

# Web and Platform solutions

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# Adobe

# Agenda

Customer expectations have changed

Rich Internet Applications

Tools and technologies

Examples

The multi-screen challenge

# Customer expectations have changed

High Quality  
Great User Experience  
Tons of Content  
Engaging and Social  
Accessible Anywhere

# The Communication Challenge

Rapidly proliferating devices

De-fragmented consumer behaviour

Disloyalty

Not-as-yesterday / always in beta

# The Communication Challenge -> Engage your customer

Accessible



Collaborative



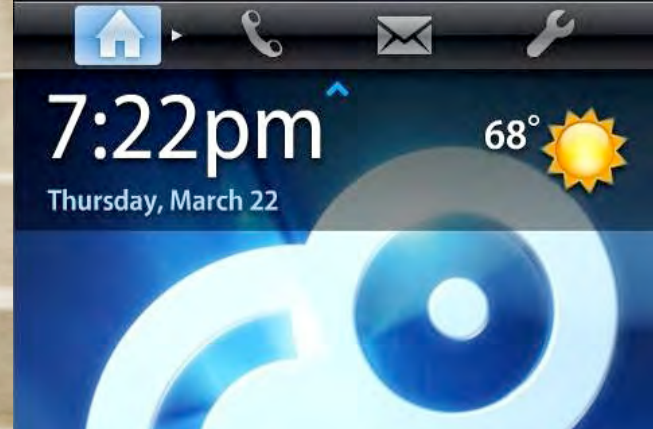
Compelling



Easy to Use



Personalized



Responsive

Engage your customer = Rich Internet Applications

## Rich Internet Applications

# Anatomy of a Rich Internet Application

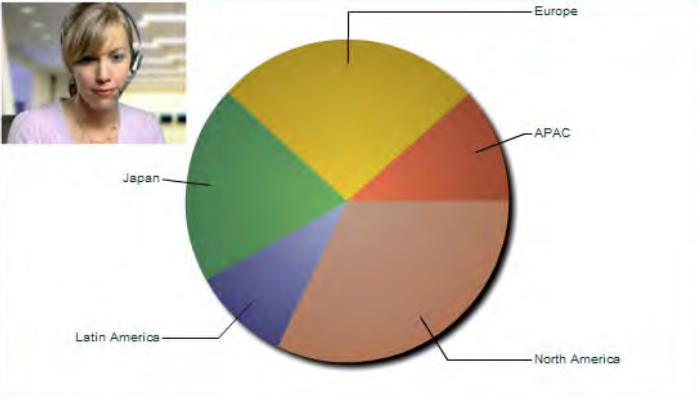
HOME | EMAIL | CONTACTS | MY GALLERY | VIDEOS | WEB STUFF | HELP & SUPPORT | PERSONALISE | LOG OUT

Revenue Timeline ▾ | Collaboration

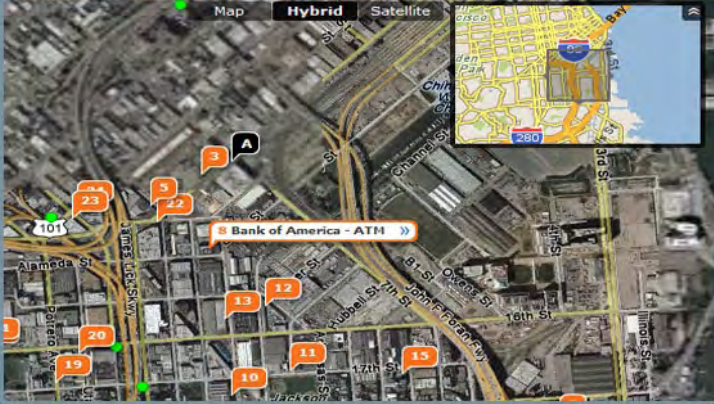
Portfolio

Symbol ▲	Name	Open	Last	Change	High	Low
ADBE	Adobe Systems Incorporated	39.20	39.32	.12	40.57	39.11
AIG	American International Group Inc	62.92	64.14	.11	64.04	61.21
BA	Boeing Company	83.45	81.41	.15	84.28	79.72
C	Citigroup Inc	48.18	47.79	-.16	49.92	47.59
COKE	Coca-Cola Bottling Co. Consolidated	48.20	49.80	-.18	51.05	47.24
COP	Conocophillips	67.14	66.75	-.09	69.40	64.79
CVX	Chevron Corp New	58.95	60.60	.23	61.30	58.21
GE	General Electric Company	33.61	34.88	.08	35.07	33.21
GENZ	Genzyme Corporation	61.16	63.49	-.18	63.88	59.87
GM	General Motors Corporation	19.80	19.79	-.04	20.63	19.56
GOOG	Google Inc	417.93	451.12	.58	457.21	417.02
IBM	International Business Machines Co	82.34	79.94	.14	84.40	79.81
JBLU	JetBlue Airways Corporation	10.57	11.00	.00	11.21	10.45
MCD	McDonald's Corporation	34.57	34.45	-.04	35.58	33.82
MOT	Motorola, Inc.	21.35	21.28	-.09	21.62	20.74
SAP	SAP AG	54.63	54.92	-.03	56.27	54.22
VZ	Verizon Communications	33.03	31.42	-.15	34.17	31.54
WMT	Wal-Mart Stores	45.62	44.80	.14	46.75	44.51
XOM	Exxon Mobile Corp	61.56	59.59	-.07	63.24	59.63

Regional Breakdown [Jan-04]



Map | Hybrid | Satellite



Company Name Adobe

Address 601 Townsend Street

City San Francisco

State CA

Zip 25447

Industry Computers ▾

Chat [Tom]  
Tom: Check out the sales results for APAC this quarter.

Data Conflicts  
Someone else has just revised the data you are about to update. The differences are:  

Company: Adobe	
Yours	Server
address 601 Townsend Street	600 Townsend Street

Use Yours | Use Server

Save for Later

# Anatomy of a Rich Internet Application

Personalized Menus /Navigation Controls

Real Time  
Data Push  
& Alerting

Mapping,  
Geo-Coding,  
Annotations &  
White boarding

Rich Data Entry

Bi-Directional  
Audio & Video

Data  
Visualization

Resizable Views  
/ Transitions

Collaboration  
/ Chat

Data  
Synchronization  
& Conflict  
Resolution

Offline



# Examples: Engaging experiences

# Engagement examples

## Browser based RIAs

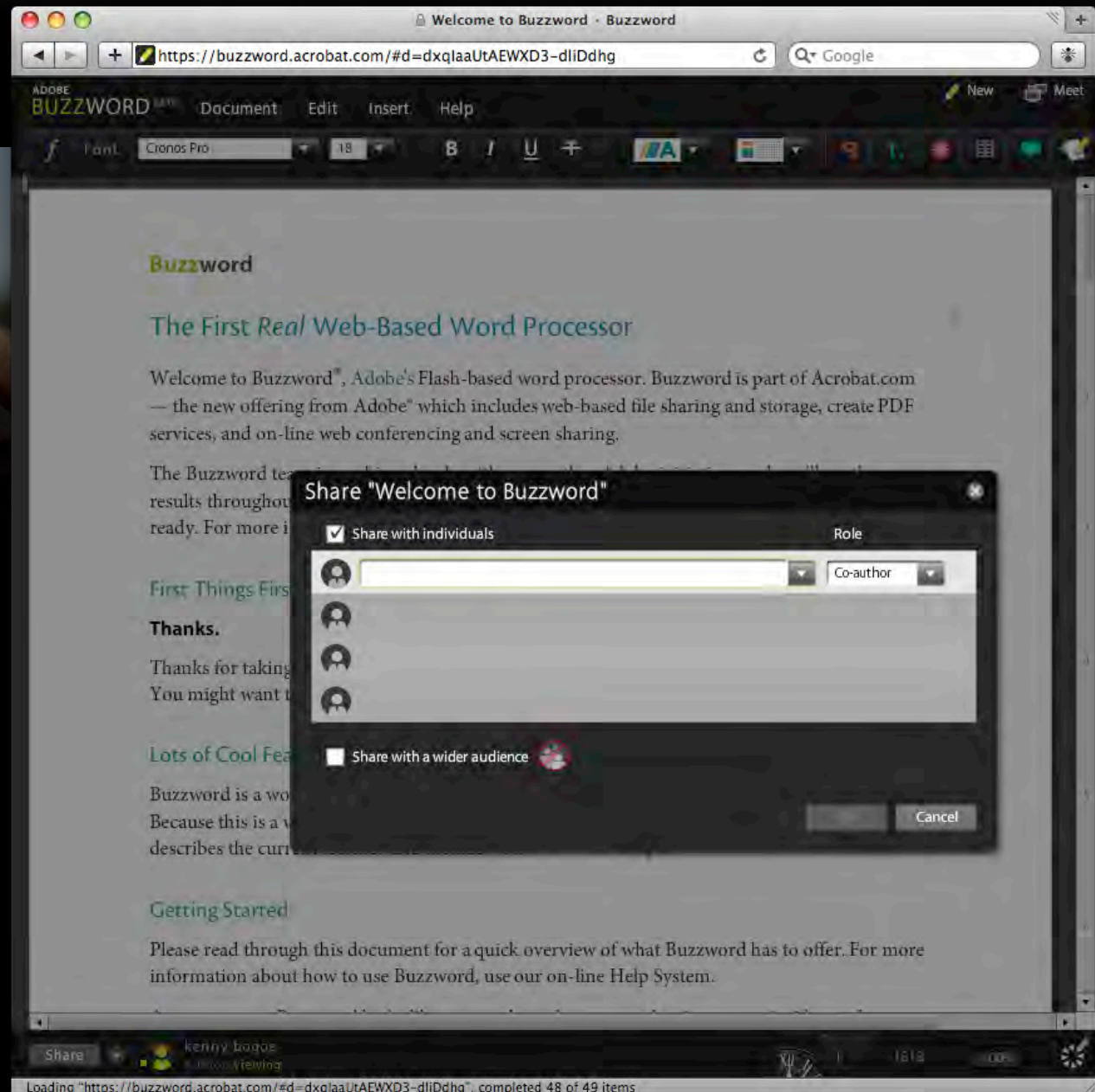
- Flex eCommerce (simple eCommerce example)
- NFL Recutter (advanced engaging experience example)

