500
P55	Asset Width	R	R1/6	<AssetWidth>	400
P60	Asset Dimension UOM	C	ID2	UOM	PX
P65	Additional Info	O	AN1/48	<AdditionalInformation>	30 DEGREES
P70	Details/Description	O	AN1/80	<Details>	
P75	File Path	O	AN1/80	<FilePath>	\\Mfg\123.jpg
P80	URI	O	AN1/2000	<URI>	http://www.mfg.com/Images/123.jpg
P90	File Date Modified	O	D	<FileDateModified>	2008-11-05
P91	Effective Date	O	D	<EffectiveDate>	2009-01-01
P92	Expiration Date	O	D	<ExpirationDate>	2010-12-31
P98	Country	KO	ID2	<Country>	CA
P99	Language Code	KO	ID2	LanguageCode	EN

P01- The **PIES Digital Assets Segment** gives you the means to send information about images, documents, video files, audio files, and many other types of digital media which are associated to the part information being sent in the PIES file. There are only a few basic fields required or recommended to send as the Digital Asset data associated to a part, and preparing these for a PIES file is quite straightforward. As you become more practiced with sending Digital Asset data, you will want to provide more information about the digital assets themselves, such as their dimensions and resolution (commonly referred to as the METADATA), or the location of the image (if you are not sending a separate image file to your receiving party, but hosting the images on some server). For the most part, the fields identified

below are good enough, especially if you are following the **Automotive Aftermarket Imaging Best Practices Guideline** for the creation and maintenance of your digital media.

- P02 - Maintenance Type, indicates whether it is an 'Add, or Delete, or a Change to the item itself.
- P05 – File Name, is the Primary Key for this segment, and must be included.

**NOTE: At the time of writing, there is no 'Best Practice' for naming digital asset files. It has been reported that some receiving companies have established naming conventions, and you should check with your trading partner to see if there is an established practice. At the minimum, your naming convention should be consistent across all your digital media types, and be easy to relate to the item to which it is associated.**

- P10 – Asset Type, is also a prime key for this segment. The Asset Type identifies for the end user, what kind of digital media the file is – whether it is an image, a video, an audio file, a document, or some other type of file. The PIES standard defines 48 different digital asset types, and has placeholders for an additional 9 'user-defined' types. There is a complete table of reference codes contained in the PIES standard. Below are some simple examples for identifying images.

P01	Photo – out of package
P02	Photo – in package
P03	Photo – lifestyle view
P04	Photo - Primary
P05	Photo - Close Up
P06	Photo - Mounted
P07	Photo - Unmounted

- P15- File Type, is a RECOMMENDED field to send. A Recommended Field is not mandatory but is considered a 'Best Practice' to send in a PIES file. File Type defines the file format in which the digital asset is created (how it is encoded) and conveys its usability to the end receiver of the data. The PIES standard defines 26 different digital asset file types which are recommended file types from the **Automotive Aftermarket Imaging Best Practices Guideline**, which describe the best file formats for images, video, audio, documents and other digital media. Below are some simple examples for identifying images.

TIF	.tif Tagged Image File
-----	------------------------

JPG	.jpg Joint Photographic Experts Group
EPS	.eps Encapsulated PostScript
GIF	.gif Graphics Interchange Format
BMP	.bmp Bitmap Image
PNG	.png Portable Network Graphics
PDF	PDF File

- P20 – Representation – this is a RECOMMENDED field to send, which tells the receiving party whether the image you are sending is an ‘Actual’ image of the product, or a ‘Representative’ (facsimile) of the product. The code to send is either ‘A’ for Actual, or ‘R’ for Representative.

**NOTE: Some major catalog receivers are now insisting on actual representations and are no longer accepting ‘representative’ images. Please check with your trading partners for their respective policies on this matter.**

## OTHER USEFUL DATA

Depending upon your circumstances, and those of your trading partners, you may have opted for ‘hosting’ your digital asset files either externally, ‘in the cloud’, or you may be hosting your digital asset files locally on your servers. Some companies send their digital asset files to the receiving company on DVD, and some send them via FTP. It is important to note that the Digital Asset Files are NEVER embedded in a PIES file. Only the information pertinent to identifying the Digital Asset, and relating (linking) it to Part Information is necessary.

IF you host your digital assets locally, or elsewhere, it will be necessary to tell your receiving party where and how to locate them. For these circumstances, the PIES standard has two special fields within the Digital Assets segment to provide those locations:

- **P75 – File Location** – is the field you would use to identify where your digital asset is located on a Server, if you are providing direct server access to your trading partner.
- **P80 – URI** – means Uniform Resource Locator – and is the field in which you would provide the URL to a file.

- **P90 – Date File Modified** – is a useful field to indicate to a trading partner that a digital asset hosted elsewhere has changed, and would be considered a ‘Best Practice’ to send in your PIES file if you are using hosting methods for distribution of your digital assets.

### PIES TRAILER Segment

Z01- The **PIES TRAILER Segment**, is a mandatory segment for every PIES file, and simply provides a) a total count of the ITEM records being sent, and b) the date of the file. Only the Z15 element, Transaction Date, is mandatory.

Z01	Trailer Segment	KM		<Trailer>	Example
Z10	Item Count	O	N1/6	<ItemCount>	352
Z15	Transaction Date	KM	D	<TransactionDate>	2009-01-03

To close out the Digital Assets File, although Z10, Item Count, is optional, we recommend including this in the file to make it easier for your trading partner and you to actually validate the number of records sent.

