HTML 5 Design/Development Tooling + HTML and Flash

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Dreamweaver HTML 5 Pack

- HTML 5 starter layouts
- Code hinting for HTML 5 Tags
- Code hinting for CSS 3
- Multiscreen Preview panel
- Media Queries
- Live View for <video> & <audio>
- CSS 3 rendering in Live View

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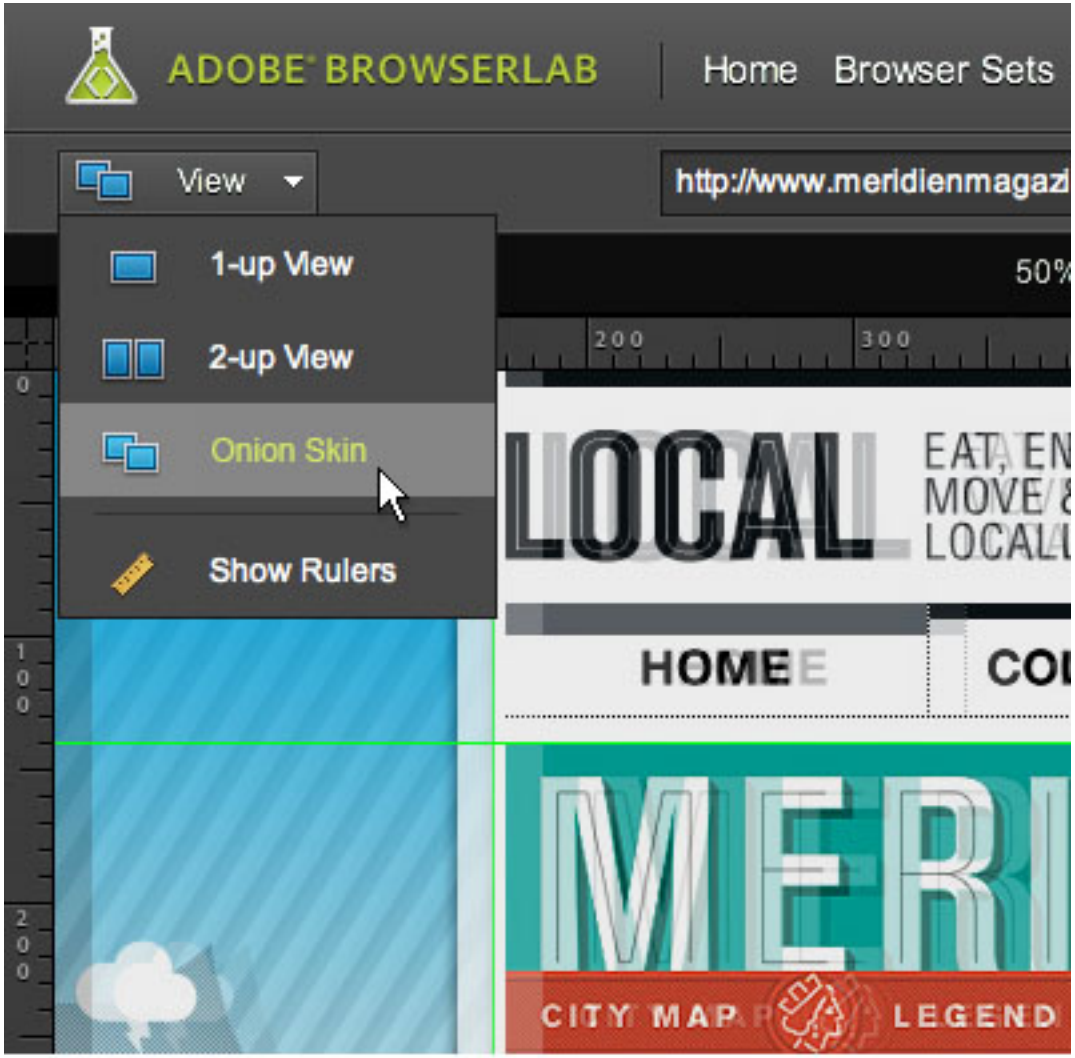
Browser Lab



- Compare web pages in different browsers to easily identify differences and potential problems
- Preview full screenshots with multiple view options and customizable test settings

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Adobe

Illustrator HTML 5 Pack

- Efficiently design for web and devices by exporting Illustrator Artboards for unique screen sizes using SVG and CSS3 media queries
- Create web widgets with Illustrator by generating dynamic vector art for data driven web work-flows
- Take advantage of the latest enhancements to SVG and Canvas to generate interactive web content
- Map artwork appearance attributes from designer to developer tools—export from the Illustrator Appearance Panel to CSS3 for streamlined styling of web pages