# What Makes an Experience Engaging?

Collaborative

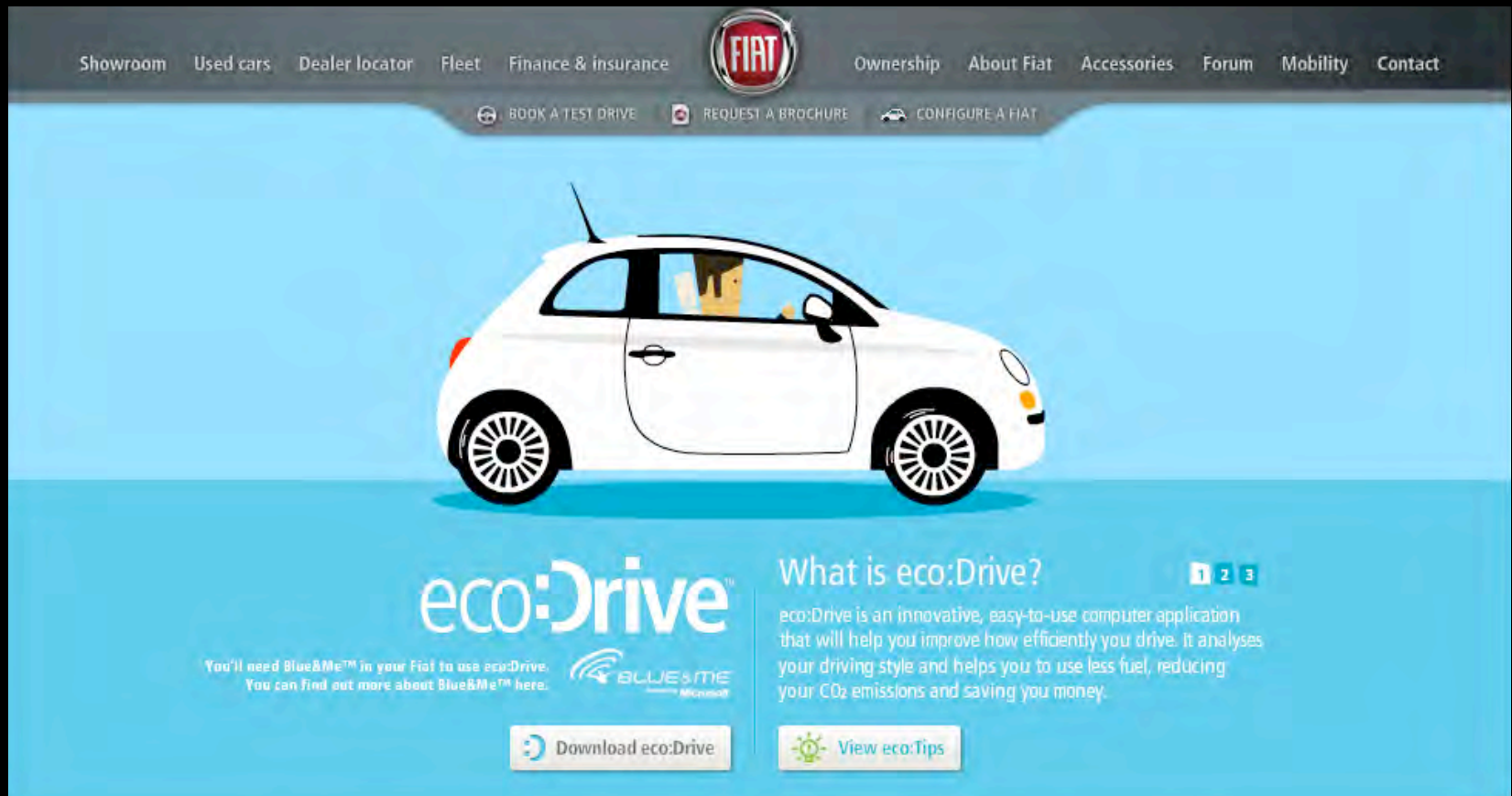


You find it here:  
[www.adobe.com](http://www.adobe.com)



# Engagement examples

## Connecting the analog world with the digital



You find it here:  
[http://www.fiat.co.uk/  
ecodrive/](http://www.fiat.co.uk/ecodrive/)

