

MAX 2006 - Tuesday Keynote

Shantanu Narayen – what a year!

- biggest max ever–3300 people
- focus on labs as a way to introduce new technologies
- Adobe Digital Editions – built with Flex
- ben forta hit the 3,000,000 frequent flier mile mark promoting coldfusion
- integration of adobe video products and flash video
 - total platform coverage, focus on mobile devices
 - flash lite on over 100M devices
- merger of adobe.com and macromedia.com – again using own technologies with cf
- flex 2.0 – over 100,000 downloads
- sanjosesempahore.org – puzzle on new adobe tower
- flash – 10th anniversary
- 9 months since the “marriage” - right on schedule is new version of adobe acrobat
 - integration of acrobat reader and breeze (acrobat connect)
- What's next?
 - explosion of digital content - “beyond boundaries”
 - better tools, clients, and services
 - more engaging experience - “engagement” captures entire strategy

Kevin Lynch

- momentum – flash player updates happening very quickly
 - flash player 9 – 40% coverage in 4 months; full coverage in a year or less
- flash player 9 – new vm much faster – 20X faster in the demo
 - developers can build more ambitious application
 - JIT compiler – compiles into machine-native code on the fly
- video on the web – adoption now is 800X higher than when video was first introduced in flash 7
- over 200M pdfs on the web
- workflows around html, flash, and pdf

Web Workflow – Greg Rewis

- photoshop, fireworks, dreamweaver, sry
- bringing photoshop files in fireworks has been problematic in the past–fireworks 9 will allow for opening photoshop files directly and with all layers, guides, etc.
- shared layers across multiple PSDs with interactivity capabilities of fireworks
- copy and paste of single layers between photoshop and dw – optimization on the fly
- roundtrip changes between photoshop and dw
- ajax traditionally very developer-centric–sry's goal is to make

- ajax accessible to designers
- future versions of dw will integrate spry
- fireworks beta available on labs

Flash workflow – dynamic media – Mike Downey and Steve Kilisky

- docked icons and collapsible icon palettes in photoshop
- flash 9 will support import psd files natively and retain layers including editability
- import wizard can assign instance name to imported psd
- photoshop effects are translated into native flash effects
- after effects – focus on efficient, more rich workflow
- import psd into after effects
- puppet tool in after effects for organic, expressive animation
- direct output to flash video in after effects render queue
- new audio tool – soundbooth – up on adobe labs
 - designed for flash and video people to easily work with audio – create, edit, clean up, etc.
 - task-based workflow
 - easily customize music

Flash Workflow – RIAs – Sho Kuwamoto

- design comp to flex and cf
- flex family – flash player 9, flex framework 2
- flex framework is free, but means compiling yourself and using your own ide
- flex builder – makes flex development easier with design view
 - demo was done entirely on flex builder on the mac!
- flex data services – messaging, data management, rpc
- skinning flex – provide skin templates for photoshop, fireworks, etc.
- for a more custom look, designer can provide skin in illustrator
- illustrator symbol palette will be more flash aware in a few verison – export to swf – each symbol becomes a movie clip
- css styles can be attached to movie clips–this brings art from illustrator into flex builder
- cf used to return xml to flex for song list (demo was a music player)
- only three lines of code to instantiate a media player within flex that will play the music
- flex builder 2 for mac public beta available later this week

ColdFusion – Ben Forta

- cf7 shipped 18 months ago–very successful
- demo of building management app for music database built in flex
- demo of cf flex application wizard
 - quick build out of management pages for artists, albums, and edit page – typical master/detail setup
 - matches datatypes to appropriate flex controls

- scorpio
 - three sessions at max covering scorpio functionality
 - image processing functionality
 - .net integration
 - server monitoring and management
 - image processing
 - demo of image uploading and manipulation in a flex application—showed overlaying a copyright on an image
 - over 50 new functions for image processing
 - high-level tools like crop, rotate, as well as low-level tools like drawing

PDF workflows – Ben Forta

- turning paper form into pdf form
- pdfs support a lot more than reading
 - security, access control—living, intelligent documents
- can scan in paper form and run “field recognition wizard” to automatically find fill-in fields in a PDF
- live cycle designer used for building more intelligent forms—on-the-fly data lookups, etc.
- showed visual interaction with an image of an auto on an accident insurance claim form – flex
 - pdf version of form and flex version of form can be seamlessly intergrated and can communicate with one another
 - can build form once in live cycle designer – flex application running in designer – form design wizard to create flex representation of pdf form
- overall message = html + flash + pdf, seamless integration between all these technologies

Apollo Demo – Ed Rowe

- run web apps outside the browser on the desktop on any os
- cross-os runtime
- leverage existing web dev skills to build “desktop rias”
- showed music player that was built earlier in flex
 - button at bottom of app in browser - “install desktop version”
- after install, runs as any other desktop application
 - install and uninstall mechanisms, shows up in task bar/mac dock/start menu
- showed playing local mp3 file but album art was pulled in over the internet
- cross platform is incredibly important to the apollo story
 - showed same app running on both windows and mac
 - behavior of the app is appropriate to each os
 - runs exact same code on both platforms
- application stack
 - mac/windows/linux at base

- apollo runtime/apis on top of os
- swf, html, pdf on top
 - can combine all web dev techniques arbitrarily—can mix and match flash, flex, html, javascript, pdf
- demo of google maps in an apollo application
 - google maps running inside an apollo app using the existing google maps ajax
 - integration between contact panel on left, popup contact pod in flex/apollo (with transparency between the flex app and html google map), and can click on something in the apollo app and have it pull up the address in google maps
- additional functionality – local file access, online/offline detection, drag/drop, clipboard access, background processing, multiple windows support, custom window chrome, and more
- desktop rias built using same web tools we already use
 - free command line tools will also be made available
- deployment package used to deploy app on the desktop
 - can be downloaded or distributed via email (e.g.)
- apollo will allow us to use skills we have, tools we know, techniques we'll familiar with, and assets we've already created to build desktop apps

Apollo Example Apps – Kevin Lynch

- rich financial application – accounts, investments, etc.
 - again shows combination of html, flash, and pdf all running in apollo
- myspace im application
- ebay application
 - searching, managing ebay transactions
 - extremely rich flex ui
 - showed live bidding, creating items for sale
 - direct interaction with web cam—put apollo t-shirt on ebay
- word processor built in flex
 - rich text, fonts, formatting, images, track changes
 - new vm supports performance necessary for live text editing
- internet tv application
 - rss + video (video podcast)
 - video player can change brand based on the feed
- adobe.com/go/apollo – sign up to receive labs release as soon as it's available
- adobe has \$100M fund to invest in apollo-based development firms
- sneak of wednesday keynote -focus on mobile
 - drove out the “largest device running the flash player today” - 2007 jaguar (yes, a car)
 - climate control, navigation, phone, etc. all running flash