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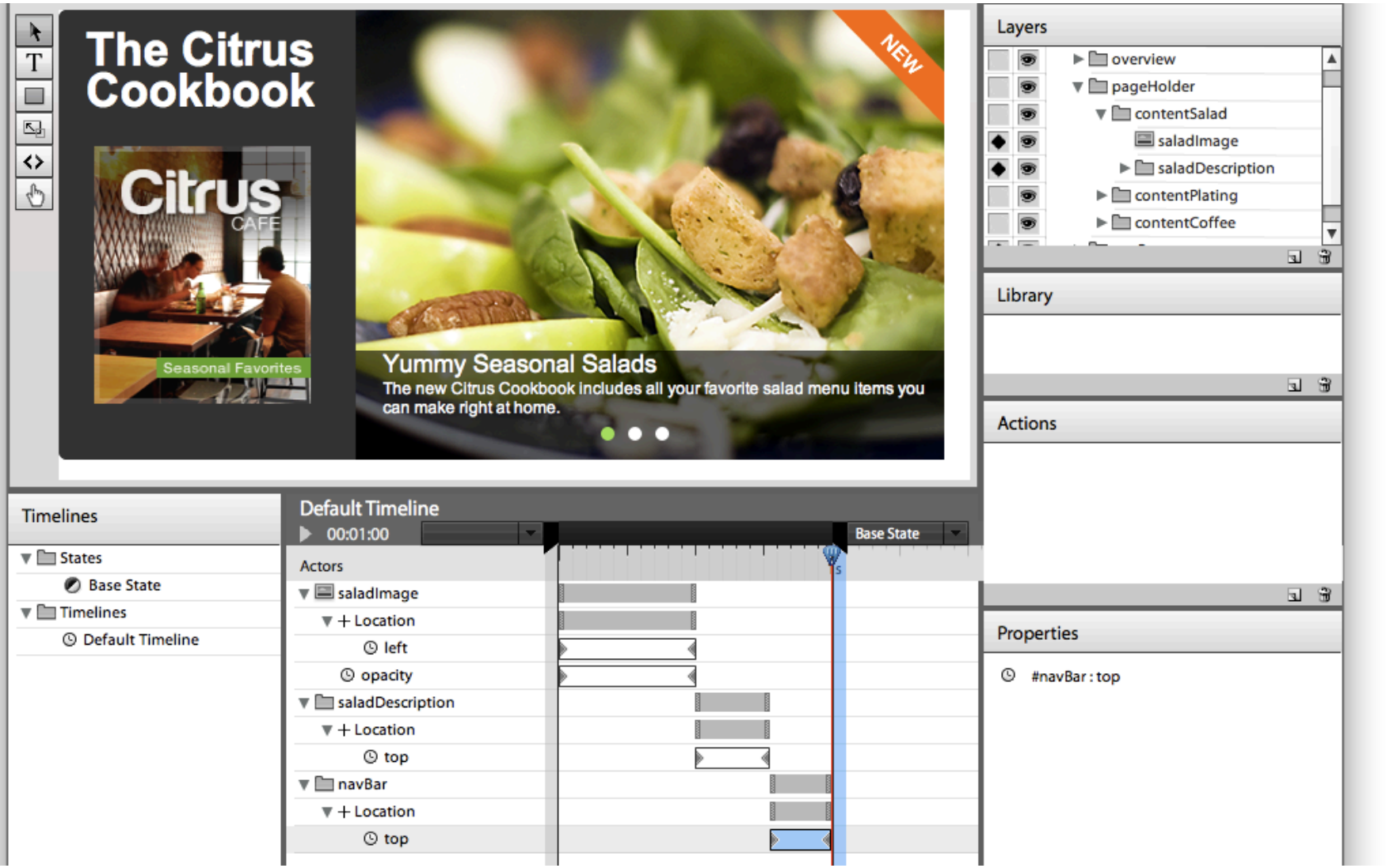
Adobe

"Edge" Project



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"Edge" Project

- Prototype motion and interaction design tool
  - Allows us to test concepts for the actual tool we are building
  - Prototype implementation concepts
- JavaScript animation library
  - Built on top of jQuery, extensible to HTML, CSS, Canvas, SVG, etc
  - Supports declarative JSON syntax and author time tool extensions for toolability
  - Can utilize CSS backend if appropriate or required

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Adobe & JQuery

JQuery Mobile

JQuery UI Datagrid

http://blogs.adobe.com/adobeandjquery

The Digest current lives

The Secret Provider

How a series of gifts from a stranger eased the Depression for hundreds of people

Not long ago, Ted Gup opened a battered old suitcase from his mother's attic and discovered a family secret. Inside was a thick sheaf of letters addressed to "B. Virdot," all dated December 1933, all asking for help. Also inside: 150 canceled checks signed by the mysterious Virdot. Gup, a journalism professor at