## Tour Of California - what the audience really wants

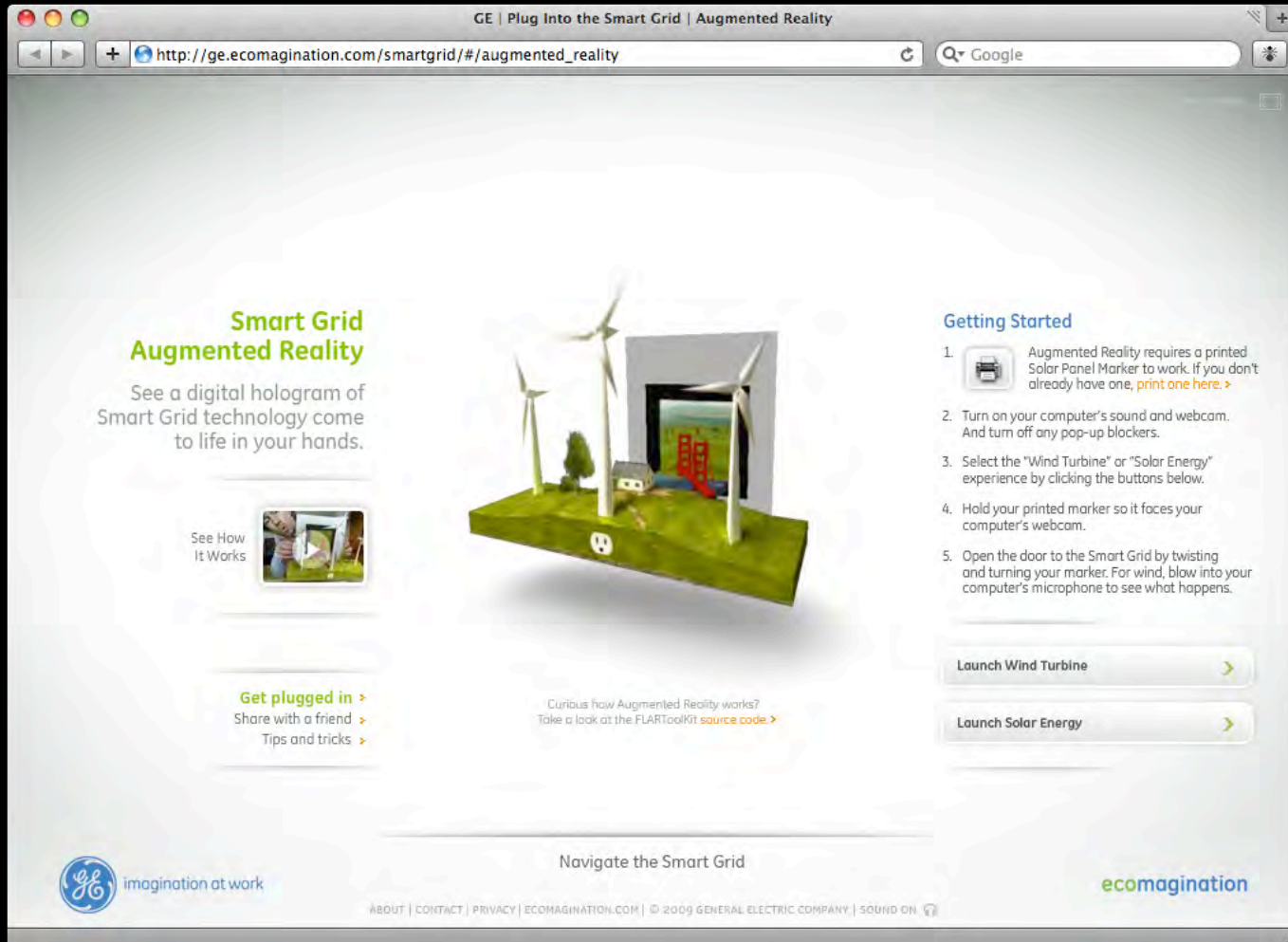


You find it here:

<http://tracker.amgentourofcalifornia.com/>

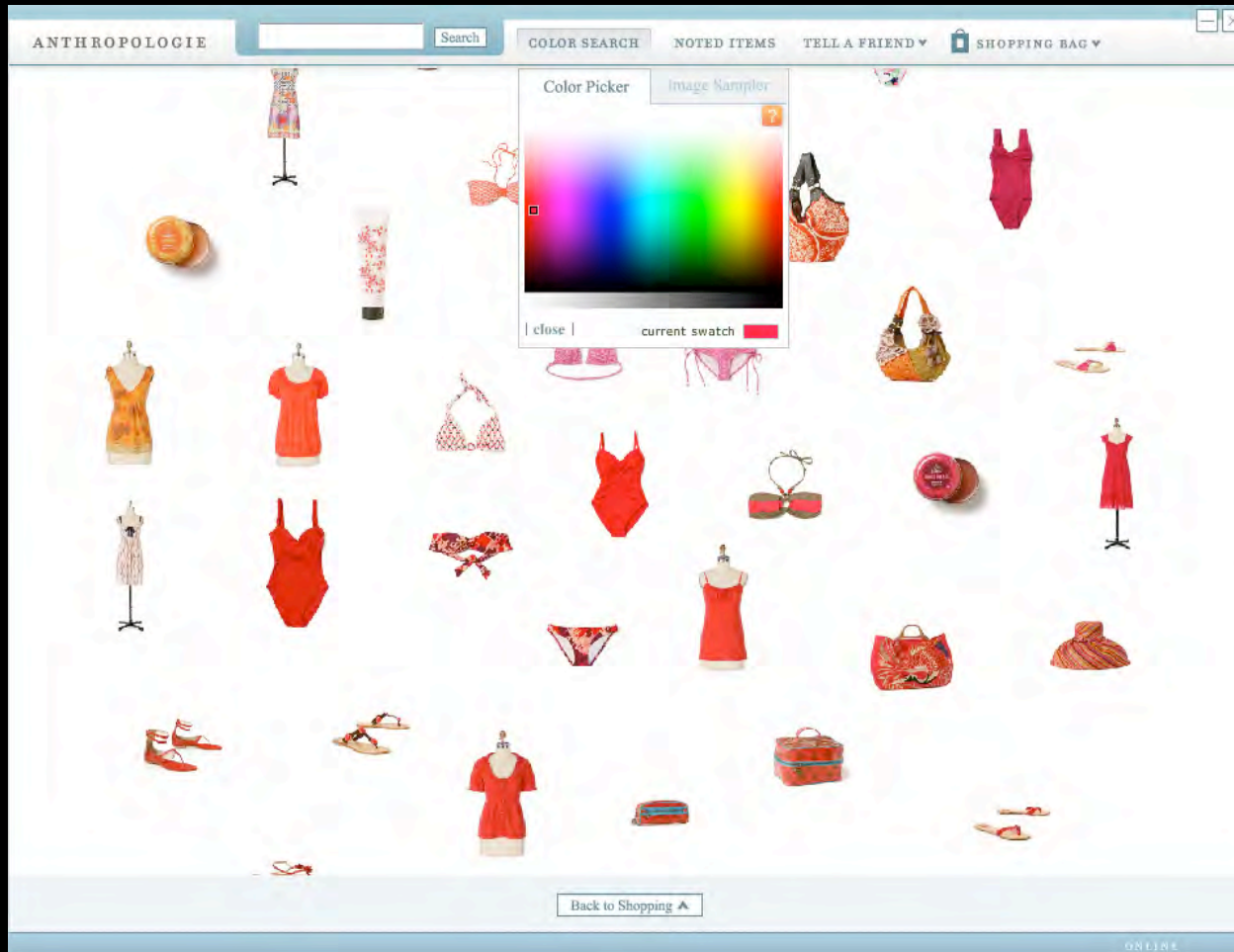
# Engagement examples

Connecting the physical world with the digital -> link



# Engagement examples

## Metadata can be anything



# Engagement examples

## Responsiveness - a part of the product

The screenshot displays the Parleys.com website interface. The top navigation bar is red with the Parleys.com logo and a 'Home / Overview' link. Below the navigation bar, there are tabs for 'Back' and 'Online Talks'. The main content area is divided into a left sidebar and a main list of talks.

**Left Sidebar:**

- Most Voted**
  - Closures for Java (31,654)
  - Chet Haase and Romain Guy 2006 JavaPolis Interview (25,944)
  - Filthy Rich Clients (21,802)
  - JSR-277 Java Module System (19,847)
  - Spring OSGi (16,869)
  - Real world web services with JAX-WS (16,500)
  - REST - The Better Web Services Model (13,541)
  - Professional Open Source (13,449)
  - Eclipse RCP Tips and Tricks (13,309)
  - Neal Gafter JavaPolis 2006 interview (11,364)
- Highest Voted**
- Most Viewed**
- Most Downloaded**
- Podcast Feed**
- Popular Tags**
- Connected**

**Main Content Area:**

The main content area displays a list of talks, each with a thumbnail image, title, author, play time, description, tags, and engagement metrics (votes, comments, downloads). The talks are sorted by 'Newer' to 'Older'.

- Intro to Software Estimation**  
by Giovanni Napolitano | Play time: 37:20 | Mar 18, 2009 | 11:57  
Giovanni will present what can and should be estimated (e.g., time, size, effort, cost, etc.), he'll focus on what is necessary to get started with some simple, but very effective techniques  
Tags: [devoxx08](#) [methodology](#)  
5 votes / 1,481 views  
1 comments  
99 downloads  
[Download](#)
- Making sense of AOP choices**  
by Ramnivas Laddad | Play time: 37:25 | Mar 18, 2009 | 11:57  
Just one kind of AOP won't fit all applications, either. Therefore, there are many choices available when using Spring-AspectJ combination. First, there is a choice about AOP system: proxy-based AOP or bytecode-based AOP. Then there is a syntax ...  
Tags: [springone08](#) [spring](#) [aop](#)  
5 votes / 1,282 views  
1 comments  
73 downloads  
[Download](#)
- The Future Of Rich Internet Applications**  
by Matt Chojni, Chet Haase and James Ward | Play time: 35:01 | Mar 18, 2009 | 11:57  
See Adobe's vision of the future of RIAs. We'll discuss the importance of high-quality design and the tight communication required between designers and developers to build truly compelling applications, including how to make the tools that each prefer interoperate  
Tags: [devoxx08](#) [flex](#) [ria](#)  
5 votes / 1,172 views  
1 comments  
105 downloads  
[Download](#)

