

Adobe technology platform for rich Internet applications

Enrique Duvós

Sr Platform Evangelist

Adobe Systems

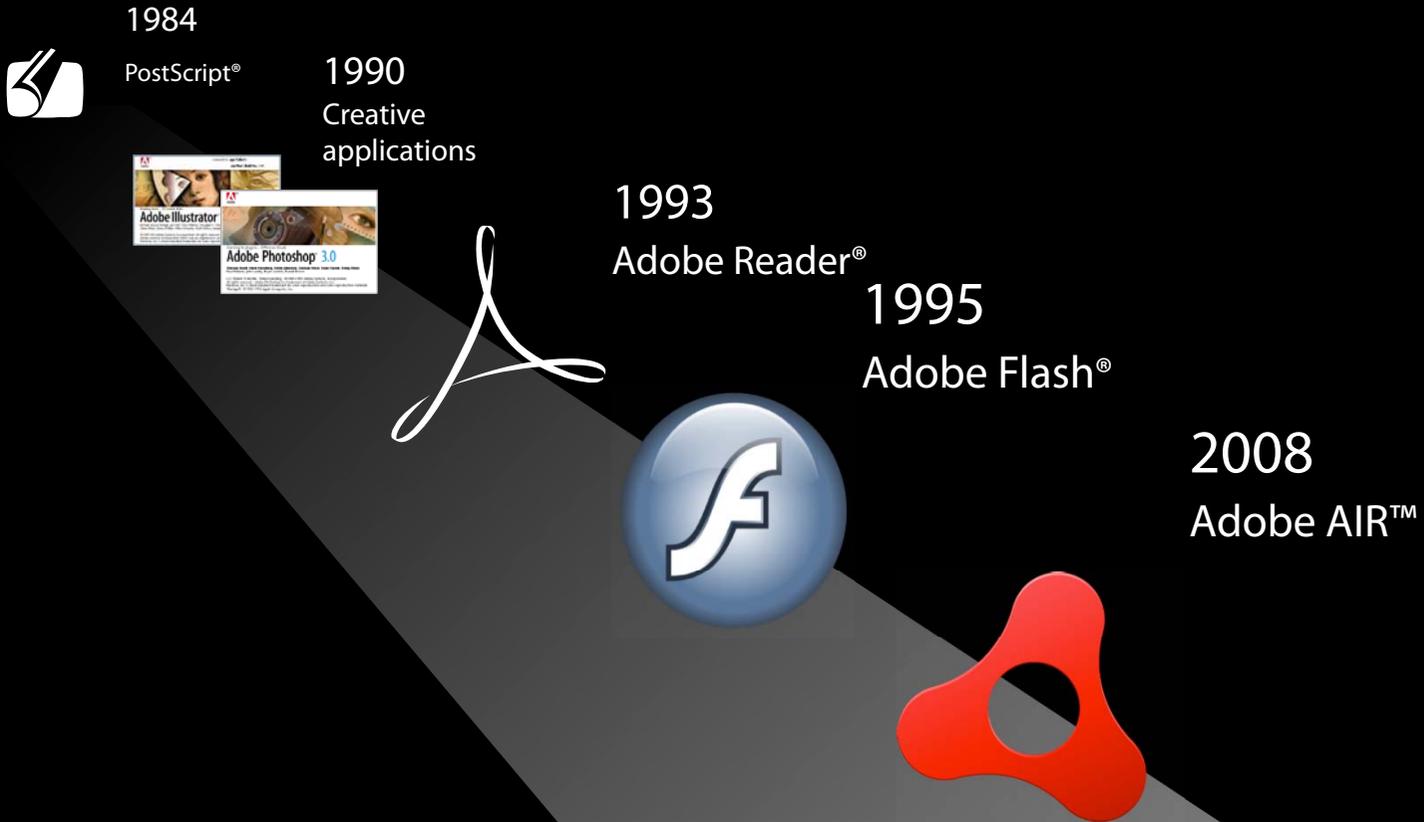
blog: www.duvos.com



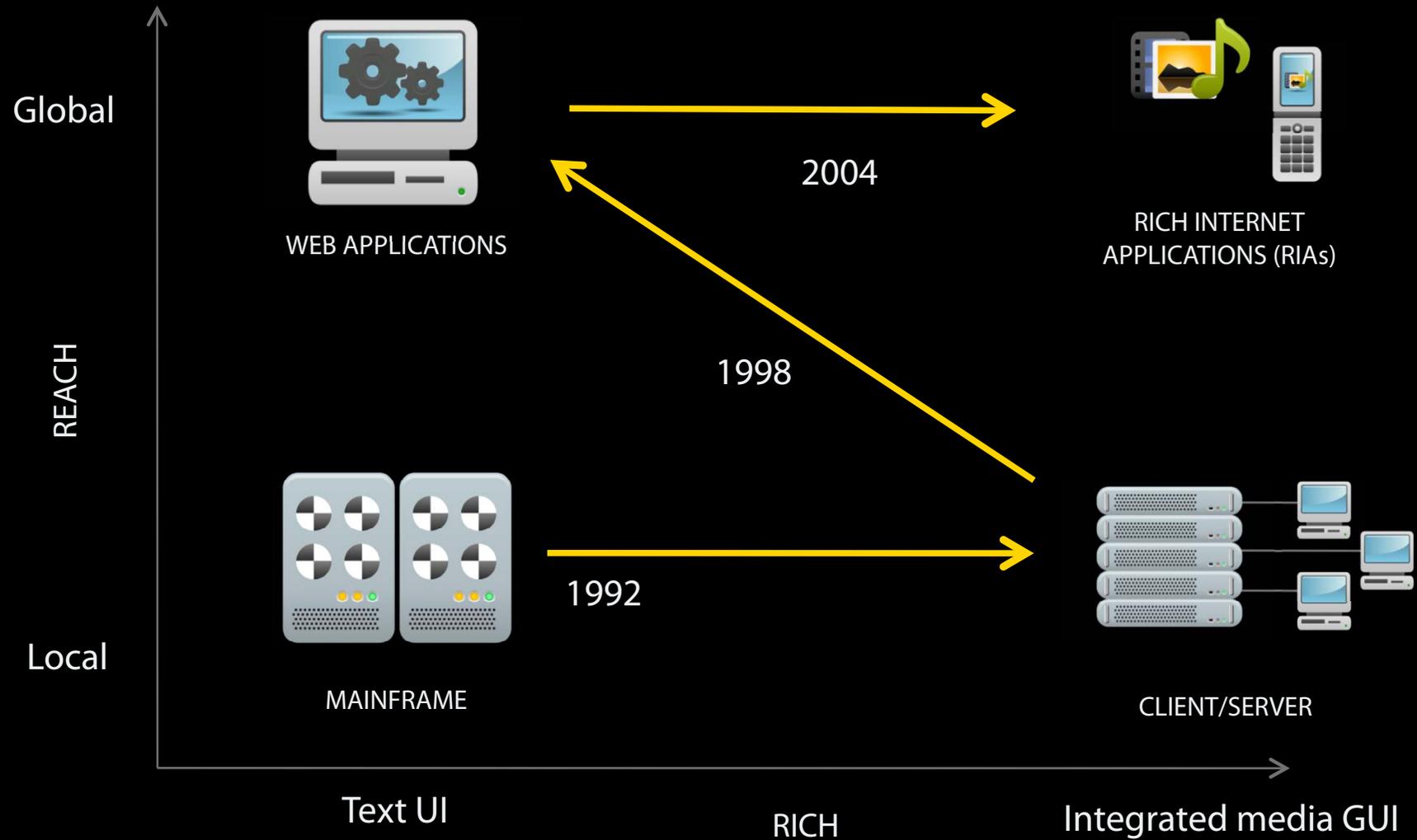
Adobe



Disruptive innovation

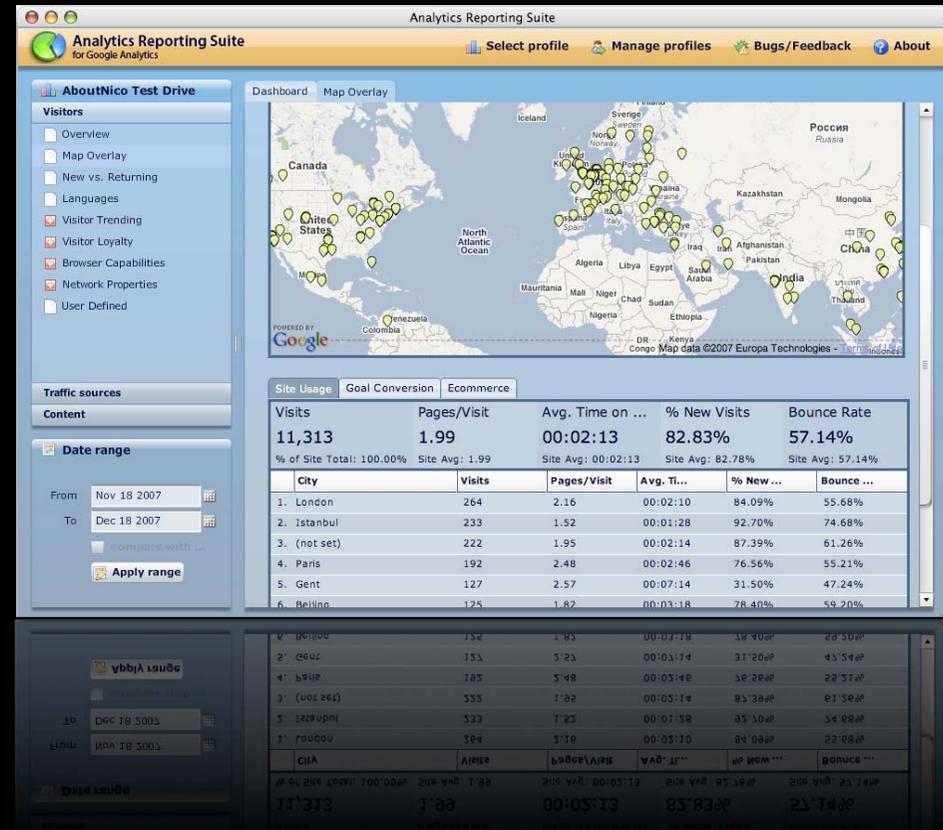


Applications have evolved

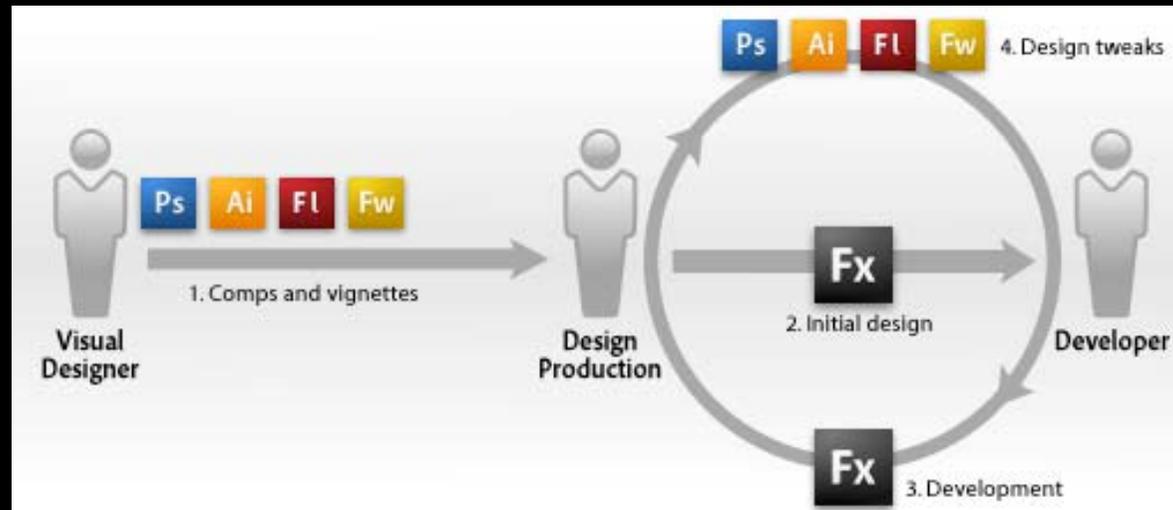