(TOP LEFT) COURTESY REBECCA ANOYER; (TOP RIGHT) COURTESY LEONA

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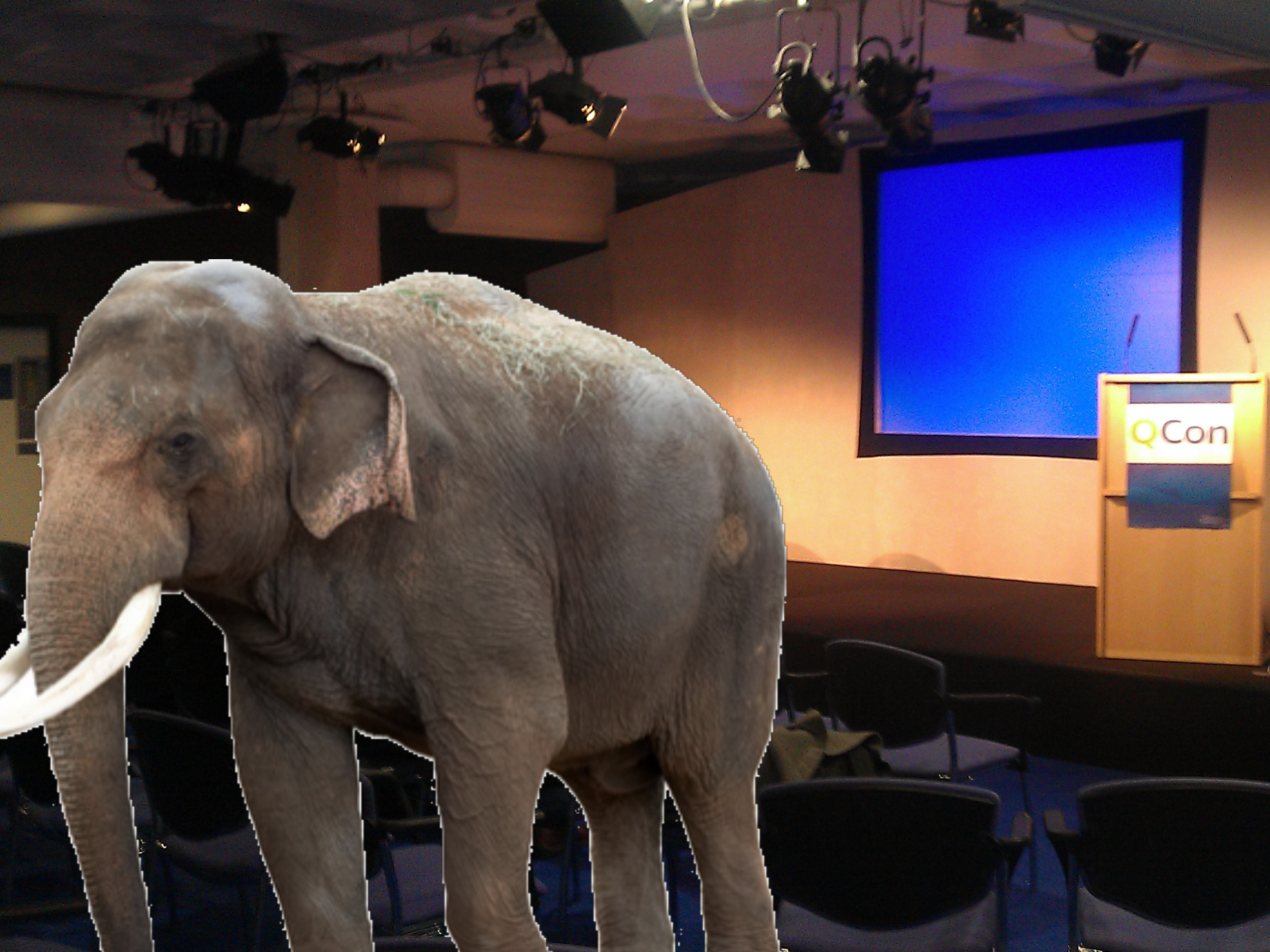
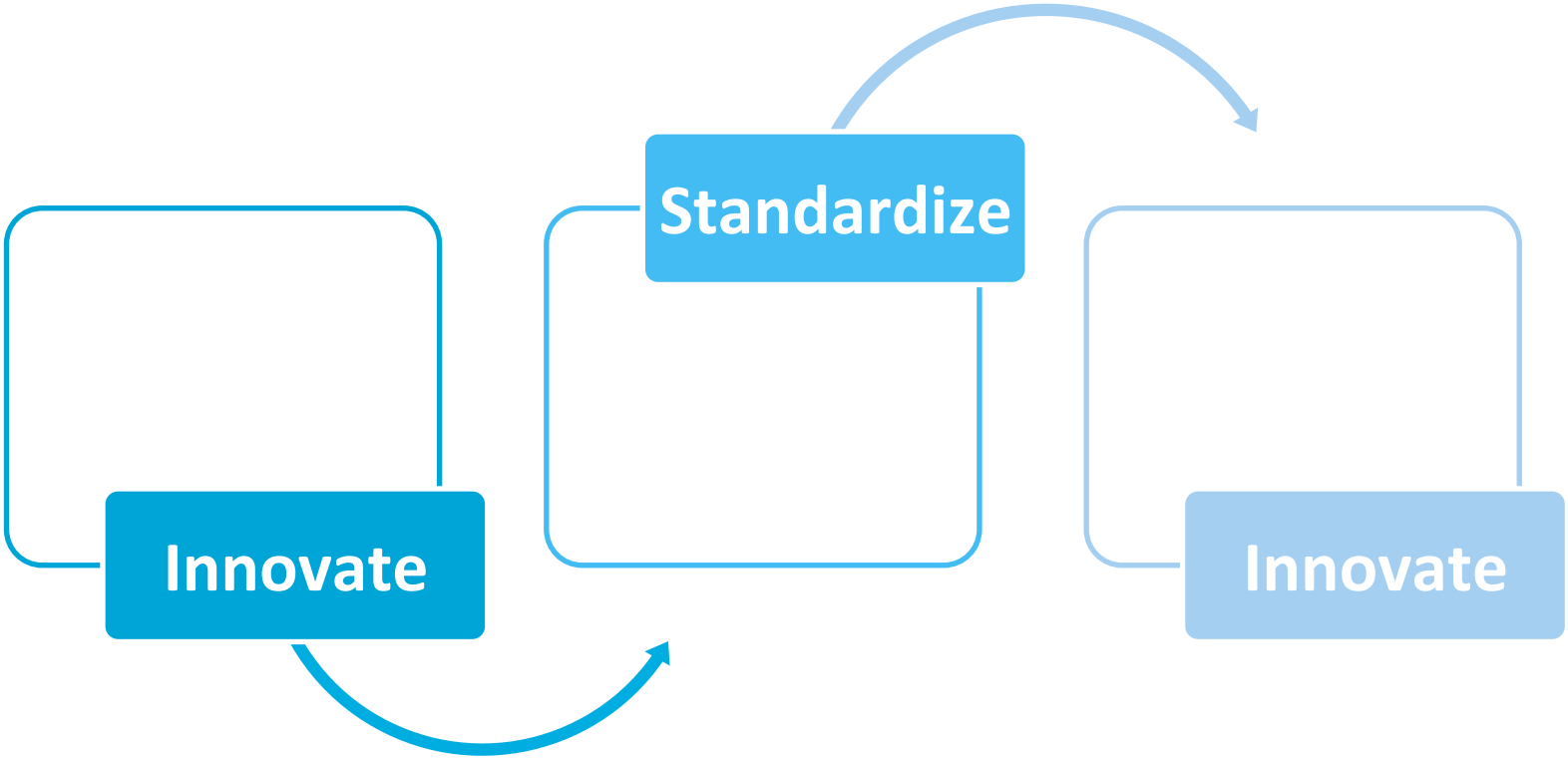