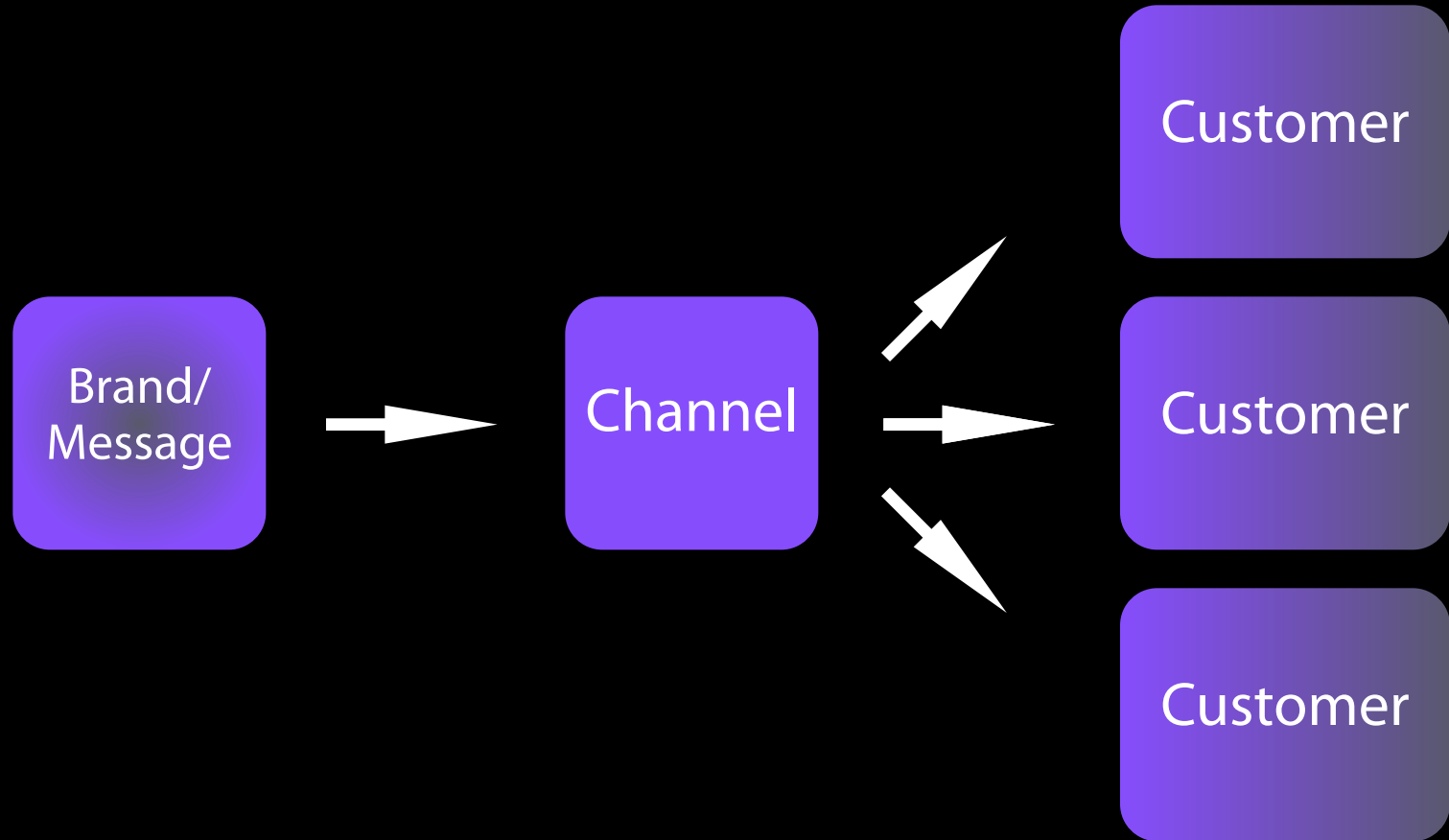
At the bottom of the main content area, there is a pagination bar with links for 'Newer', '1', '2', '3', '4', '5', '6', and 'Older'.

# Multi-screen Challenge

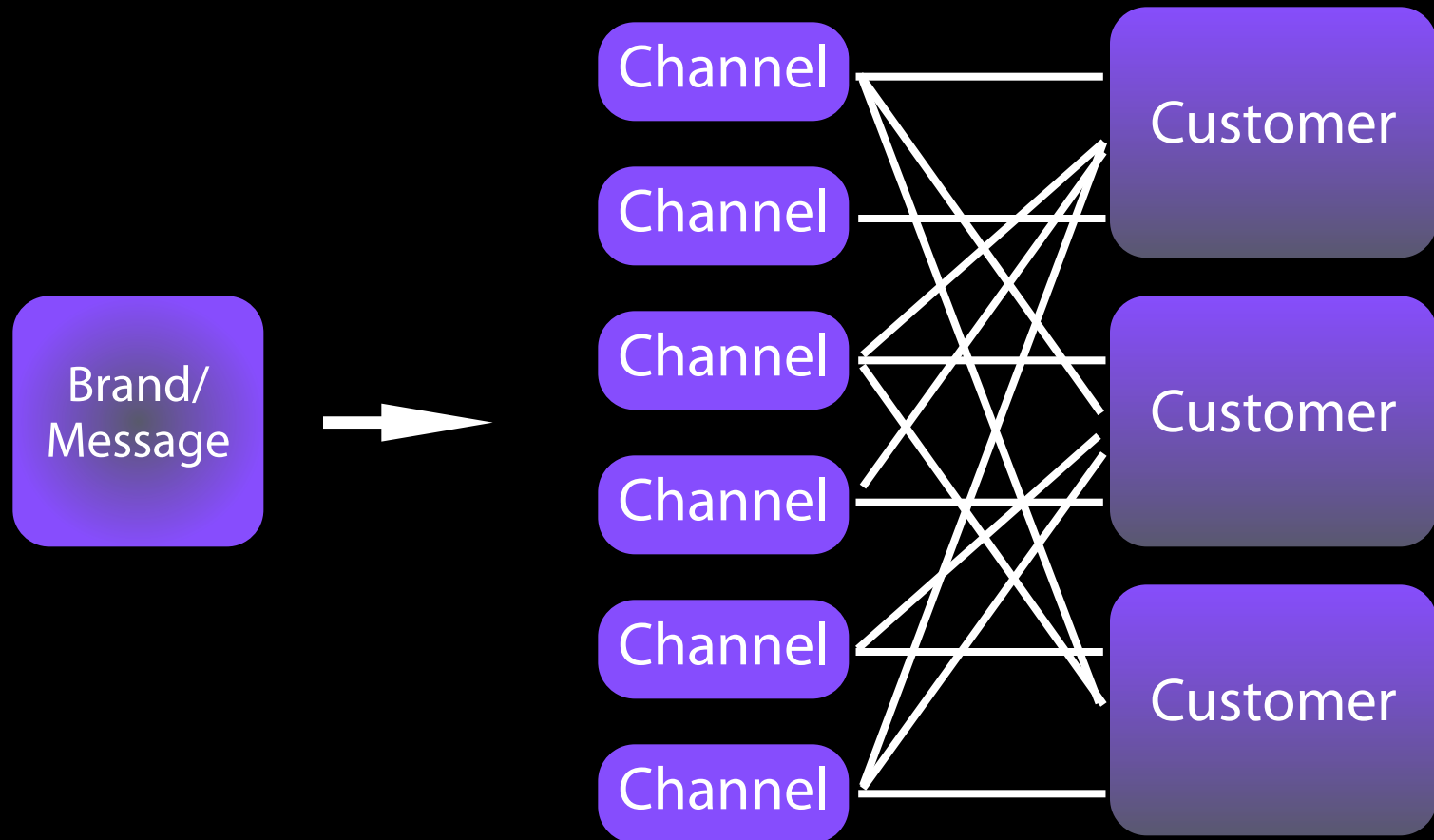
Fragmentation: There is no consistent customer/device platform



