

# Adobe technology platform for rich Internet applications



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Adobe Systems

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# Adobe

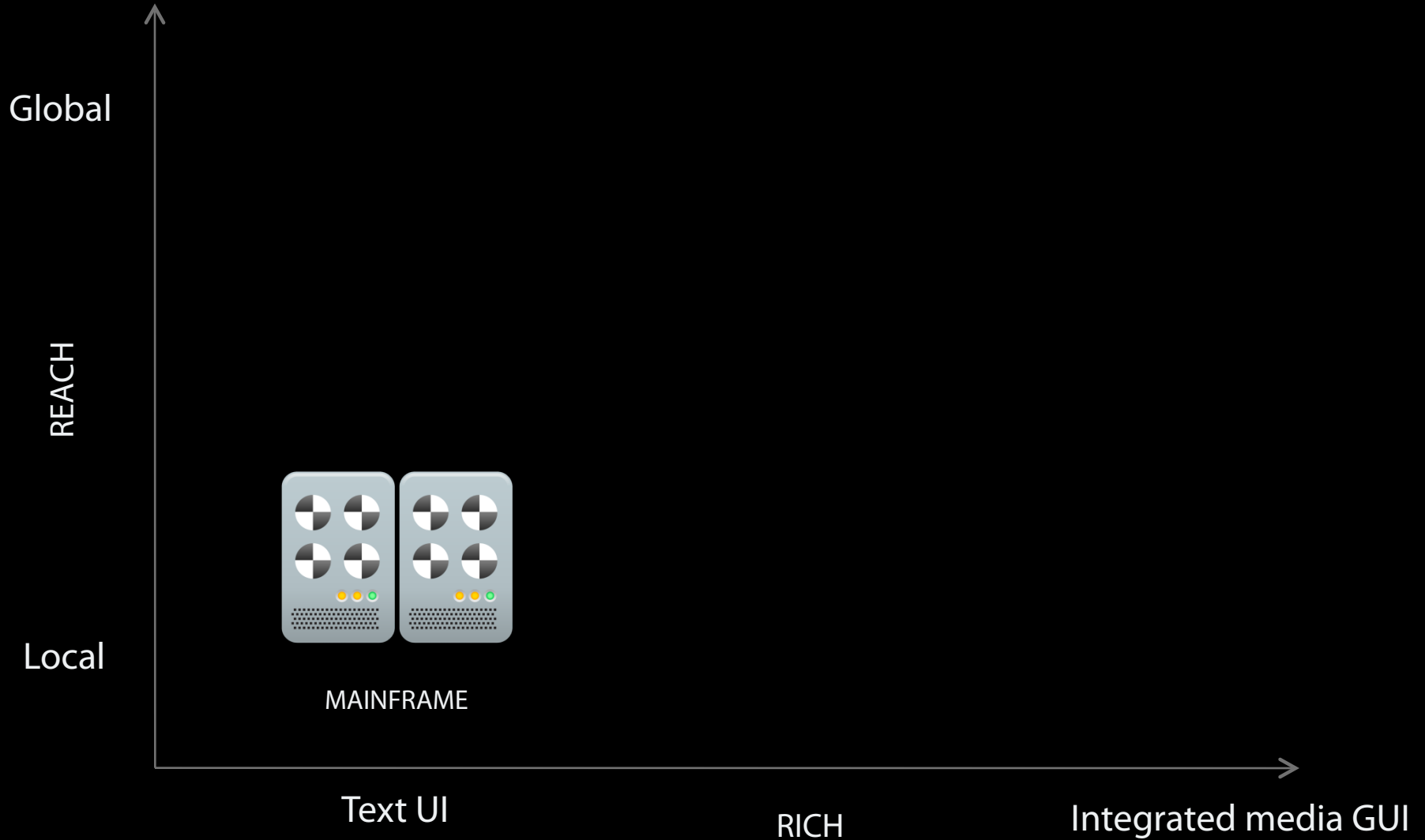
# Customer expectations have changed



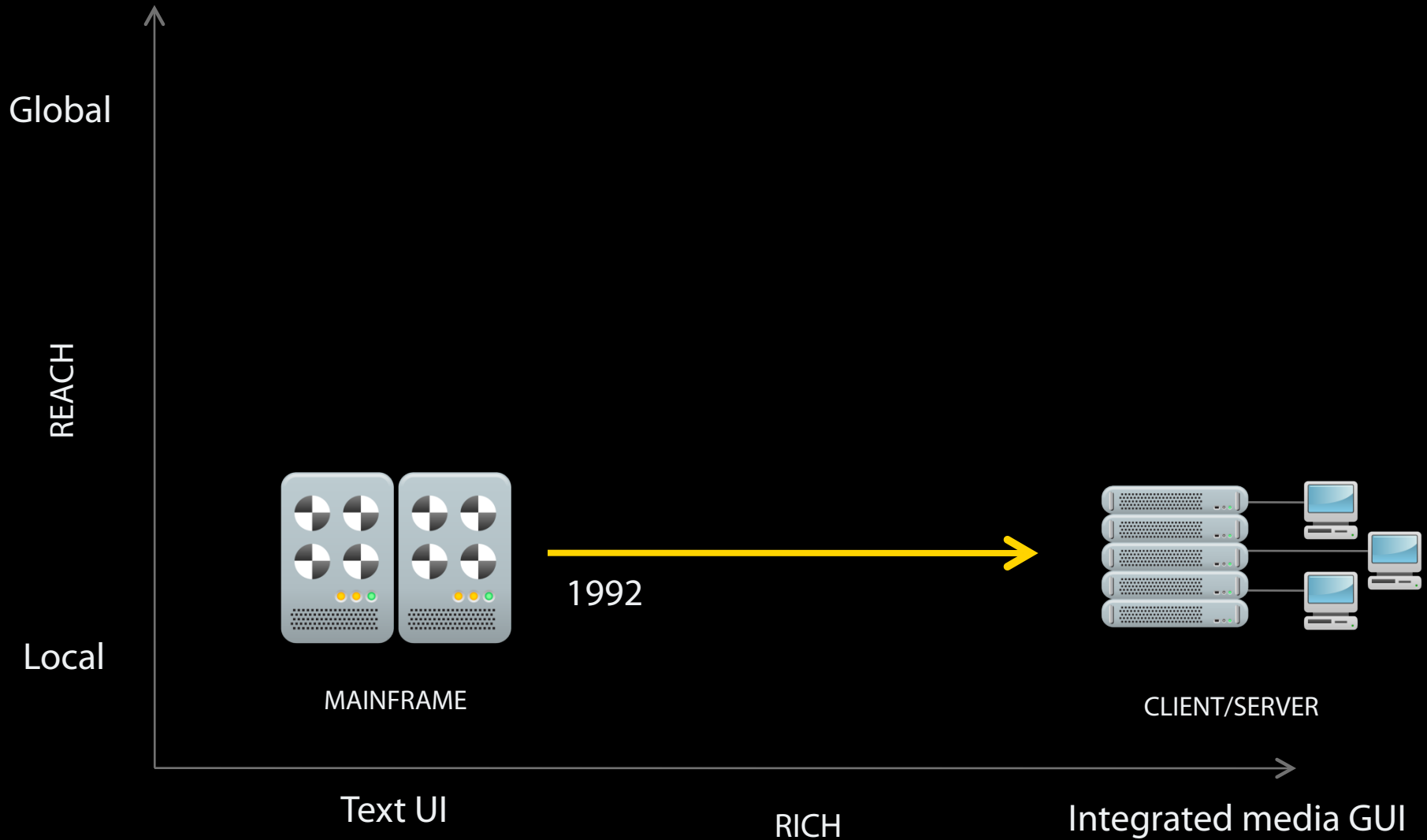
# Customer expectations have changed

- Explosion in digital content
- Personal publishing and social networks
- Multiple devices

