

# Intro to Flash Platform

## Applications, Content and Video



### Tools to Design and Develop



Adobe® Flash® CS4  
Professional



Adobe® Flash®  
Catalyst™



Adobe® Flash®  
Builder™

### Framework



Adobe® Flex®

### Runtimes



Adobe® AIR®



Adobe® Flash® Player

### Services



Adobe Flash  
Platform  
Services

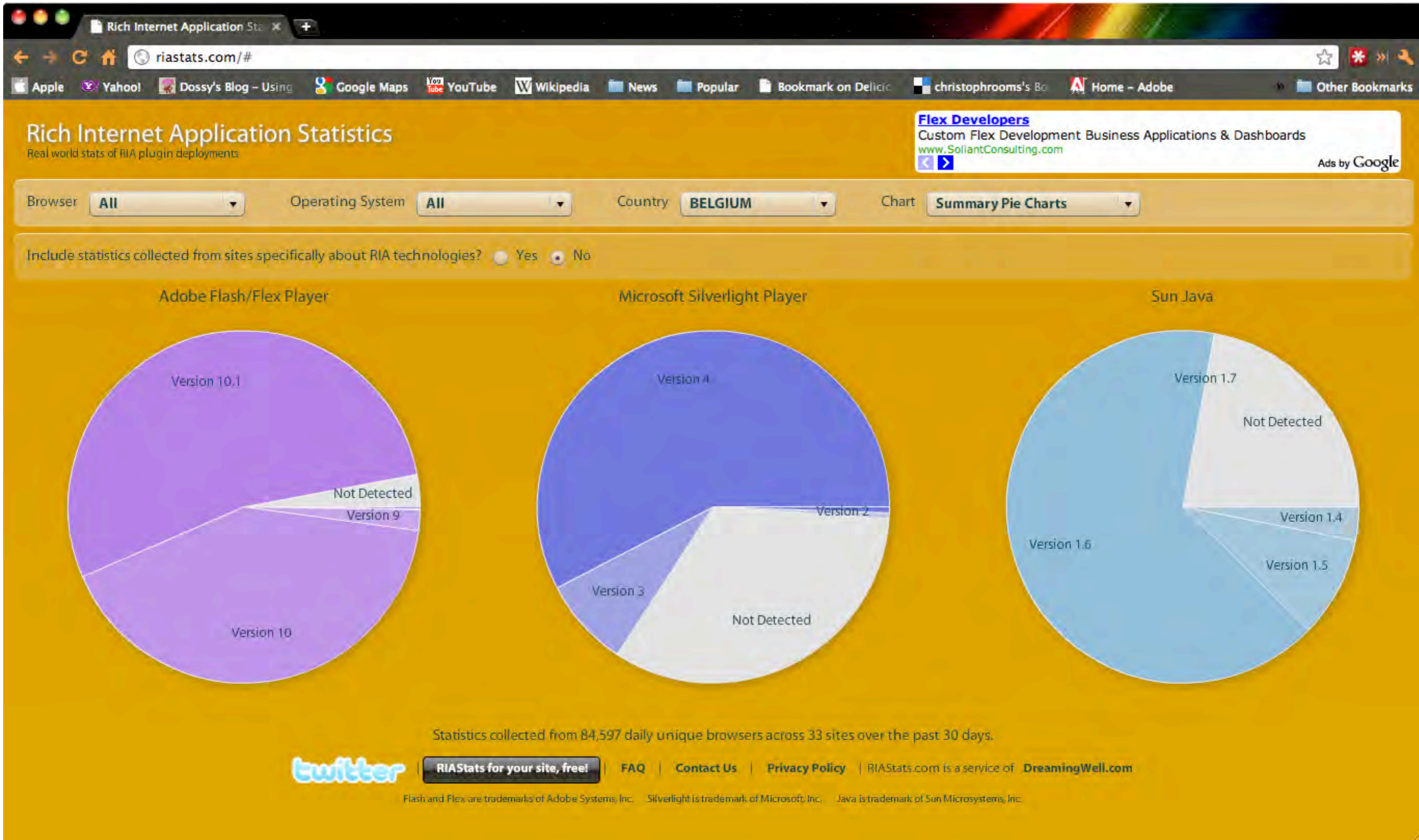
### Servers



Adobe® Flash® Media  
Server Family



Adobe® LiveCycle®  
Data Services



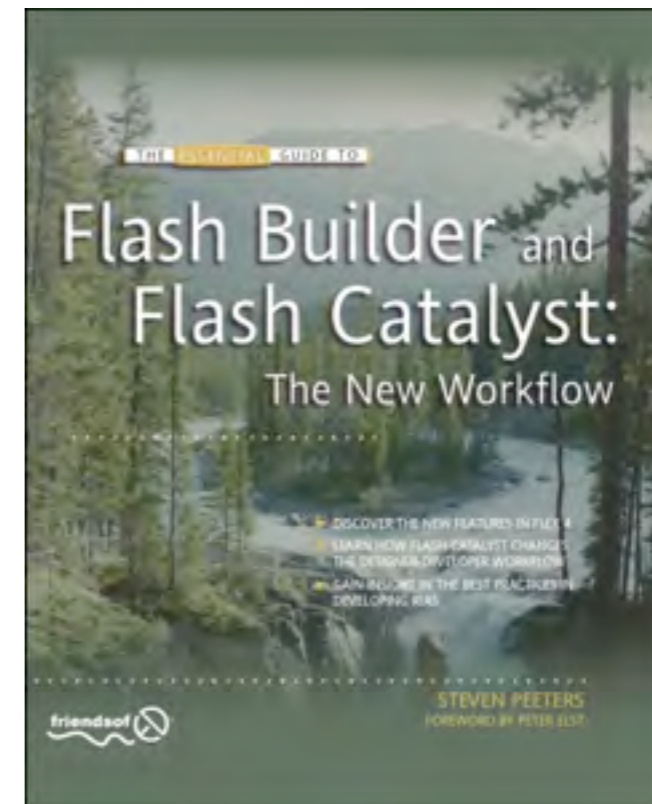


# Useful resources

- Adobe Developer Network: <http://www.adobe.com/devnet>
- Tour de Flex: <http://www.adobe.com/devnet/flex/tourdeflex>
- Tour de Mobile Flex on Android market
- Adobe TV: <http://tv.adobe.com>
- Adobe Labs: <http://labs.adobe.com>
- Adobe User Group : <http://www.adobeusergroup.be>
- Twitter :
  - @AdobeSystemsBE
  - @christophrooms : Flash BDM Adobe Benelux
  - <http://www.webkitchen.be/2009/02/18/adobe-on-twitter/>
- Professional training centers

# Choosing the best workflow

- Not always easy
- Not always straightforward
- Depends on a lot of things
  - Available people
  - Do you have the necessary skills
  - Working with external contractors/firms
  - Which approach is most cost-effective
  - Which approach is the quickest
  - ...
- There's a book about that :-)



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Welcome, chris

Home / Technologies / **Packager for iPhone**