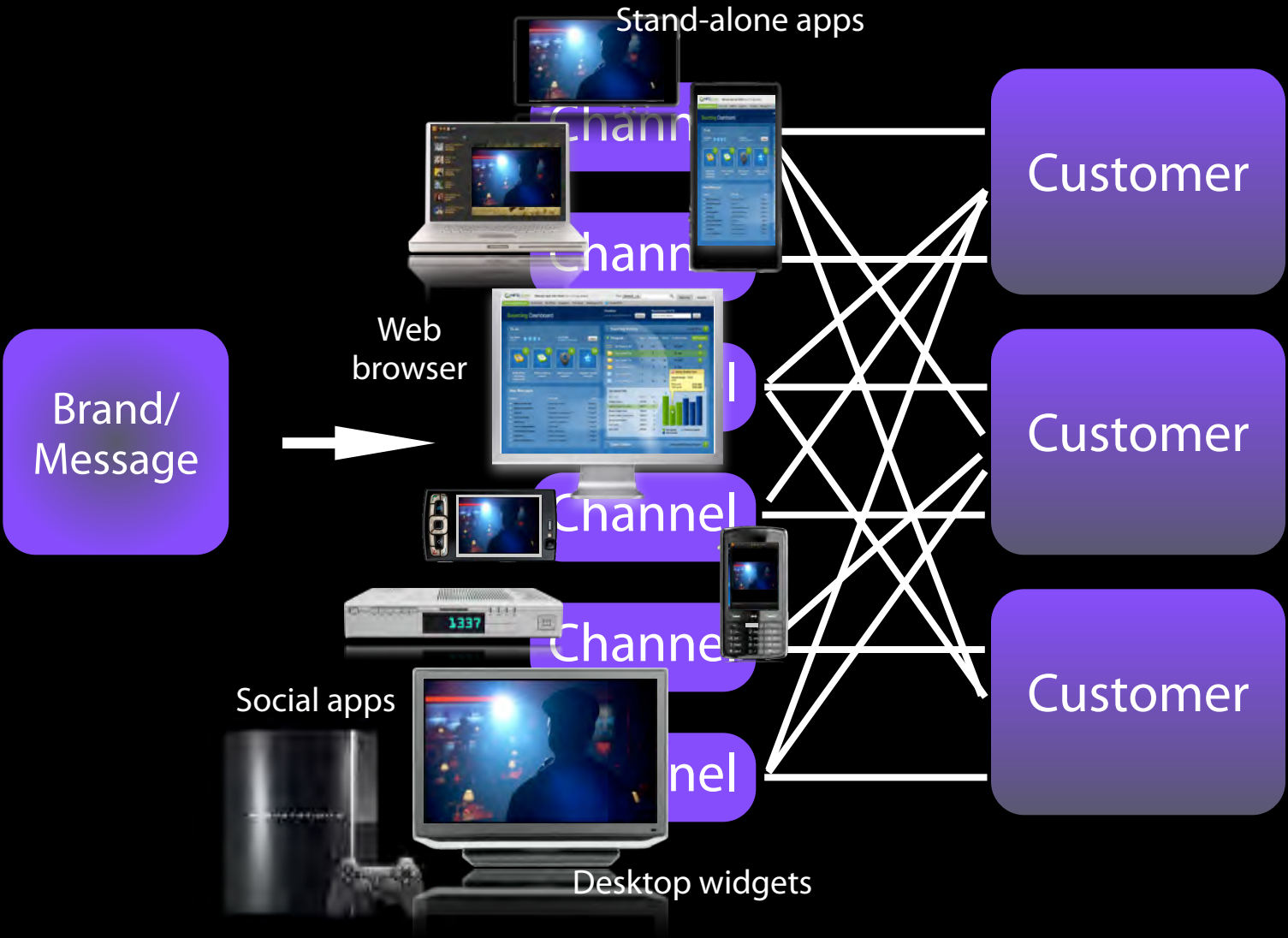
# Old days of publishing



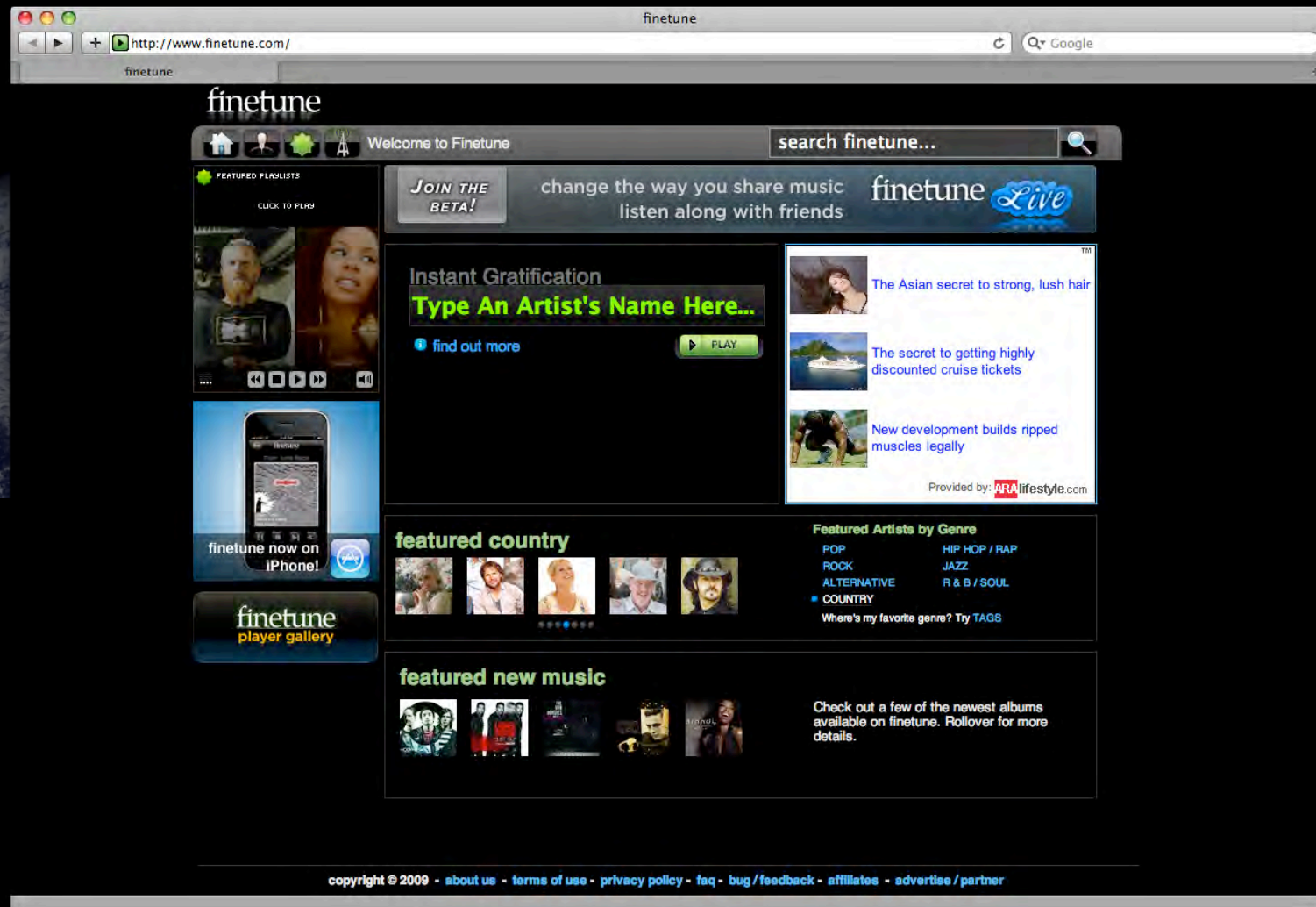
# Customer expectations have changed



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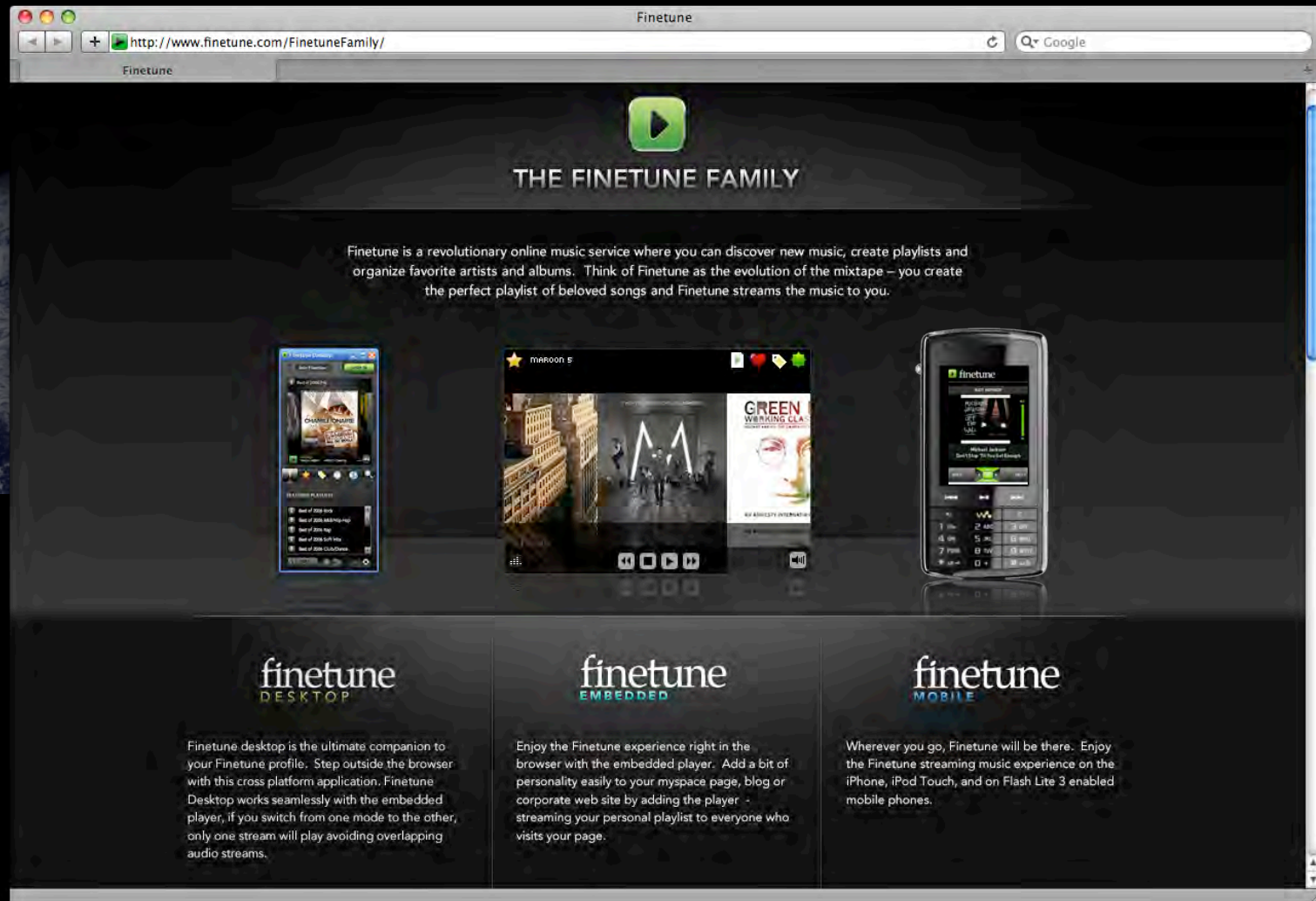


