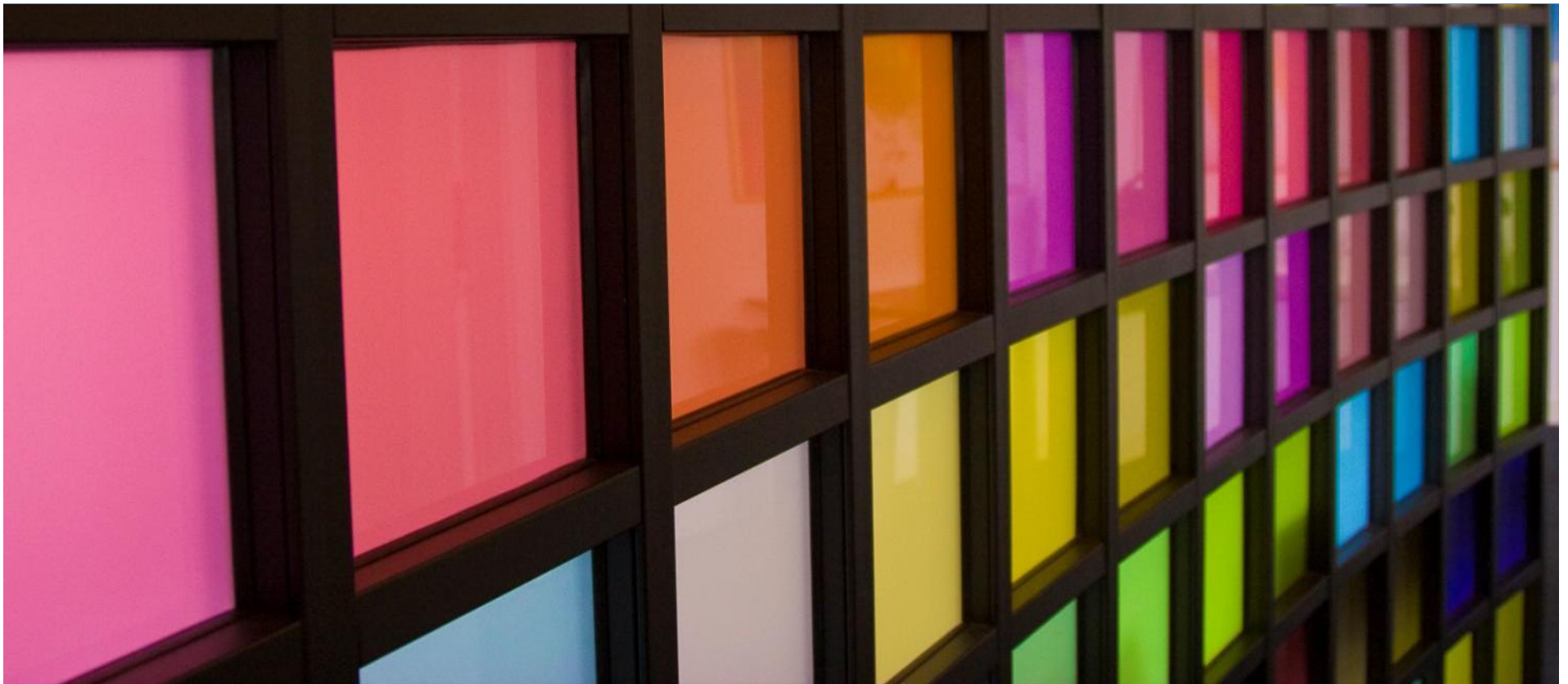




Multi-Screen Content Creation with Flash Professional

Tom Barclay | Senior Product Manager, Flash Professional



Explosion in the number of connected devices



Adobe Flash Platform Overview

Applications, Content and Video



Tools to Design and Develop



Adobe® Flash® Professional CS5



Adobe® Flash® Catalyst™



Adobe® Flash® Builder™

Framework



Adobe® Flex®

Clients



Adobe® AIR®



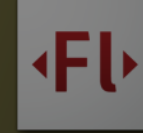
Adobe® Flash® Player

Services



Adobe® Flash® Platform Services

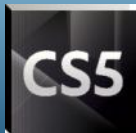
Servers



Adobe® Flash® Media Server Family



Adobe® LiveCycle® Data Services



Creative Suite 5



ColdFusion Builder

Integrating with
the Flash Platform



Flash Platform Tools

Enabling designers and developers to collaboratively build applications and interactive content



Create immersive experiences and video content

Authoring tool for designers and developers who want to create immersive experiences across the multi-screen environment