QCon

Flash and HTML: Embracing and Extending the Web



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Adobe

FLASH 1

- Vector graphics animation
- Anti-aliased vectors
- Gradients
- Fonts

FLASH 2

- Symbols (graphics, buttons)
- Hyperlinks
- Color effects

FLASH 3

- MovieClip
- Masking
- Transparency
- Browser communication

FLASH 4

- Scriptable interactivity
- Variables
- Dynamic text
- Embedded sound
- SWF loading

FLASH 5

- ActionScript 1
- XML / objects / arrays
- HTML text formatting
- Collision detection
- Printing

FLASH 6

- Streamed video
- Runtime masking
- Compression
- Drawing API
- Accessibility
- WMode

FLASH 7

- ActionScript 2
- Progressive video
- Cross-domain support
- Depth management

FLASH 8

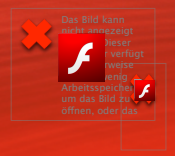
- Filters & blend modes
- Bitmap data & effects
- Text anti-aliasing
- Scale 9 component scaling
- On2 VP6 video codec

FLASH 9

- ActionScript 3
- Fullscreen
- Multi-core
- Local caching
- HD/H.264 video
- E4X

FLASH 10

- 3D Effects
- Pixel Bender
- Text layout framework
- Dynamic sound generation
- Hardware acceleration
- Dynamic streaming
- Enhanced drawing API