The web changed business requirements

- 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® 4



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

Adobe RIA Platform



4,200,000,000+

Installs of Flash Player 9

80%

online Videos are viewed using Flash



850,000+

Downloads of Flex



25.000.000 +

Installs of Adobe AIR 1.x

Flash Player 10 New Feature Themes

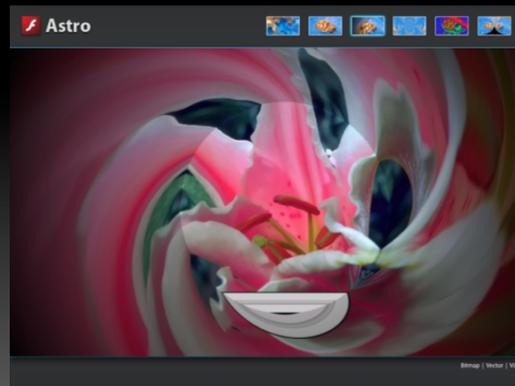
Creative Expression

- Custom filters and effects
- 3D effects
- Rich text layout

「学校」は、アラビア
では「مدرسة」、繁体
中国語では「學校」、
リシャ語で
「σχολείο」、ヘブライ
では「בֵּית־סֵפֶר」、

Visual Performance

- GPU compositing
- GPU surfacing
- Vector
(monotyped-arrays)



Rich Media

- Dynamic Streaming
- Speex audio codec
- Dynamic Audio
- Next gen
communication over
UDP (RTMFP)