Transform artwork into functional interfaces and interactive content

Interaction design tool for rapidly creating expressive interfaces and interactive content without writing code



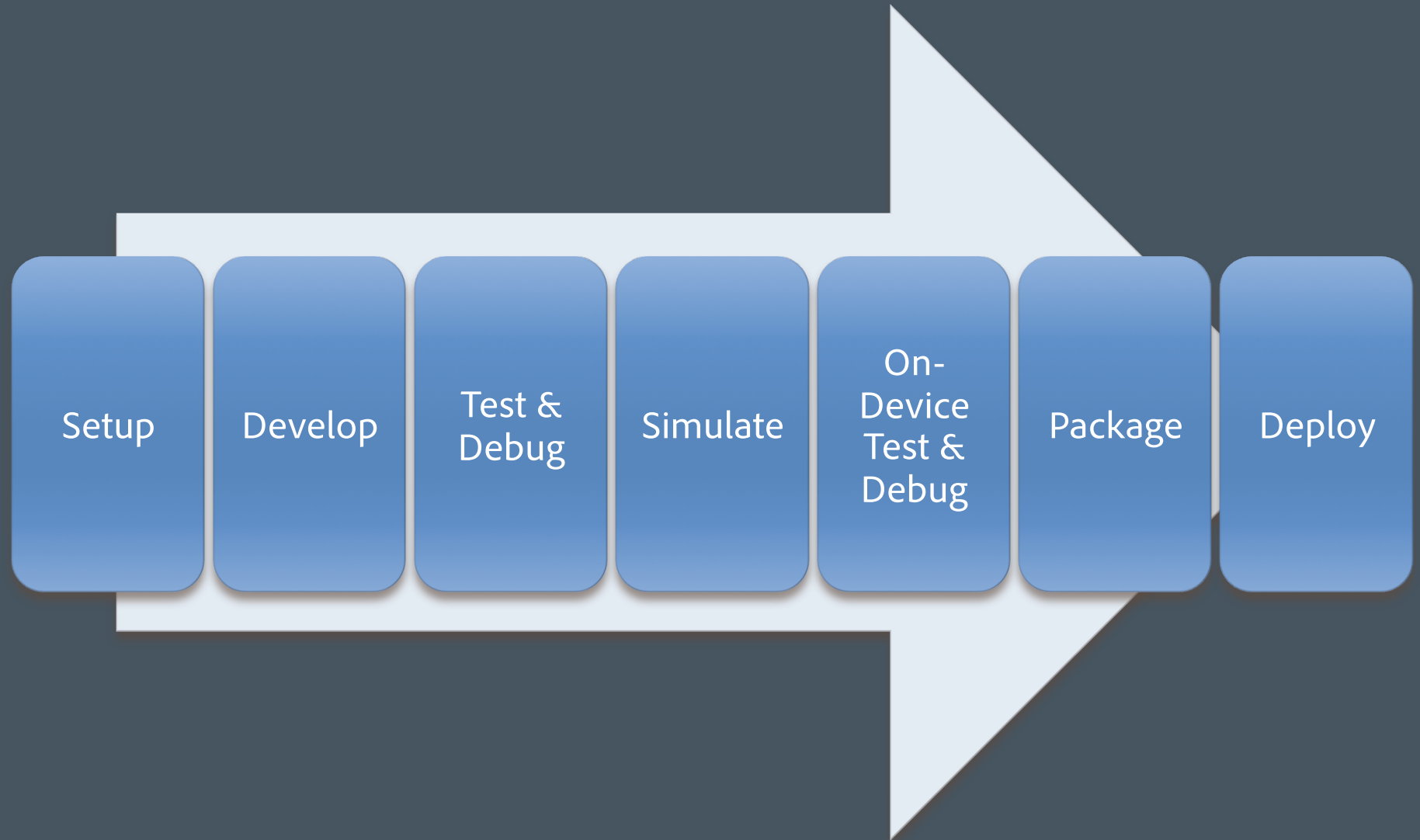
Develop cross-platform rich Internet applications

IDE for software developers to rapidly build cross-platform applications using the Flex framework and interactive content using ActionScript



The open source framework for building engaging, cross-platform rich Internet applications

Authoring Workflow



Current Multi-Screen Capabilities

- Flash Professional CS5 can Publish to every current runtime.
 - Flash Player 5-10.1
 - AIR 2 (including iPhone and Android)
 - FlashLite 1 -4
- Publish to all versions of ActionScript
- Share assets across multiple documents
- Quickly switch between publish targets
- Integration with Adobe Device Central and ADL (AIR SDK)