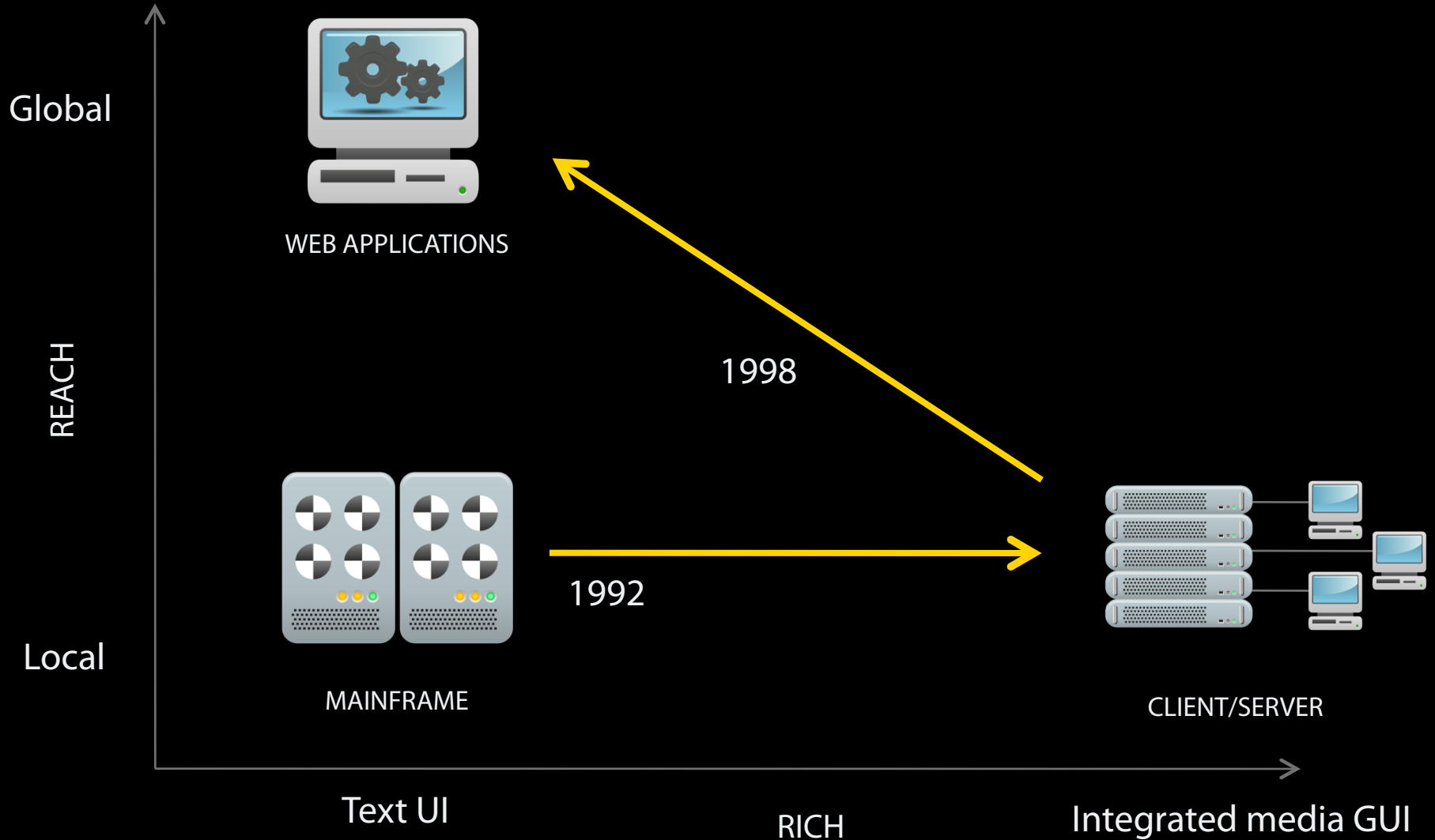
# Applications have evolved



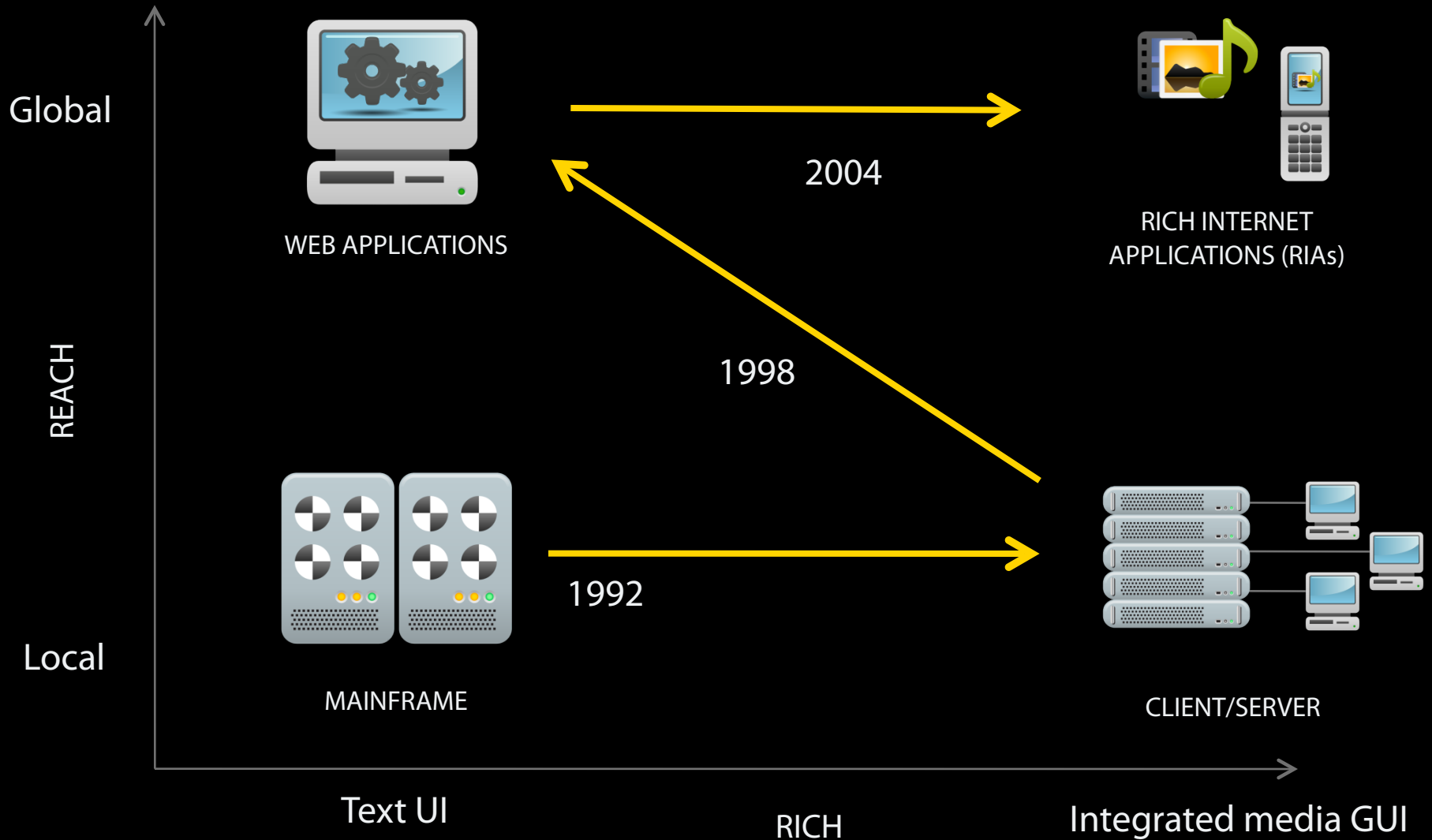