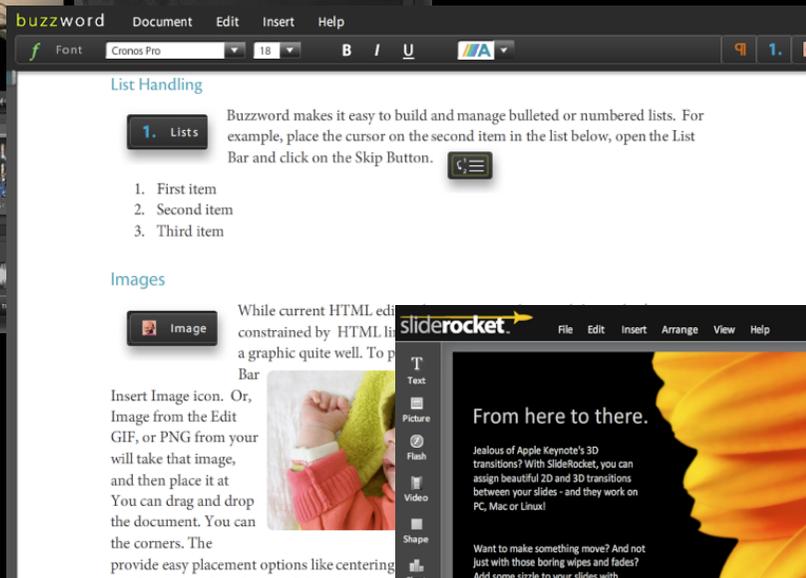




ADOBE FLEX[®] 3

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



Adobe Flex



Adobe® Flex™ SDK 3

MXML and ActionScript 3.0

Framework and Class Library

Command-line Compiler

Adobe® Flex™ Builder™ 3

Standard Edition

Visual Layout

Code Hinting

Debugging

Skinning & Styling

LC Adobe® LiveCycle® Data Services ES

Data Management

Web-Tier Compiler

RIA-PDF Creation

Portal Deployment

Blaze DS

Messaging

RPC Services

Service Adapters

Proxy Service

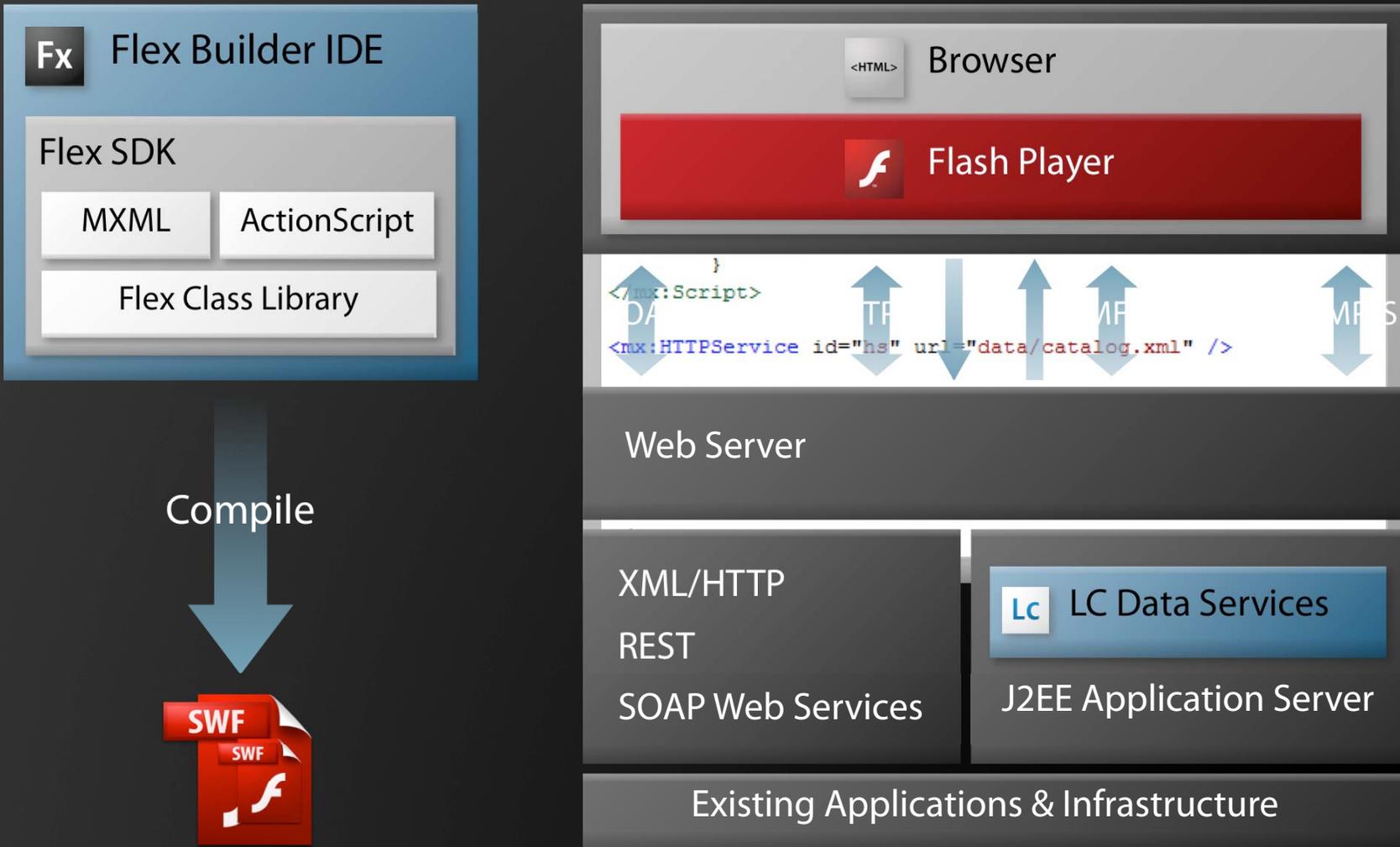
