Adobe Opens iPhone to Flash Developers

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MAX Sneak Peek Shows New Export Capability from Adobe Flash Professional CS5 Beta

LOS ANGELES--(BUSINESS WIRE)--At Adobe MAX, the company’s worldwide developer conference, Adobe Systems Incorporated (Nasdaq:ADBE) today announced that Adobe® Flash Professional CS5 will enable developers to create rich, interactive applications for the iPhone and iPod Touch. A public beta of Flash Professional CS5 is expected to be available later this year. In a sneak peek, during the MAX keynote presentation, Adobe demonstrated how developers can utilize Flash Professional CS5 to export applications for the iPhone, leveraging the same source code used to deliver applications across desktops and devices for Flash Platform runtimes – Adobe AIR™ and Flash Player 10. The new functionality opens iPhone development to millions of designers and developers who currently use Adobe’s popular Flash authoring tools.

Adobe also showcased a series of new iPhone applications built using a beta version of Flash Professional CS5. Developers that created iPhone applications with the beta include BlueSkyNorth, Bowler Hat Games, Breakdesign, FlashGameLicense, Muchosmedia, PushButton Labs, South Park Digital Studios and others. Adobe also announced that a number of additional applications are being submitted to the App Store including an iPhone application for Adobe’s Web conferencing solution, Adobe Acrobat® Connect™ Pro. Several of these new applications are currently available for iPhone users to download within the Apple App Store. For more information, visit http://www.adobe.com/go/iphone.

Adobe Flash Platform technologies open new opportunities for designers and developers by making it easy to target multiple operating systems and devices with the same application code base. In addition to helping developers deliver applications for the iPhone, Flash Professional CS5 is expected to include a new text engine for creative freedom and control with text, enhanced capabilities for team collaboration on projects, prebuilt code snippets for rapidly adding interactivity, as well as integration with Adobe Flash Builder for advanced ActionScript editing. For more information on Flash Professional CS5, visit http://www.adobe.com/go/flashprobeta.

Today, Adobe also unveiled Flash Player 10.1, which provides a consistent runtime across screens, and is supported by close to 50 participants in the Open Screen Project, an industry-wide initiative to enable consumers to engage with rich Internet experiences seamlessly across any device. Flash Player 10.1 support is expected to be available for a series of mobile platforms including Google Android, Blackberry, Symbian, Palm webOS and Windows Mobile. (See separate press release) The Apple iPhone SDK license terms do not allow runtime interpreted code, so Adobe is not able to deliver Flash Player in Safari on the iPhone without support from Apple. Applications for the iPhone built with Adobe Flash Professional CS5 do not include any runtime interpreted code.

About Adobe Flash Platform

The Adobe Flash Platform is the leading Web design and development platform for creating expressive applications, content and video that run consistently across operating systems and devices and reach over 98% of internet-enabled desktops. Flash Player 10 was installed on more than 93 percent of computers in just the first ten months since its release. According to comScore Media Metrix, approximately 75 percent of online videos viewed worldwide are delivered using Adobe Flash technology, making it the No. 1 format for video on the Web. Major broadcasters and media companies including Disney.com, MLB.com and DIRECTV rely on the Adobe Flash Platform for delivering video on the Web and the platform powers social network sites such as YouTube and MySpace. For more information about the Adobe Flash Platform visit http://www.adobe.com/flashplatform.

Quotes

Kevin Lynch, chief technology officer at Adobe

“The engineering teams at Adobe have succeeded in bringing the latest Flash technology to the iPhone, opening the way for
the Flash community to deploy to the App Store. When Apple is ready to bring the full Web browsing experience to iPhone users, we'll be ready to bring Flash Player to Safari.”

John Loiacono, senior vice president of Adobe Creative Solutions

“Adobe Creative Suite is essential for designers and developers worldwide, and touches virtually all the content and applications that enable products, brands and ideas to stand out above the clutter. This is a breakthrough for Flash customers who can now leverage their existing content and expertise to target the iPhone, along with other Flash-supported devices.”

Chris Petty, communications director of BlueskyNorth

“BlueskyNorth operates around a philosophy that is focused on excellence in design and ease of use when creating award-winning applications. With the new ability to create applications for iPhone in the Flash Professional CS5 beta we can stay true to our focus while easily extending our content to the iPhone.”

Josh Tynjala, founder of Bowler Hat Games

“With the ability to create applications for iPhone in the Flash Professional CS5 beta, I don't need to learn a new programming language or the plethora of development tools that inevitably come with it. Instead, I'm able to spend more time exploring ways to make my games like Chroma Circuit more fun on mobile devices like the iPhone and increase my business revenue.”

Stefan Wessels, Co-Founder of Breakdesign

“Porting our existing Flash Lite games and creating new casual games for iPhone with Flash technology is a great advantage for us! For the first time, a small team can do mobile games for multiple platforms without re-coding from scratch.”

Adam Schroeder, co-founder of FlashGameLicense.com

“There is a lucrative market for Flash Web games, and the new ability to use Flash Professional CS5 enables developers to leverage existing code base the way we recently were involved with on Red Hood, a game developed by DifferenceGames. Flash is the best platform for casual gaming content and with this new development we see a huge opportunity for developers.”

Stefan Richter, founder of Muchosmedia

“We are extremely excited about being able to leverage our existing Flash skills for iPhone development to build rich and engaging multi-user applications. By developing directly in Actionscript 3 and exporting for iPhone and iPod Touch, we can take our popular Just Letters Game to a whole new platform and audience.”

Ben Garney, senior Flash Platform developer, PushButton Labs

“Building Trading Stuff In Outer Space for iPhone with the Flash Professional CS5 beta was a great experience. The tools were very easy to get into - we were deploying content to the iPhone within minutes. Adobe is serious about bringing Flash technology to the iPhone, and we are very excited about how these new capabilities will mature.”

Multimedia

View iPhone apps developed with Flash Pro CS5 in action: http://www.adobe.com/go/iphone

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