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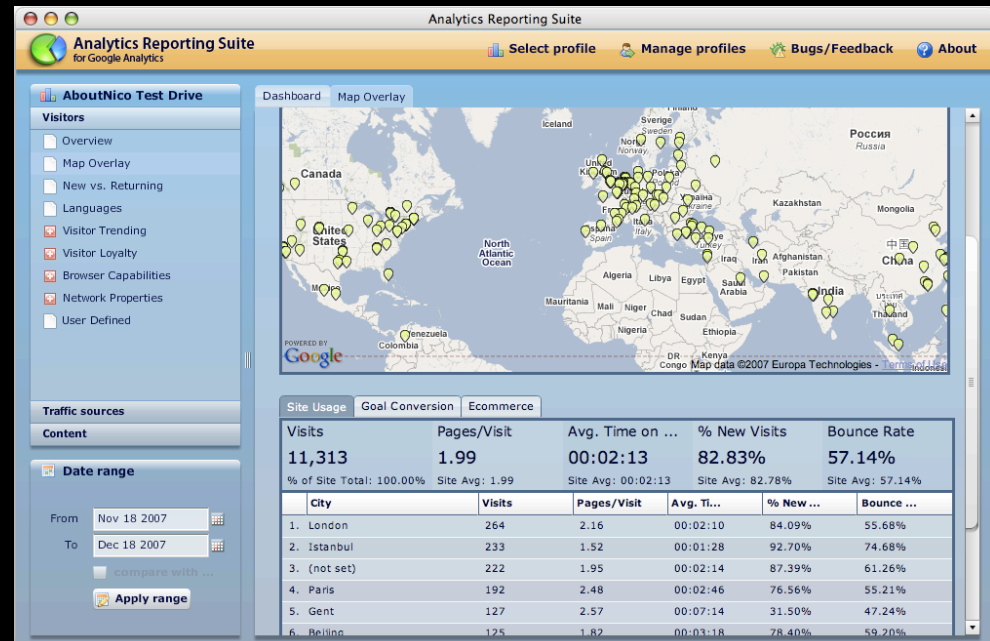