# Multi-channel example: Finetune



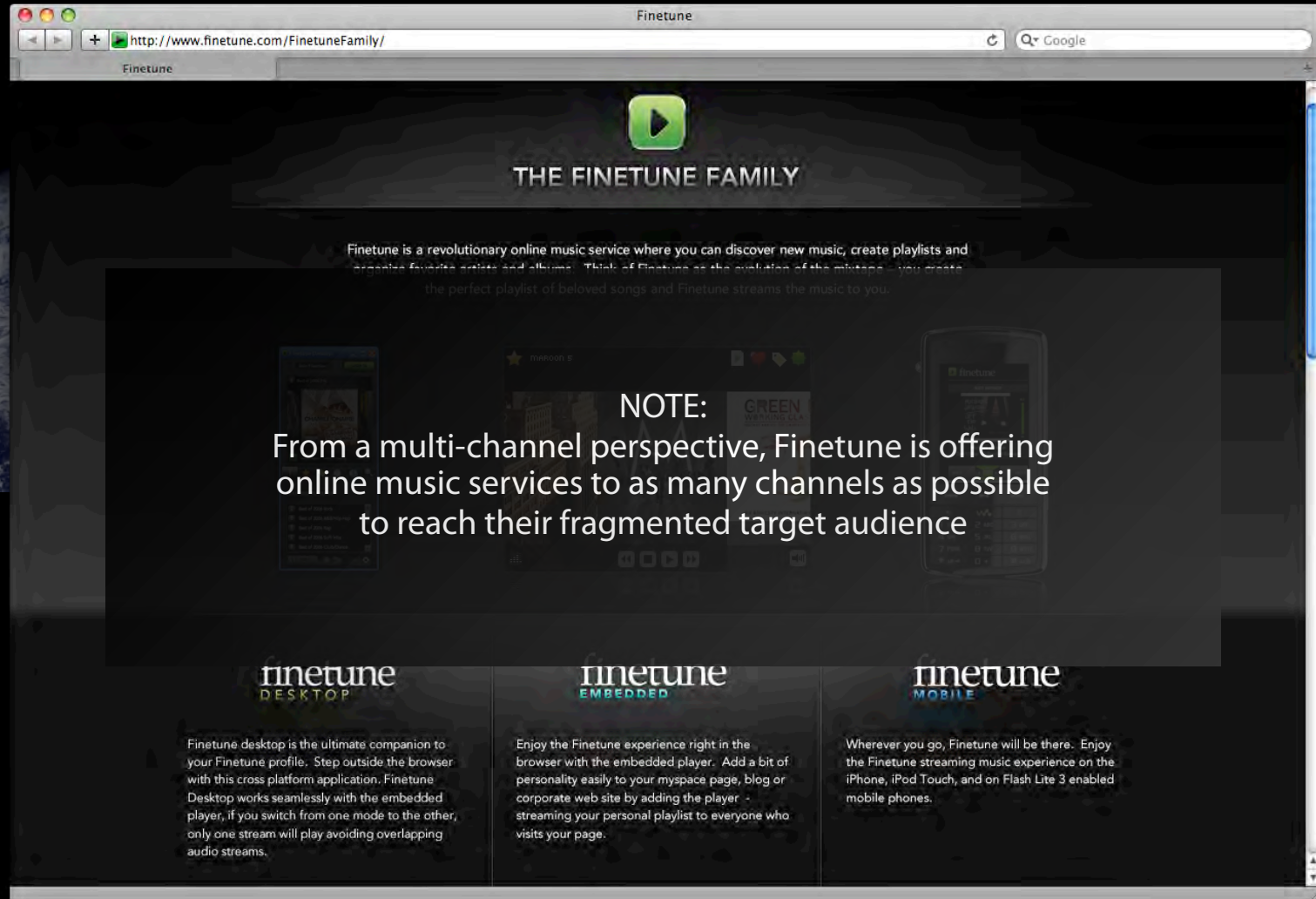
You find it here:  
www.finetune.com

# Multi-channel example: Finetune



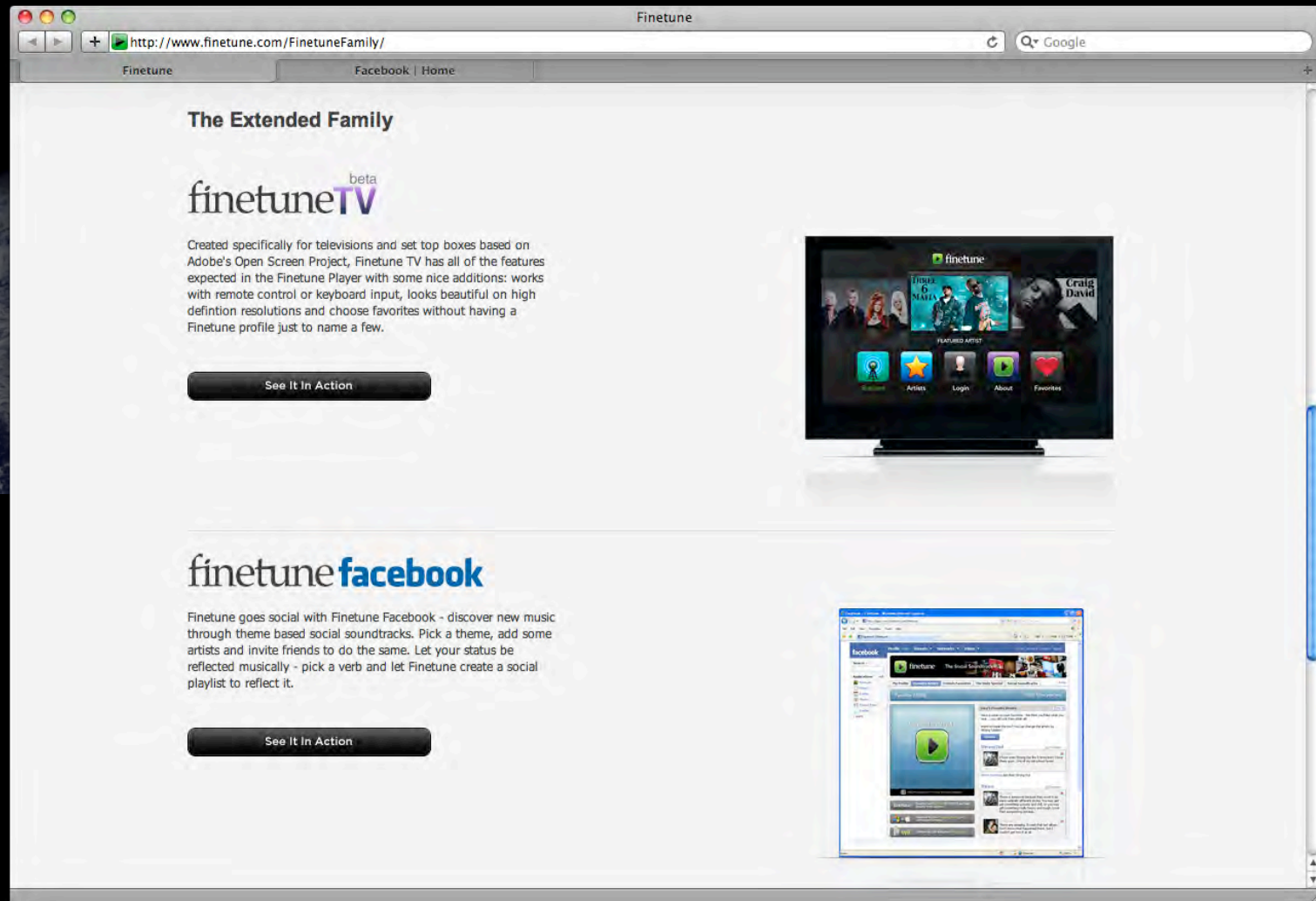
You find it here:  
[www.finetune.com](http://www.finetune.com)