Wallaby

Converts Flash artwork and animations to HTML

Experimental technology still in testing and validation phase

http://labs.adobe.com/technologies/wallaby

Some Recent Flash Innovations

- Molehill
- Collaboration
- P2P
- Multiscreen Development
- Stage Video

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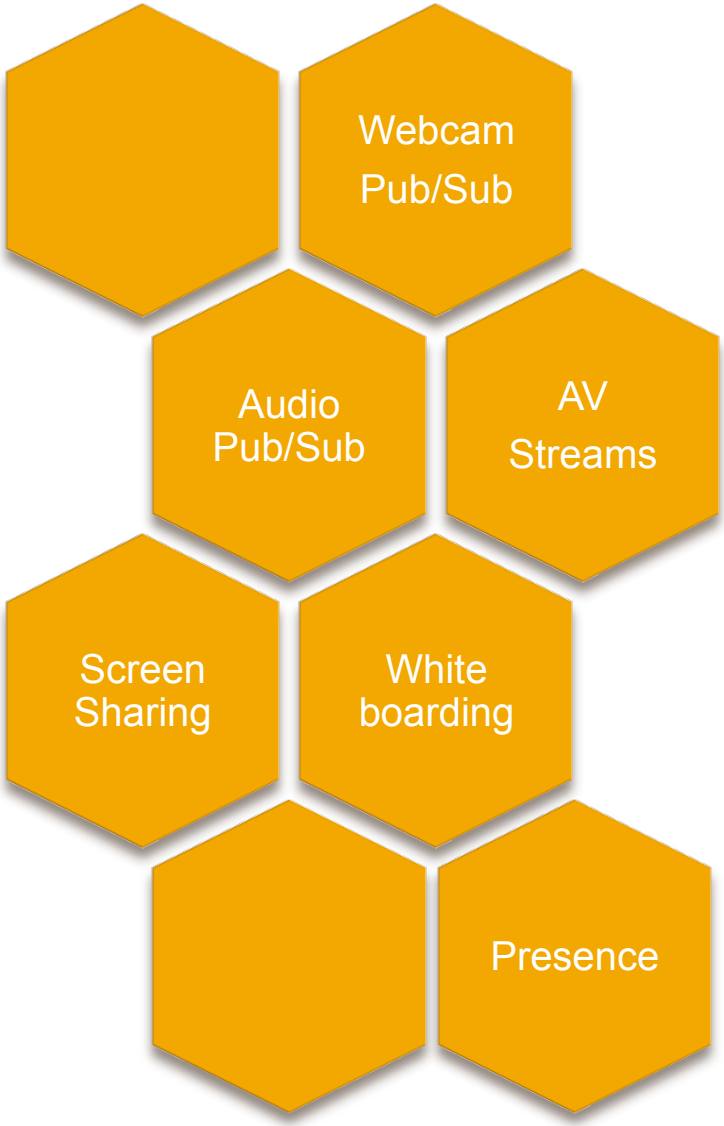
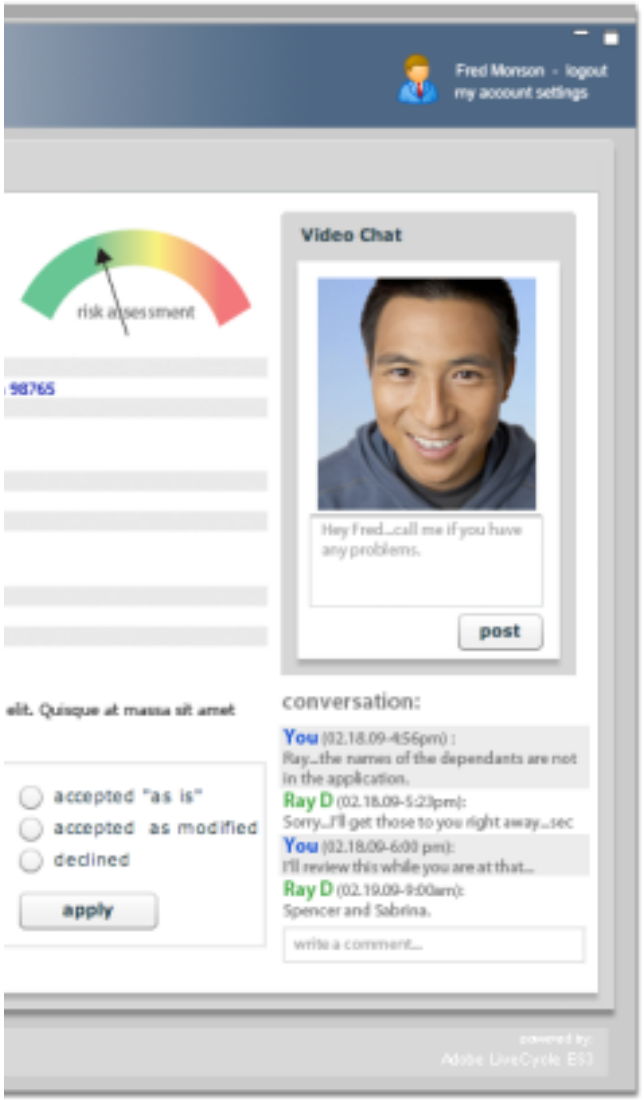
Adobe

Molehill

FR: 29/60
A: 31
RAM: 57.8M / 79.1M
POLY: 17684 / 0
AWAY3D
Code by David Lenaerts
Infinite, 3D Head Scan by Lee Perry-Smith, based on a work at www.triplegangers.com, licensed under CC