# Applications have evolved



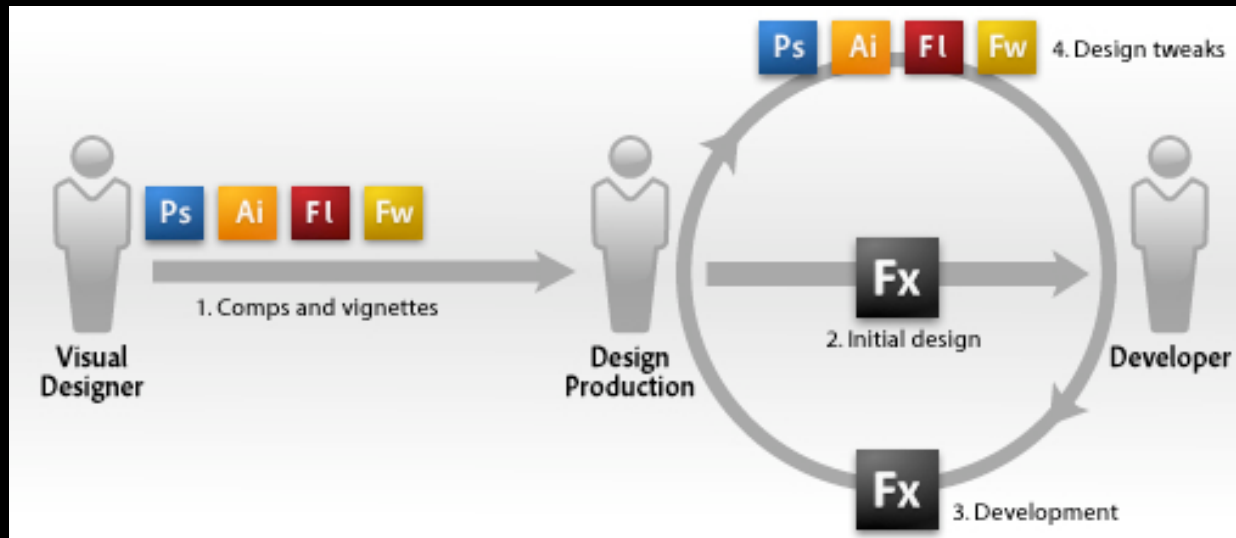
# The web changed business requirements

- Applications must be built faster by fewer people
- Applications must reuse existing infrastructure and assets
- Applications must be flexible to support changing requirements





# The designer–developer continuum



- RIAs require an integrated designer/developer project team
- Smooth, efficient workflows from design through application development
- Familiar, proven tools working together

# Adobe RIA technology platform

## Applications



Adobe® Media  
Player



Adobe  
Buzzword™

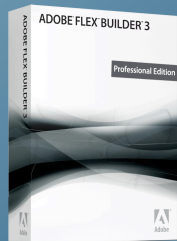


Adobe Acrobat®  
Connect™

## Designer/Developer tools



Adobe Creative Suite® 3



Adobe Flex® Builder™

## Clients



Adobe  
AIR™



Adobe  
Flash® Player

## Frameworks



Ajax



Adobe Flex®

## Servers/Services



Adobe LiveCycle®



Adobe  
ColdFusion®



Adobe Flash Media  
Server



Adobe Flash Cast®



Adobe Scene7®  
OnDemand

The logo consists of the letters 'F' and 'x' in a bold, white, sans-serif font, centered within a dark gray square with a subtle gradient.

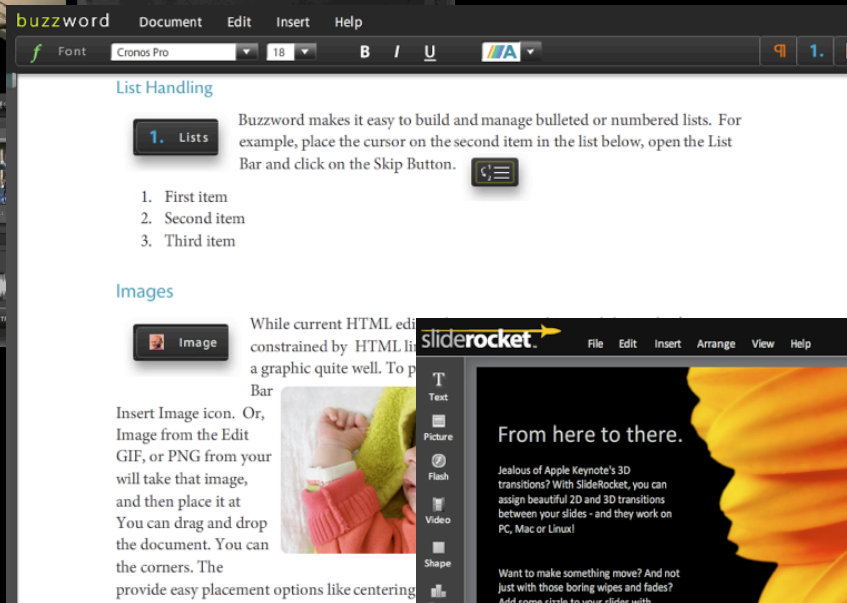
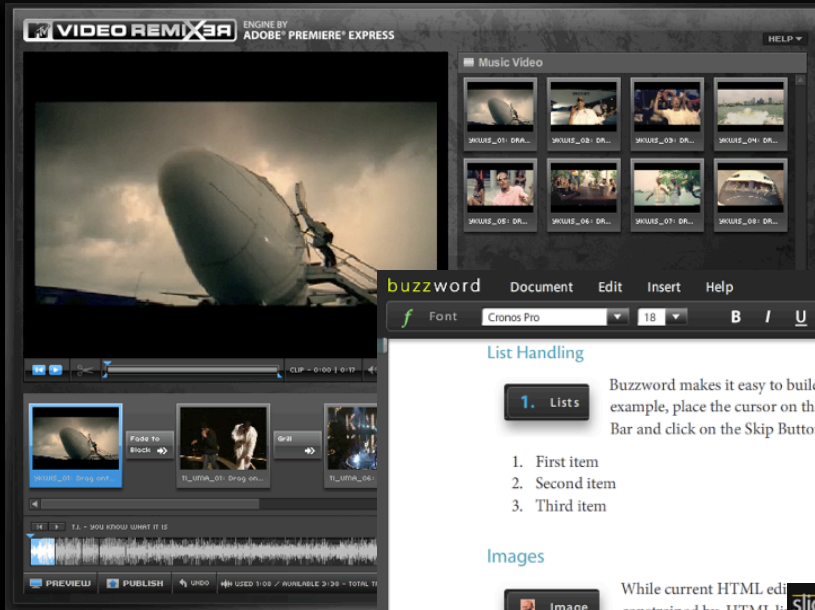
Fx

ADOBE FLEX<sup>®</sup> 3

A highly productive, **free open source framework** for building expressive web applications that deploy consistently on all major browsers and on the desktop with Adobe AIR