Professional Edition

Charting Components

Advanced DataGrid / OLAP

Performance Profiling

How Flex Works in the Browser



Some corporations using Adobe Flex

SONY

eBay

BOEING

SOFTWARE™
SAP
PARTNER

pike^{BETA}
by Orange

scrybe™
BETA

GizmoCall

bmcsoftware

citi

Morgan Stanley

bea™
Think liquid.™

MINDOMO

picnik

eyejot™
video mail in a blink™

STATE STREET

verizon

CISCO

allurent™

Acesis™

SOUND
LOUD

scrapblog

MOTOR
HARLEY-DAVIDSON
COMPANY

T-Mobile

AKZO NOBEL

finetune

atellis

Mvelopes™
The Simple, Smarter Budgeting System

ORACLE®

Nationwide®
On Your Side™

Fidelity

CORPORATE
ONE

LOG
Changing the rules of business

yourminis

Mapwing

fauxto™
online image editing en masse

comcast

PRIMAVERA

SHERWIN
WILLIAMS

CommuniGate
SYSTEMS

StockFetcher
Technical Stock Screening

brightcove

HANDYSOFT

M
TV
MUSIC TELEVISION®

ESRI

E*TRADE
FINANCIAL

MicroStrategy
Best in Business Intelligence™

OCG
ORIG. CASUALTY GROUP

bmcsoftware

salesforce.com
Success On Demand™

Kodak

Application Development Choices





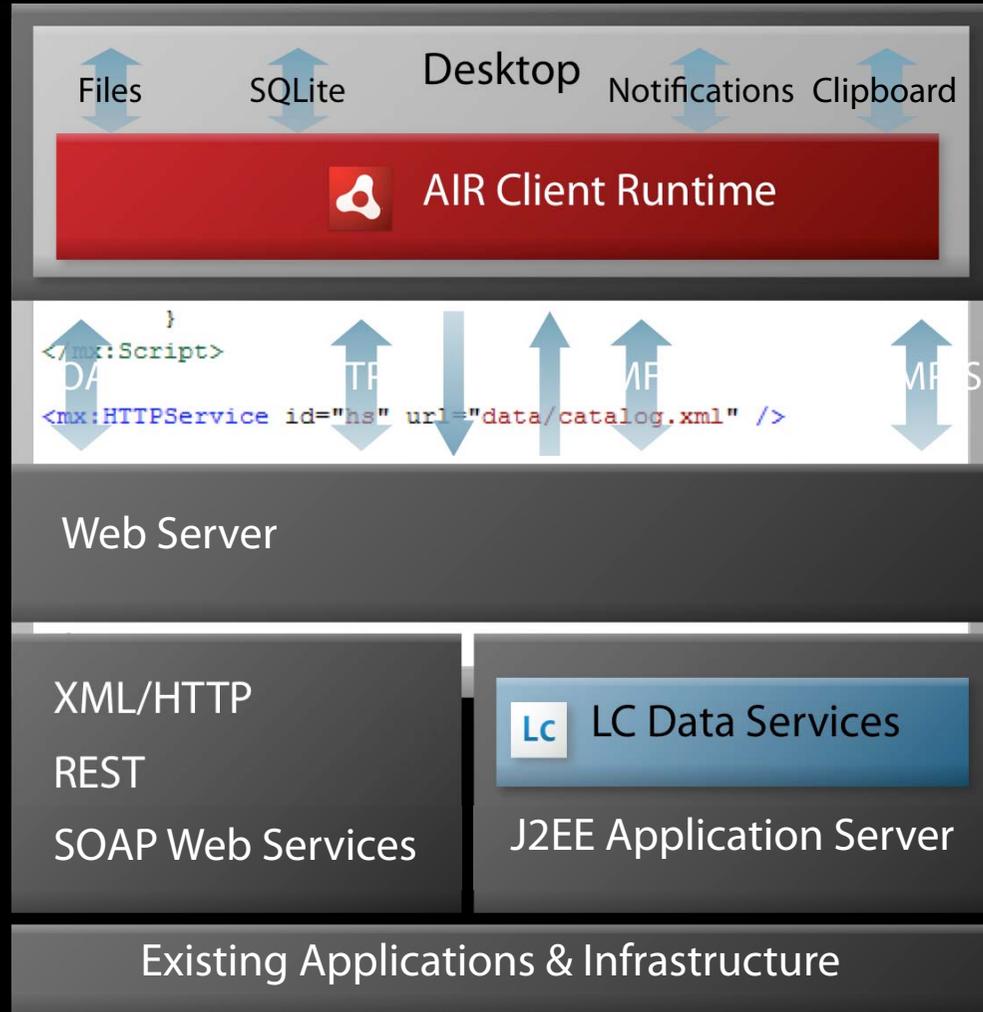
ADOBE[®] AIR[™]