# Multi-channel example: Finetune



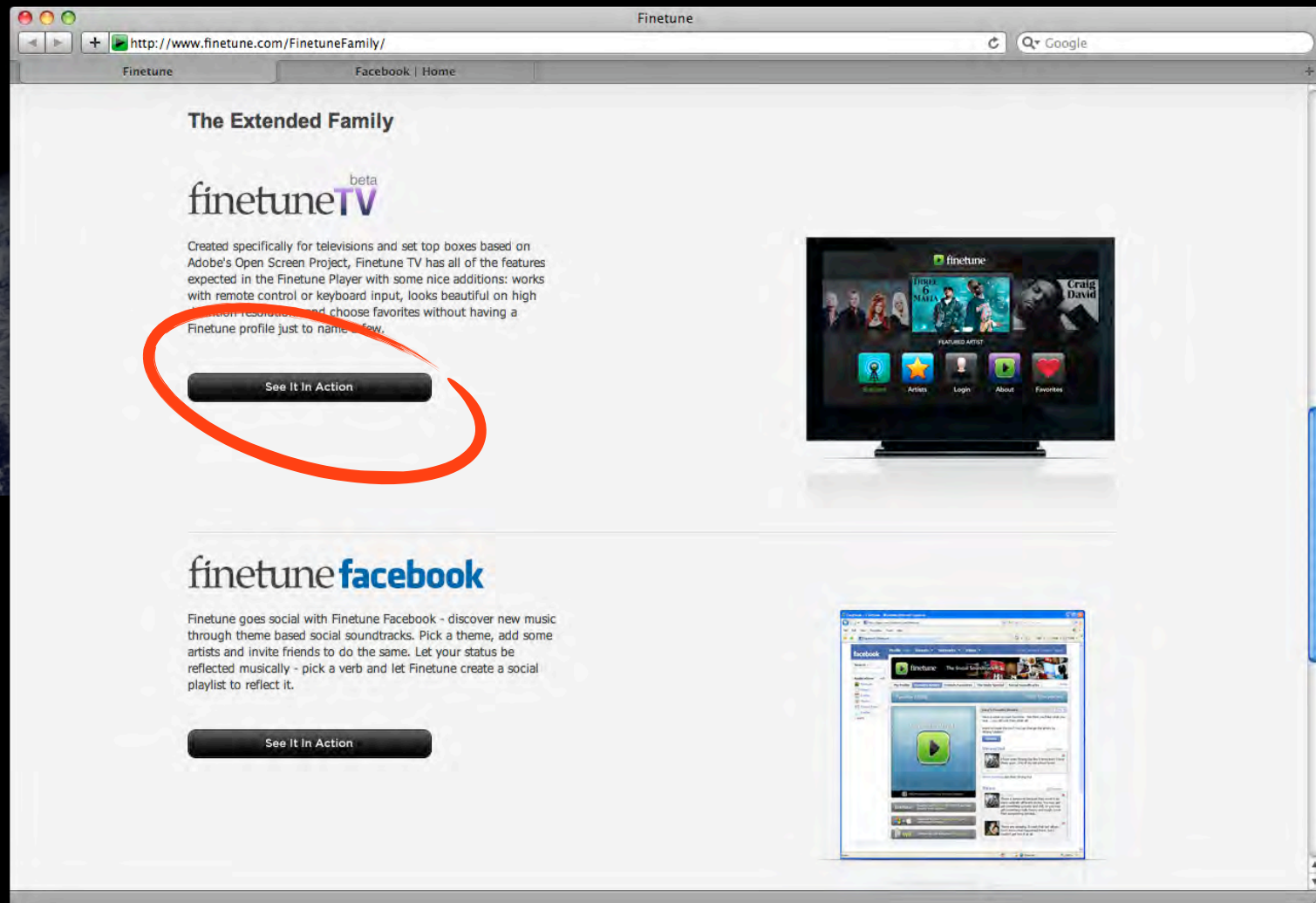
You find it here:  
[www.finetune.com](http://www.finetune.com)

# Multi-channel example: Finetune



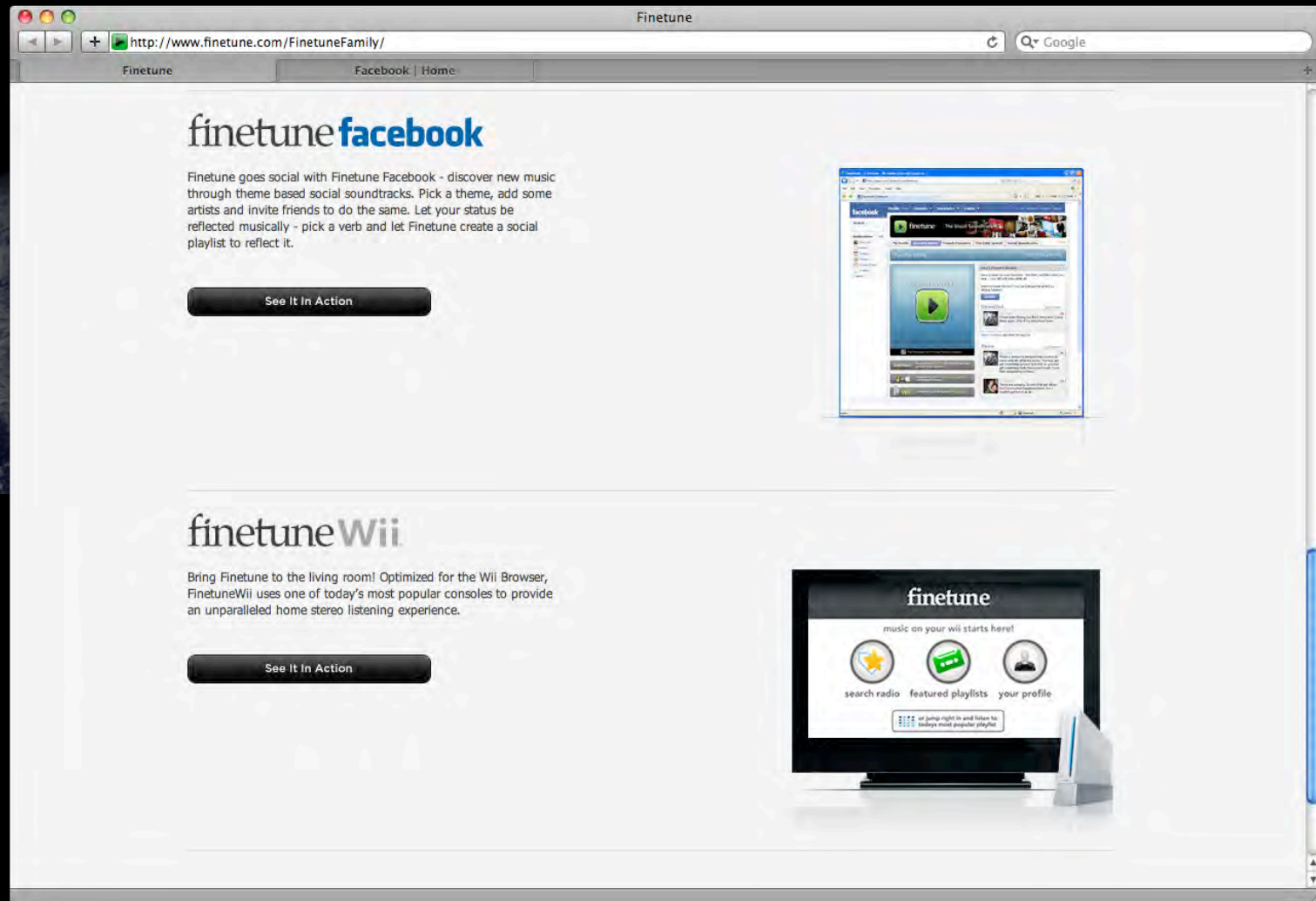
You find it here:  
[www.finetune.com](http://www.finetune.com)