# Amazing Flex apps

# Amazing Flex apps



# How Flex Works in the Browser

## **Fx** Flex Builder IDE

Flex SDK

MXML

ActionScript

Flex Class Library

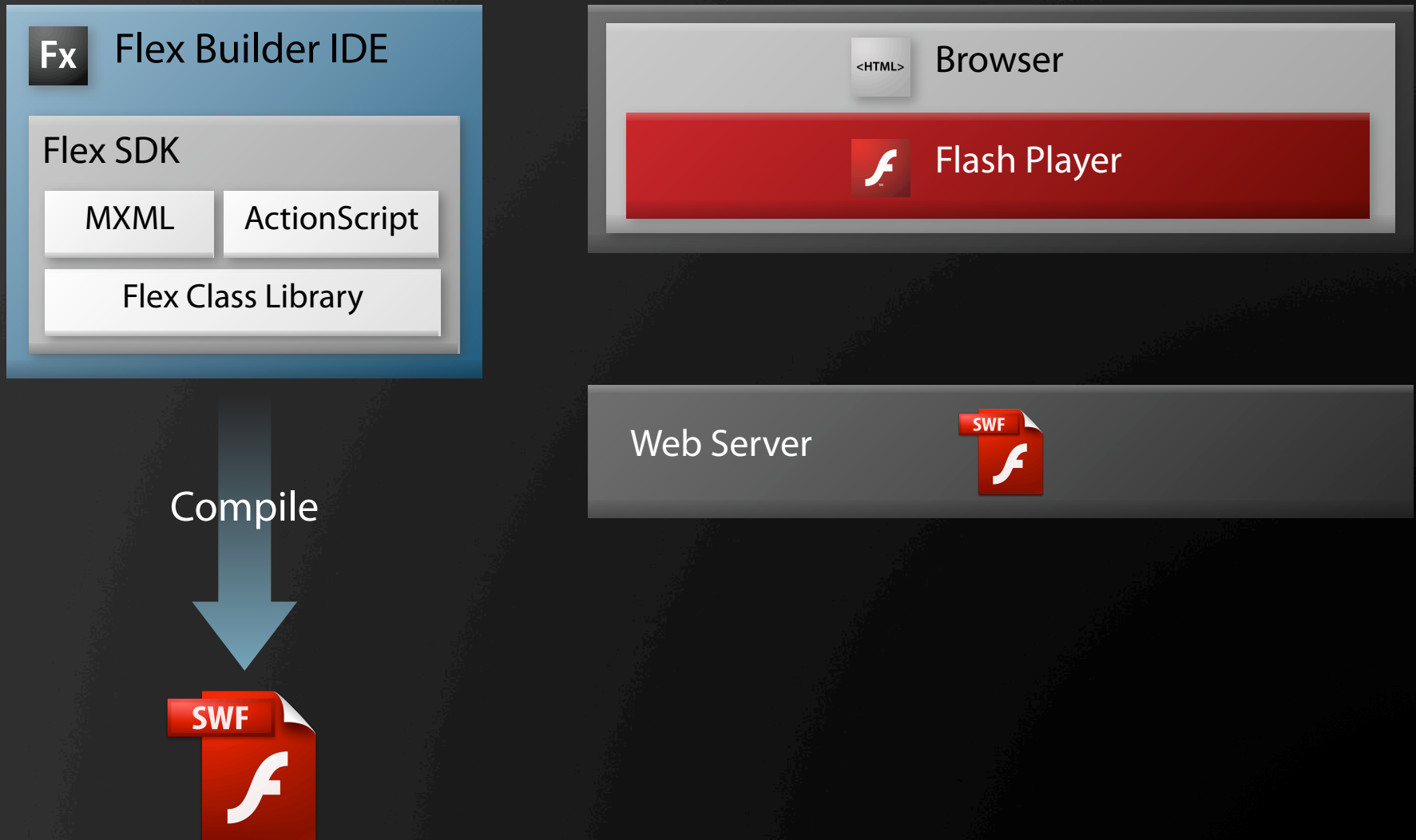
```
<?xml version="1.0" encoding="utf-8"?>
<mx:Application xmlns:mx="http://www.adobe.com/2006/mxml"
  xmlns="*" layout="absolute"
  creationComplete="initApp()" >

  <mx:Script>
    private function initApp():void {
      hs.send();
    }
  </mx:Script>

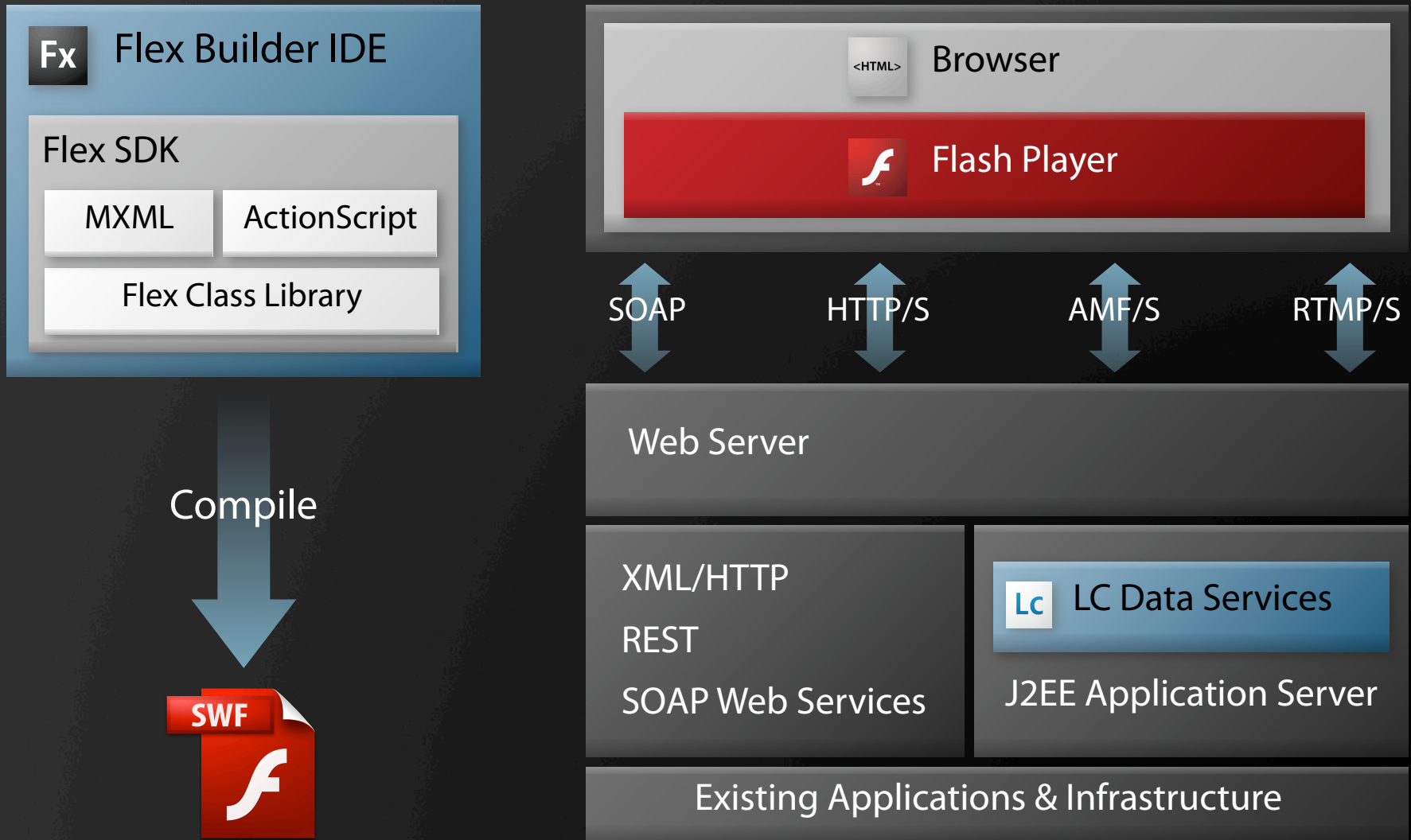
  <mx:HTTPService id="hs" url="data/catalog.xml" />

  <mx:Panel layout="vertical" top="10" left="10"
    right="10" bottom="10">
    <mx:TileList itemRenderer="Thumb" width="100%" height="100%"
      dataProvider="{hs.lastResult.catalog.product}" />
  </mx:Panel>
</mx:Application>
```