The Packager for iPhone, which is a feature of Adobe Flash® Professional CS5 software and the Adobe AIR SDK 2.0.1, offers Flash developers a fast and efficient method to reuse existing code from ActionScript 3 projects to deliver native applications on iOS devices. It is also available as a standalone technology through this release on Adobe Labs.

**Special Update: September 9, 2010**  
Apple's recent announcement that it has lifted restrictions on its third-party developer guidelines has direct implications for the Packager for iPhone. The feature is available for developers to use today and we will now resume development work on this feature for future releases. This is great news for developers and we're hearing from our developer community that new AIR applications for iOS devices are already being approved for the Apple App Store. We do want to point out that Apple's restriction on Flash content running in the browser on iOS devices remains in place.

**Download and Discuss**

-  [Download the Packager for iPhone](#)
-  [Discuss the Packager for iPhone](#)



# BlackBerry PlayBook developer promotion



- Develop an app for the PlayBook
- Get it approved on the BlackBerry App World
- Receive your own free PlayBook device !!!
- <http://bit.ly/hyiqoK>

# Developing mobile applications

- Separate business logic from visual layout
- Keep in mind your using fingers, not a mouse pointer
- Not all devices support the same APIs
- Mobile devices are not desktops/laptops !!!
- KISS
  
- White paper: <http://bit.ly/vtwZk>