

MAX 2006 - Wednesday Keynote

Acrobat 8/Reader 8 – Kevin Lynch

- easy online storage and email reviews
- “join meeting” button to collaborate on a PDF document
 - conferenced in creator of postscript/PDF and founder of Adobe – full video/audio conferencing via Acrobat Connect

Mobile Development – Al Ramadan

- flash on more and more “non-PC” devices, but most of them are outside the US
- what's the market opportunity for developing for mobile devices in the US?
- Chumby – size of an alarm clock, but streams lots of flash content such as traffic, weather, etc.
 - available for the holiday season
- PlayStation 3
 - CPU is 35x faster than ps2
 - flash is built in
- Mobile Phones
 - NTT DoCoMo leader for flash on mobile devices
 - growth rate in japan, korea is huge
 - samsung and lg are also large flash adopters
 - samsung phone ui “adapts” its interface to things like time of day, signal strength, number of messages coming in, etc.
 - nokia has 31 new handsets with flash
- video of John Stratton – VP & CMO of Verizon
 - verizon, qualcomm, and adobe partnering on launch of flash lite 2.1 for brew
 - lg's chocolate device is flash-enabled, many others coming
 - apps downloadable through verizon's “get it now” technology
- Flash Lite 2.1 for Brew now available and shipping
- effort is designed around making developers money on selling apps for mobile devices
- Peggy Johnson – president of qualcomm internet services
 - in 1990s, implementation of data-based apps on handsets was done inconsistently
 - brew platform designed to provide a single platform for handset app development
 - “virtuous cycle” at qualcomm
 - developers develop apps
 - app tested to ensure it works across all devices
 - operator selects apps to distribute to their users, negotiates price for app
 - operator then creates catalogs of apps
 - users select and purchase apps
 - users pay normal phone bill – charge for app is added to bill and developer gets paid for that app sale
 - not just for the big companies
 - rocket mobile started with three guys, now up to \$11M in revenue; bought by italian company this year for \$30M
 - jammed out mobile—bought by EA for \$650M
 - 65 operators support brew
 - why brew loves flash
 - brew developer community—can get apps to market quickly
 - add in flash developer community, expands developer base dramatically
 - brew paid out over \$700M last year—leading wireless development platform

- double vs. the year before
- partnering with 3 content aggregators for brew
 - atom films
 - FunMobility
 - smashing content
 - these companies host content catalogs
- mobile authoring – how get apps onto mobile phones?
- Bill Perry – global developer relations, mobile devices
 - how use existing skill sets to build mobile apps, specifically for brew?
 - traditional flash authoring environment
 - when publishing, select flashlite 2.1 as version
 - flashlite 2.1 available on labs as of today
 - brew publishing wizard available today on dev center
 - in post-processing, select flashlite for brew
 - up to this step, same workflow you'd use for any platform
 - brew publishing wizard
 - class id – provided by cell phone company
 - app name
 - applet information (author, etc.)
 - applet icon
 - define output settings – generates .mod and .mif files
 - at the end of this process it shows a mobile emulator running the app
 - .mod and .mif files can be transferred directly from the PC to the phone via usb
 - brew app loader program on the handset
 - all this is available today, both tools and verizon wireless network support
 - if the handset doesn't already have the flash player on it, when they download an app that needs flashlite, it will install flashlite as part of that install
 - transparent to the user
 - how improve mobile content creation workflow?
 - working on more seamless integration between adobe products
 - demo of workflow between photoshop and flash 8
 - similar to what was shown yesterday—create UI in photoshop, import seamlessly into flash
 - adobe device central shows what content looks like on a phone
 - even displays different environmental factors such as sunlight, dark, reflection, etc. on the mobile screen
 - device central also supports changing device settings for testing—don't need to download app to a real phone to test
 - can also test various processor speeds through performance emulation in device central
 - allows developers to get an idea of what the experience is like on the actual phone
- flash developers transformed the web, now time to transform the mobile environment

Bruce Chizen (CEO, Adobe) – thoughts on where adobe + macromedia is headed

- last year, talked about adobe's commitment to developers
- wanted to leverage relationships macromedia had built up with developers
- ultimately didn't want to “mess it up”
- relieved to see that all the developers are still here (over 3500 attendees)
- focused on giving developers the tools we need to work more efficiently

- better workflows between products
- new mobile development platforms
- apollo – will revolutionize app development and deployment
- submissions for max awards contest
 - kane county circuit court uses form designer to automate process for restraining orders
 - fidelity home loan division – improved mortgage application process
 - more efficient for fidelity, more fun and engaging for end user
 - click.tv – interactive video
 - volkswagen – car configuration app for GTI
 - customized videos and pdfs based on customer selections

Announcement of MAX Awards

- Achievement: Charter One Bank – Four Point Solutions
 - Live Cycle application
 - 114% ROI
- Advertising and Branding: Volkswagen – GTI Features
- Industry Innovator: Wharton Course Auction
 - Flex + CF application – can auction off and trade seats in popular courses
- Interactive Process Management: Verizon Wireless, Smart Flyer
 - Live Cycle application
- Media and Entertainment: Click.tv
 - enables users to add comments at points within the video
 - easily create customized highlight reels
- Mobile and Devices: Poolside Air Hockey
- RIA/Web Development: ChannelMaster 4
 - Flex app—dashboard for in-process mortgage applications
- Training and Collaboration: TeachCTA
 - app for physicians analyzing CT scans to achieve certification
- People's Choice: Volkswagen
 - voting was live in the session—flex + cf application, votes submitted via SMS