# How Flex Works in the Browser



# How Flex Works in the Browser





# Flash Player and Flex Adoption

The Flex logo, consisting of the letters 'F' and 'X' in a bold, white, sans-serif font, is centered within a dark gray square. The square has a subtle, concentric circular pattern in the background.

# Flash Player and Flex Adoption



3,400,000,000+

Installs of Flash Player 9

# Flash Player and Flex Adoption

The logo for Flash Player and Flex, featuring the letters 'F' and 'X' in a bold, white, sans-serif font. The 'F' is on the left and the 'X' is on the right, both rendered in a clean, modern style. The background of the logo is a dark gray square with a subtle, concentric circular pattern.

3,400,000,000+

Installs of Flash Player 9

600,000+

Downloads of Flex

# Flash Player and Flex Adoption



3,400,000,000+

Installs of Flash Player 9

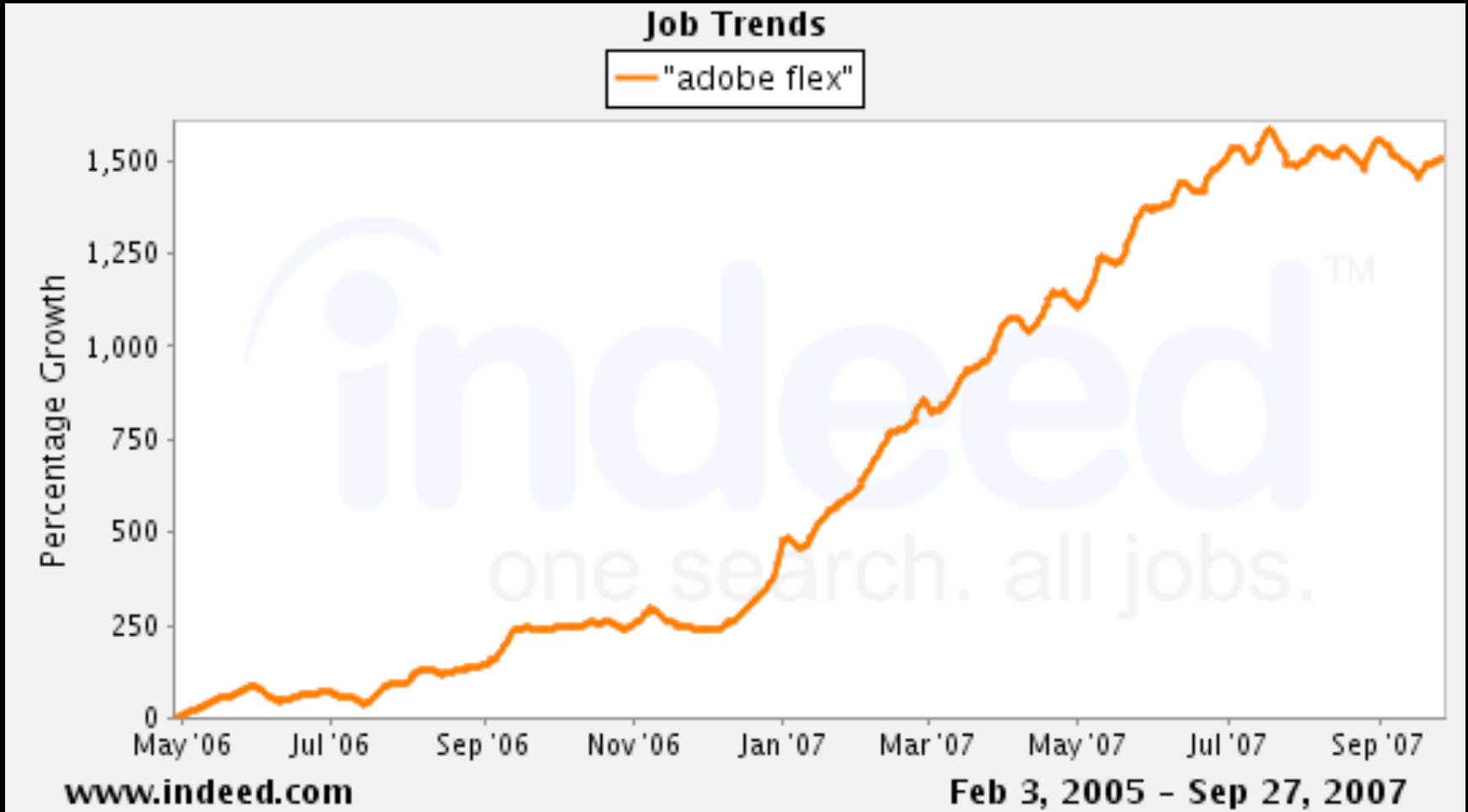
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Downloads of Flex