# Multi-channel example: Finetune



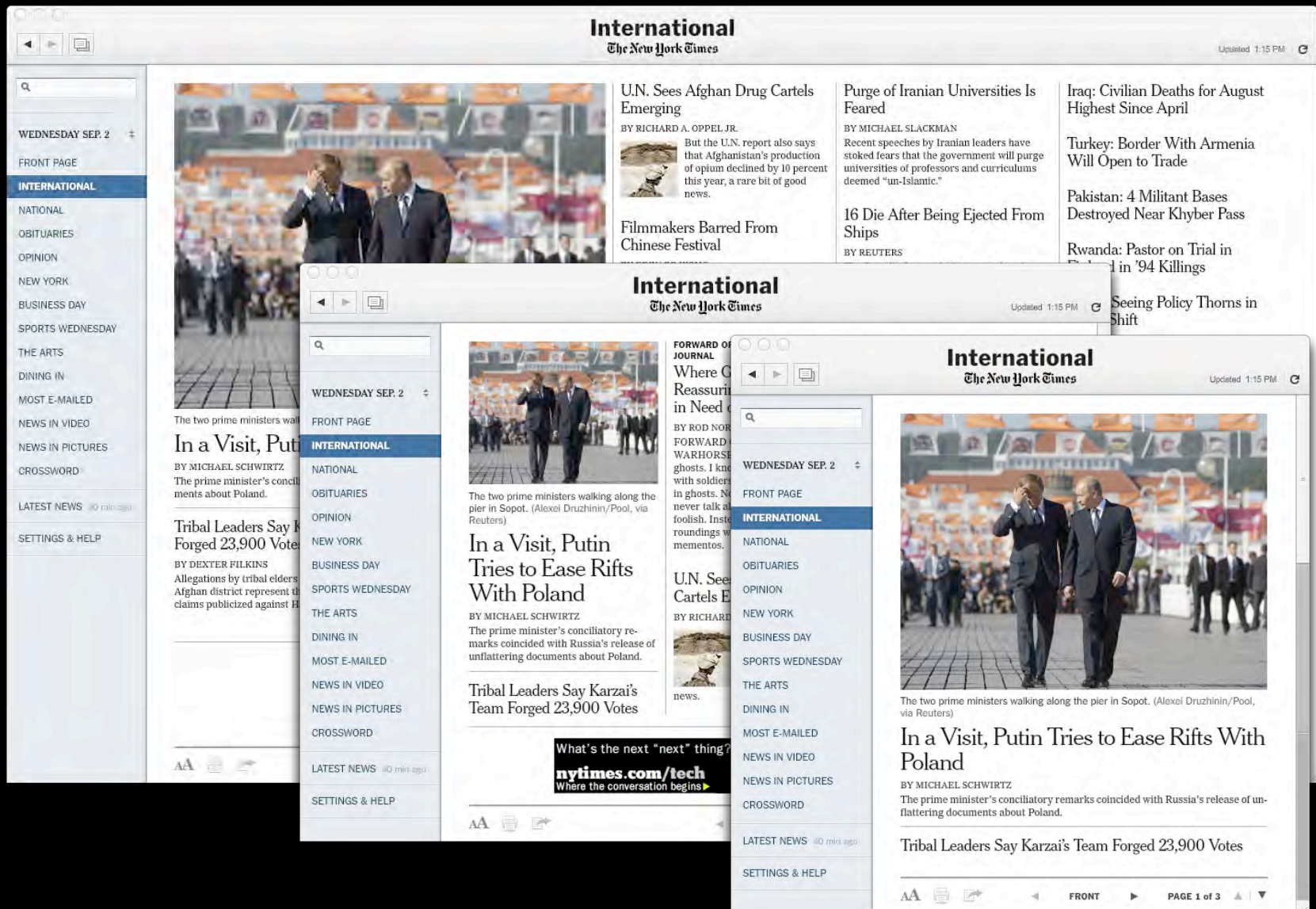
You find it here:  
[www.finetune.com](http://www.finetune.com)

# Multi-channel example: Finetune



You find it here:  
[www.finetune.com](http://www.finetune.com)

# Multi-channel example: New York Times



# Multi-channel example: New York Times

## Flash for Digital Home



# Multi-channel example: New York Times

## Flash for Digital Home



# What do you need to build Rich Internet Applications?

## The Adobe Flash Platform

# Adobe Flash Platform Overview

## Applications, Content and Video



## Tools to Design and Develop



Flash CS4  
Professional



Flash Catalyst



Flash Builder

## Framework



Flex

## Clients



AIR



Flash Player

## Servers



Flash Media  
Server Family



BlazeDS  
Data Services

# Flash is Everywhere

- $\approx 99\%$  reach on the desktop
- Over 1 Billion devices
- Update more than 85% of desktops on the since Nov 2008
- Over 80% of video on the web
- Over 85% of Alexa 100

Worldwide Ubiquity of Adobe Flash Player by Version - June 2009

	Flash Player 7	Flash Player 8	Flash Player 9	Flash Player 10
<b>Mature Markets<sup>1</sup></b>	99.0%	98.9%	98.8%	86.7%
<b>US/Canada</b>	99.2%	99.2%	99.1%	87.2%
<b>Europe<sup>2</sup></b>	98.6%	98.5%	98.1%	85.8%
<b>Japan</b>	98.8%	98.8%	98.8%	86.8%
<b>Emerging Markets<sup>3</sup></b>	97.9%	97.7%	97.1%	81.8%

Millward Brown survey



# Adobe Flash Platform Overview

## Applications, Content and Video



## Tools to Design and Develop



Flash CS4  
Professional



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Flash Builder

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Flash Media  
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BlazeDS  
Data Services

# Flash Platform Tools Positioning

Enabling developers and designers to collaboratively build applications and interactive content



*Authoring tool for designers and developers who want to create free-form and immersive interactive content*

**Create** immersive experiences and video content



*Interaction design tool for designers to rapidly create Flex application user interfaces without coding*

**Transform** artwork into functional application user interfaces



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

**Develop** cross-platform rich Internet applications

# Creative Suite 4 tools = Multi-channel authoring tools

Print designers  
Illustrators  
Web designers  
Communicators  
Etc.



Video pros  
Audio/video  
communicators

# Creative Suite 4 tools = Multichannel authoring tools

Illustrator CS4



Indesign CS4



Photoshop CS4



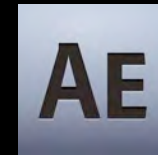
Fireworks CS4



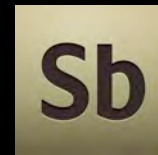
Exchange  
For  
Flash



Premiere Pro CS4

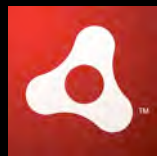


After Effects CS4



Soundbooth CS4

AIR



Flash Player

Tack



Adobe