In summary, use the following basic fields:

- Z10 – Item Count
- Z15 – Transaction Date

## Putting It All Together – The PIES Digital Asset Life

Of the over 300 PIES Attributes available, there are only 18 which are truly necessary to send a basic Digital Asset file. Here is the list:

#	Field Name	Req	Format	XML Elements and Attributes	Example
A01	Header Segment	KM		<Header>	
A02	PIES Version Number	M	ID3/5	<PIESVersion>	6.5
A03	Submission Type	M	ID4/6	<SubmissionType>	FULL
A06	Changes Since Date	C	D	<ChangesSinceDate>	2008-12-01
A13	Parent AAIAID	O	ID4	<ParentAAIAID>	BBCD
A20	BrandOwner DUNS or	E	ID9/13	<BrandOwnerDUNS>	88888888844441
A40	DUNS+4 Technical Contact Name	O	AN1/60	<TechnicalContact>	John Smith

A41	Contact Email	O	AN1/254	<ContactEmail>	john@smith.com
B01	Item Segment	KM		<Items>	
B02	Maintenance Type	M	ID1	MaintenanceType	A
B15	Part Number	KM	AN1/48	<PartNumber>	HOS101
B20	Brand AAIAID	M	ID4	<BrandAAIAID>	BBBB
B64	Part Terminology ID	O	ID4/5	<PartTerminologyID>	55555
P01	Digital Assets Segment	O		<DigitalFileInformation>	
P02	Maintenance Type	M	ID1	MaintenanceType	A
P05	File Name	KM	AN1/80	<FileName>	123.jpg
P10	Asset Type	KM	ID3	<AssetType>	P01
P15	File Type	R	ID2/4	<FileType>	JPG
P20	Representation	R	ID1	<Representation>	A
Z01	Trailer Segment	KM		<Trailer>	
Z10	Item Count	O	N1/6	<ItemCount>	352
Z15	Transaction Date	KM	D	<TransactionDate>	2009-01-03

## XML Use Case Example

The following example represents a simple example of how to create the XML snippet to send digital asset information in PIES, with the basic required information. This will provide you with a simple starting point, using PIES, to convey your digital asset data.

**REMEMBER: A receiving company may have more complete requirements, or special file naming conventions. These examples are representative of the basic minimum requirements for sending a digital asset record. Adding additional elements or attributes is a straightforward process, following the PIES Standard.**

**Sending digital asset metadata, and other information, is generally required by the Receiving company. You can read more about metadata in the “Automotive Aftermarket Imaging Best Practices Guideline” available from the Auto Care Association.**

**Example 1 - Manufacturer sending an image record for each product. This example assumes the Manufacturer is also sending his digital assets to the receiving company.**

Part Numbers 1234, and 5678, belong to the same Part Terminology. (10217)

Images sent are JPEGS. Images have simple naming conventions, named after the part numbers they represent.

Image 1234.jpg is an actual representation of the part.

Image 5678.jpg is a representative image of the part.

The images will be sent to the receiver on a DVD.

...

<Items>

```

<Item MaintenanceType="A">
    <PartNumber>1234</PartNumber>
    <BrandAAIAID>ZZZZ</BrandAAIAID>
    <PartTerminologyID>10217</PartTerminologyID>
    <DigitalFileInformation MaintenanceType="A">
        <FileName>1234.jpg</FileName>
        <AssetType>P01</AssetType>
        <FileType>JPG</FileType>
        <Representation>A</Representation>
    </DigitalFileInformation>
</Item>
<Item MaintenanceType="A">
    <PartNumber>5678</PartNumber>
    <BrandAAIAID>ZZZZ</BrandAAIAID>
    <PartTerminologyID>10217</PartTerminologyID>
    <DigitalFileInformation MaintenanceType="A">
        <FileName>5678.jpg</FileName>
        <AssetType>P01</AssetType>
        <FileType>JPG</FileType>
        <Representation>A</Representation>
    </DigitalFileInformation>
</Item>

```

</Items>

...

**Example 2 - Manufacturer sending an image record for each product. This example assumes the Manufacturer is hosting his images on a website.**

Part Numbers 1234, and 5678, belong to the same Part Terminology. (10217)

Images sent are JPEGS. Images have simple naming conventions, named after the part numbers they represent.

Image 1234.jpg is an actual representation of the part.

Image 5678.jpg is a representative image of the part.

The images are hosted on the manufacturer's website.

...

<Items>

<Item MaintenanceType="A">

<PartNumber>1234</PartNumber>

<BrandAAIAID>ZZZZ</BrandAAIAID>

<PartTerminologyID>10217</PartTerminologyID>

<DigitalFileInformation MaintenanceType="A">

<FileName>1234.jpg</FileName>

<AssetType>P01</AssetType>

<FileType>JPG</FileType>

<Representation>A</Representation>

<URI>http://www.mfg.com/Images/1234.jpg</URI>

<FileDateModified>2013-01-31</FileDateModified>

</DigitalFileInformation>

</Item>

<Item MaintenanceType="A">

<PartNumber>5678</PartNumber>

<BrandAAIAID>ZZZZ</BrandAAIAID>

<PartTerminologyID>10217</PartTerminologyID>

<DigitalFileInformation MaintenanceType="A">

```
<FileName>5678.jpg</FileName>
<AssetType>P01</AssetType>
<FileType>JPG</FileType>
<Representation>A</Representation>
  <URI>http://www.mfg.com/Images/5678.jpg</URI>
  <FileDateModified>2013-01-31</FileDateModified>
</DigitalFileInformation>
</Item>
</Items> ...
```

## Companion Documents

There are a number of additional documents on the topic of Digital Assets which will help you create your PIES files. Visit [www.aftermarket.org/Technology](http://www.aftermarket.org/Technology) for more information.

### **Automotive Aftermarket Imaging Best Practices Guideline**