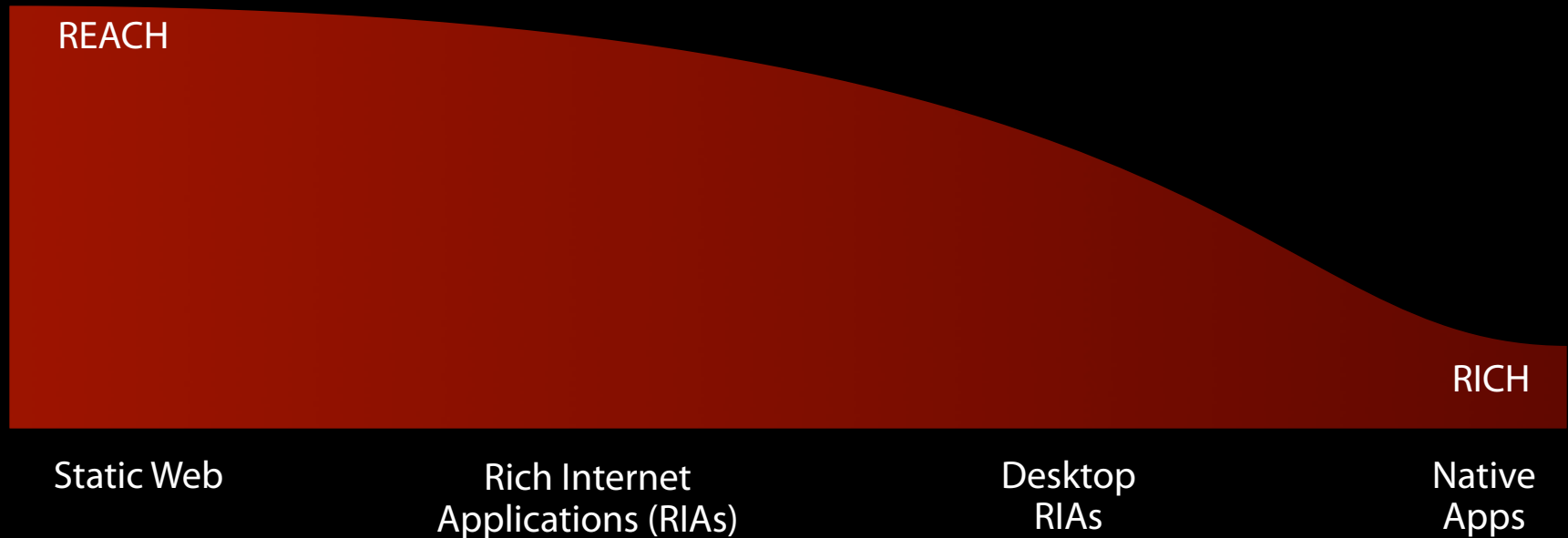
97%

streamers used Flash to view video  
in Feb 08

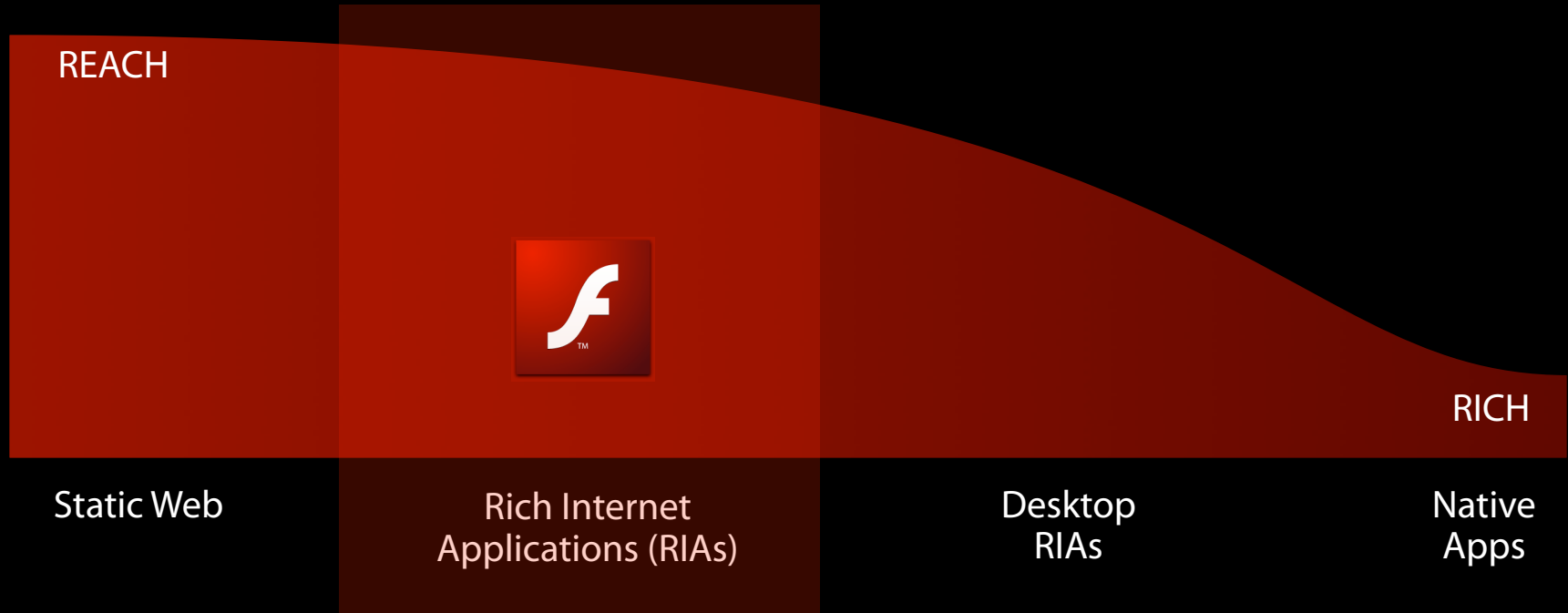
# Demand for Flex skills



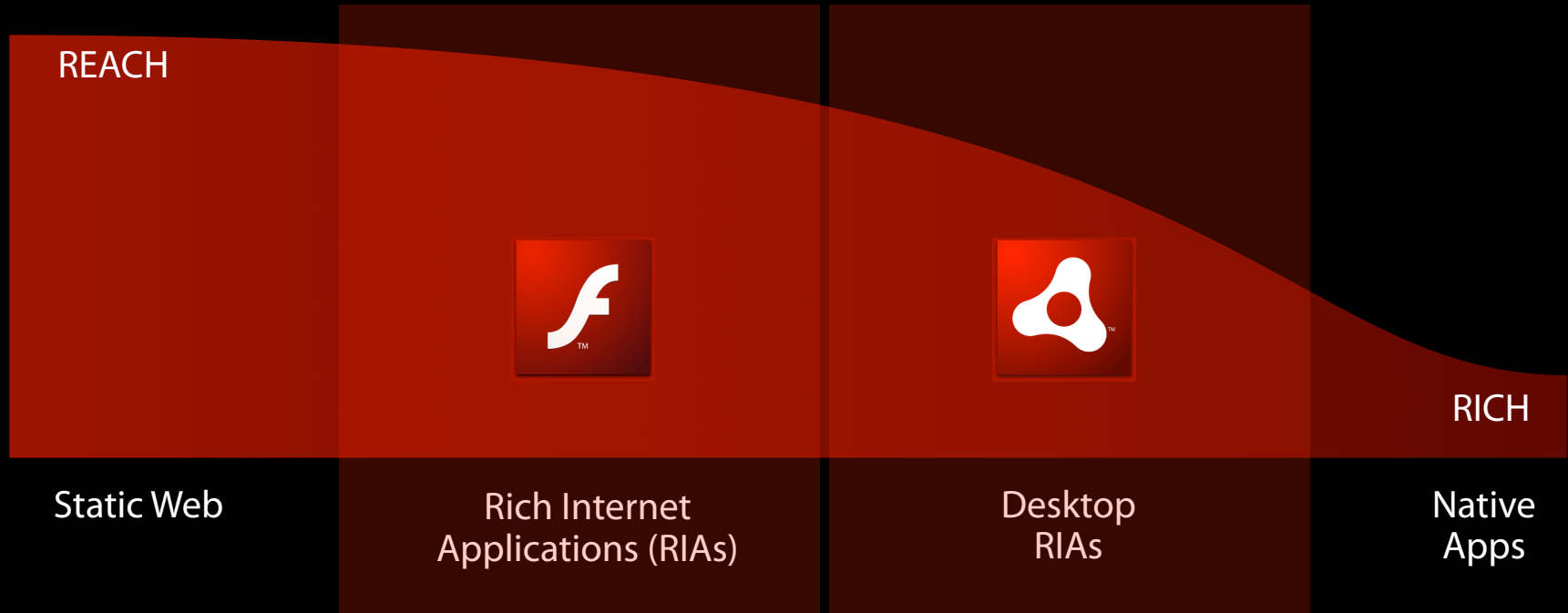
# Application Development Choices



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# Disruptive innovation

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1984

PostScript®



1990

Creative applications



1993

Adobe Reader®



1995

Adobe Flash®



2008

Adobe AIR™



**ADOBE<sup>®</sup> AIR<sup>™</sup>**

Adobe AIR enables web developers to use existing technologies to build and deploy **rich Internet applications on the desktop.**

# Why RIAs on the desktop

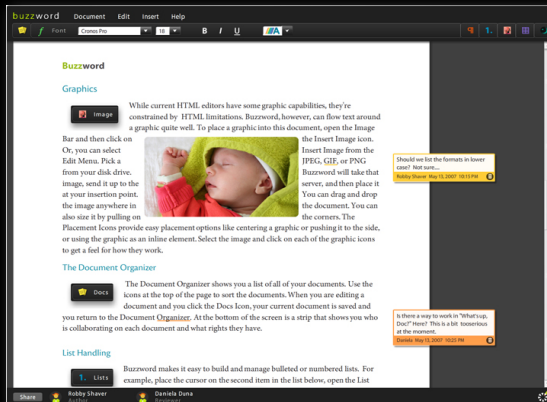
## Persistent connection



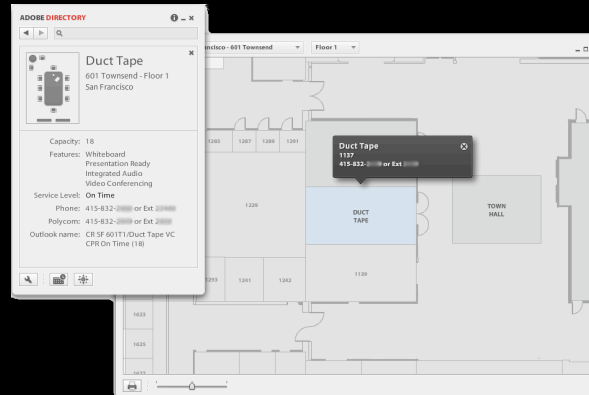
## Branded experiences



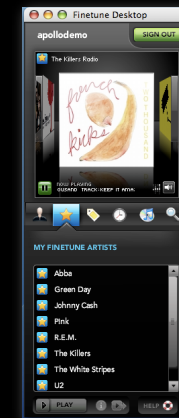
## Desktop functionality



## Data access



## Efficient development



# Adobe AIR features

## Rich applications



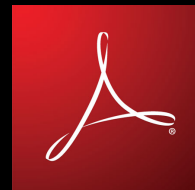
## Broad reach



## Designer and developer productivity



## Proven technology



# Adobe AIR features

## Rich applications

- Rich media and video
- Custom chrome and transparency
- Desktop integration (Drag and drop, background, notifications, clipboard)

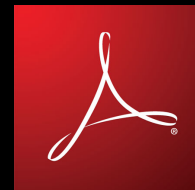
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## Broad reach

- Windows/Macintosh/Linux
- Universal application installer
- On/offline with network detection
- Local file access and embedded database

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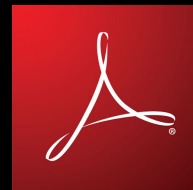
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- Existing tools: Flex, Flash, Dreamweaver, Ajax Frameworks
- Reuse existing assets
- Adobe Creative Suite integration
- Application updates

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## Proven technology

- Integrated HTML/Flash/PDF
- AJAX: Full WebKit HTML engine
- Flex/Flash: Full Flash Player 9
- Embedded SQL database
- Robust application security

# Now building on Adobe AIR



# Getting started resources

- [www.adobe.com/ria](http://www.adobe.com/ria)
- [www.adobe.com/products/flex](http://www.adobe.com/products/flex)
- [www.adobe.com/products/air](http://www.adobe.com/products/air)

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