Collaboration





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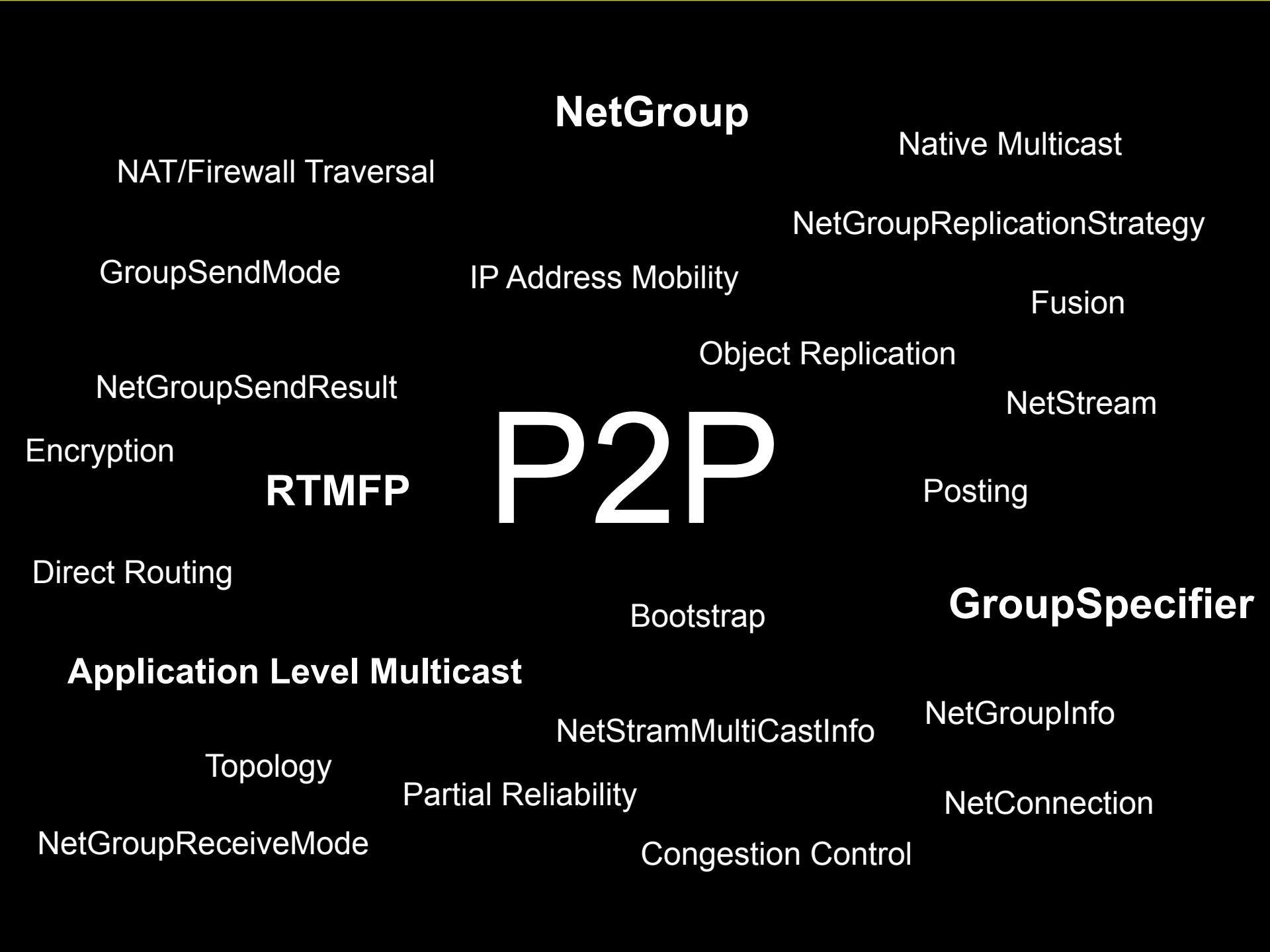
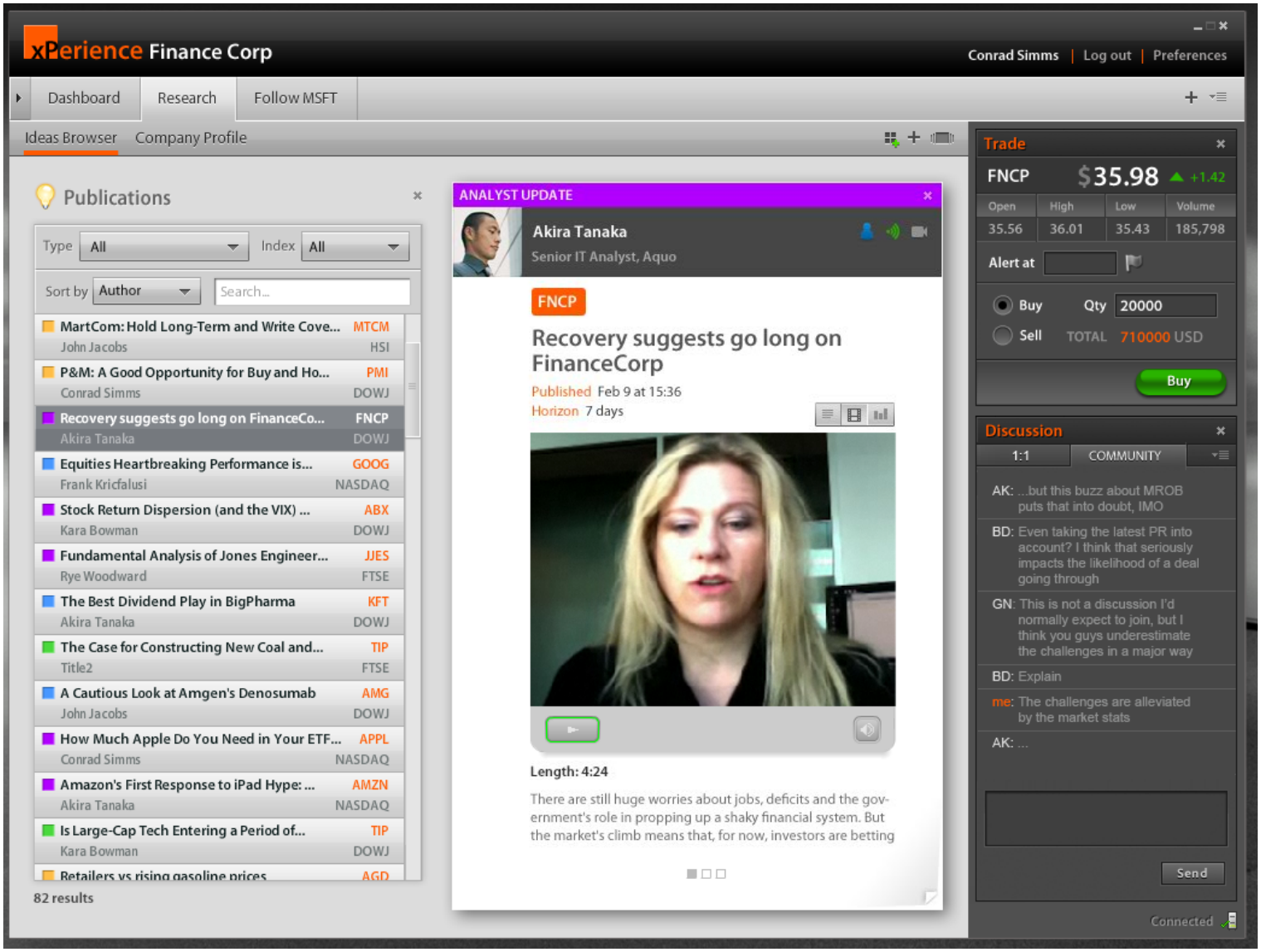