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

How Flex Works on the Desktop



Compile & Package



Why RIAs on the desktop

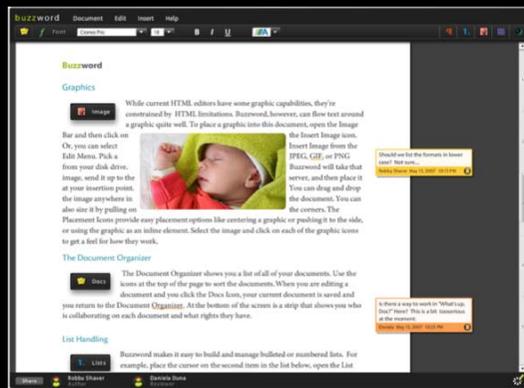
Persistent connection



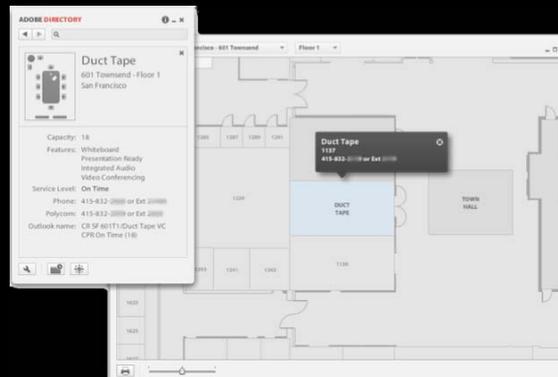
Branded experiences



Desktop functionality



Data access



Efficient development



Adobe AIR Application Stack



Adobe AIR features

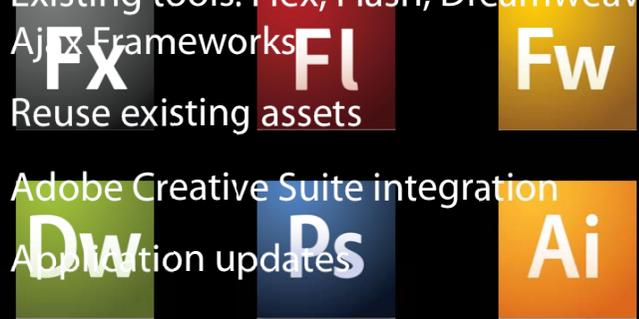
Rich applications

- Rich media and video
 - Custom chrome and toolbar
 - Desktop integration (Drag and drop, background, notification)
- 

Broad reach

- Windows/Macintosh/Linux
 - Universal application installer
 - Configure with native detection
 - Local file access and embedded database
- 

Designer and developer productivity

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

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
- www.adobe.com/products/flex
- www.adobe.com/products/air
- www.flex.org/showcase

MAX 2008 Europe



After a successful european premiere in 2007,
save the date for MAX 2008 Europe!

- December 1-4, 2008
- Milan, Italy
- www.adobemax08.com

Thank you!!!

eduvos@adobe.com

<http://www.duvos.com/>