NetGroup
Native Multicast
NAT/Firewall Traversal
NetGroupReplicationStrategy
GroupSendMode
IP Address Mobility
Fusion
Object Replication
NetGroupSendResult
NetStream
P2P
Encryption
RTMFP
Posting
Direct Routing
GroupSpecifier
Bootstrap
Application Level Multicast
NetGroupInfo
NetStramMultiCastInfo
Topology
Partial Reliability
NetConnection
NetGroupReceiveMode
Congestion Control

Enterprise Applications



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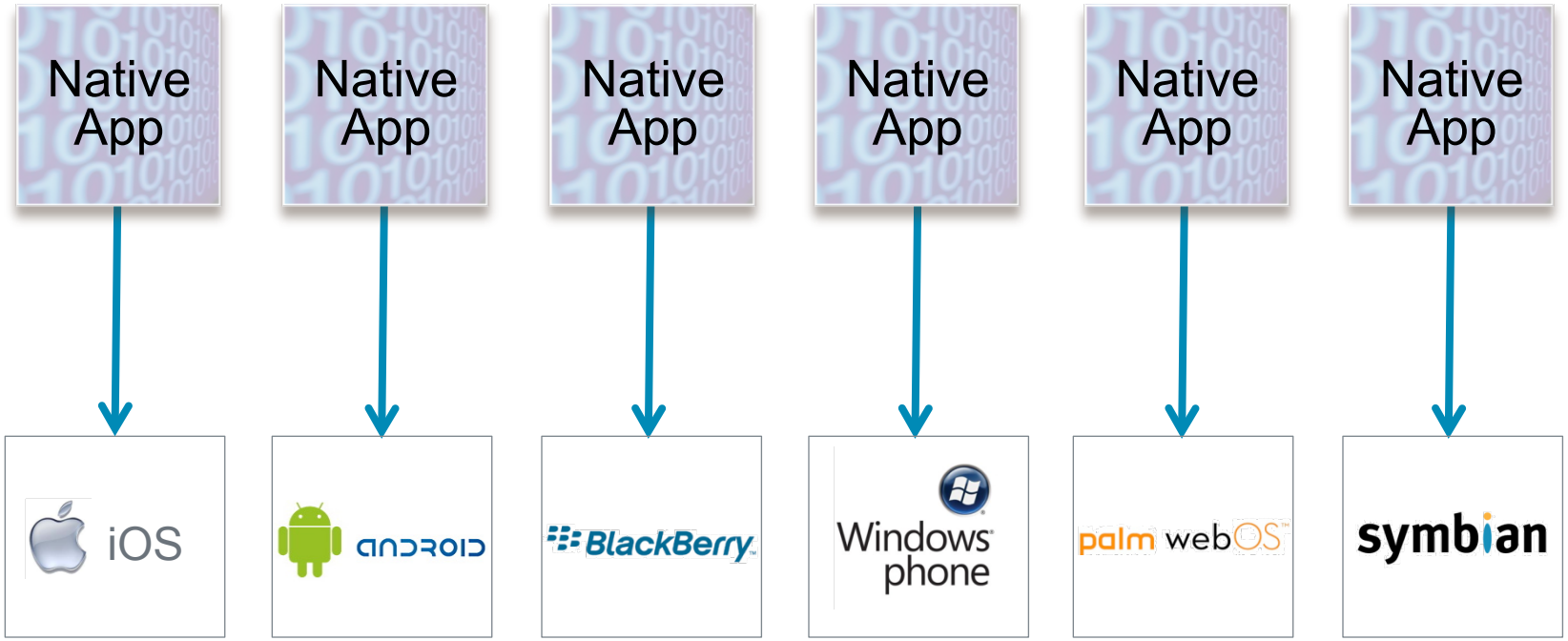
MOTOROLA
SAMSUNG
1337
The New York Times
Play
TV
Internet
Media Club
Tools
Add-ons
ASPIRE one
lenovo
Eee PC 1002HA

Native Applications



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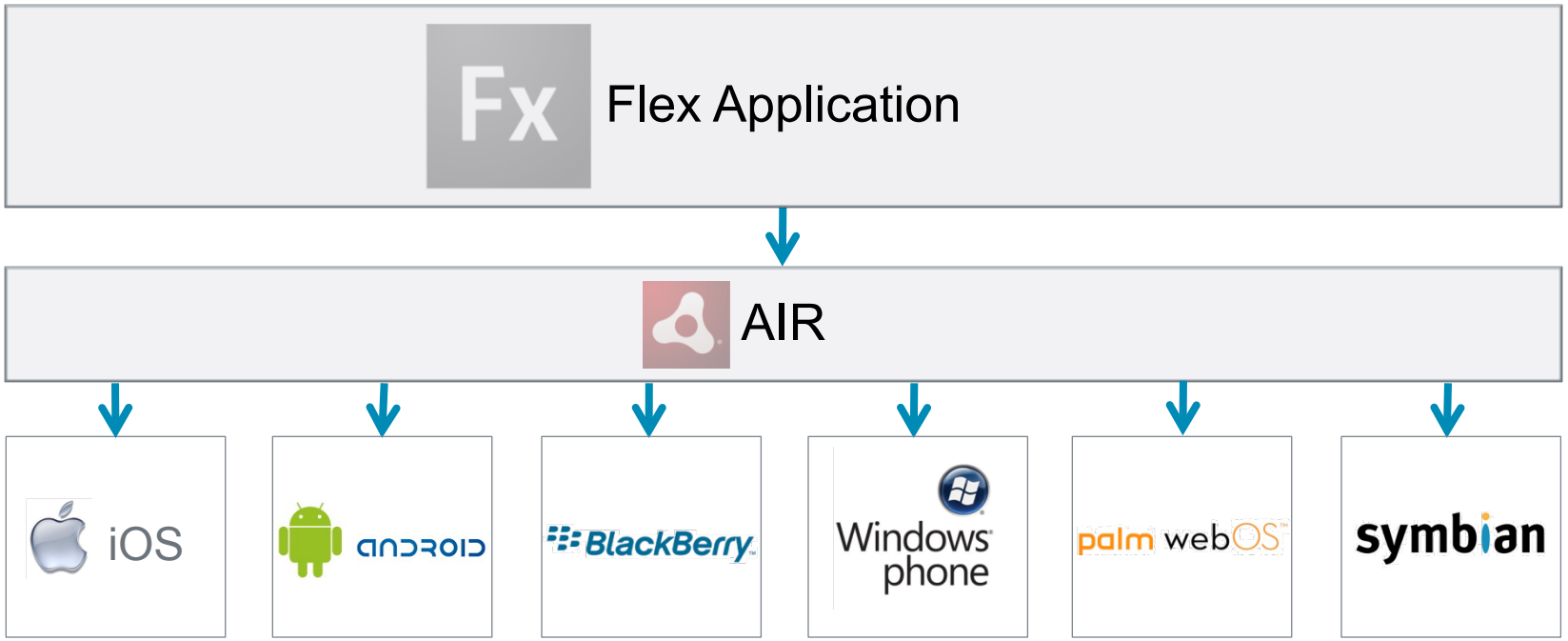
Adobe

Abstraction Layer

One Tool, One Language, One Codebase



This slide is part reality today, part work in progress and part vision, and does not represent any commitment.

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