

# Leading aggregators and content providers, who already use the new Flash Lite Distributable Player today, include:

## Adobe Partner Quotes

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### **Accuweather**

“AccuWeather is delighted to work with Adobe as part of our ongoing effort to bring users the weather they need, however and wherever they want it. Flash Lite Distributable Player enables developers and content providers to give users direct access to the latest version of the mobile runtime through the download of Flash based applications. With this solution, our application can reach anyone with a mobile device, distributing services such as current weather conditions, 15-day forecast calendars, radar and satellite maps as well as severe weather alerts.” - *David Mitchell, Director of Wireless Services at AccuWeather.com*

### **Bacardi/agencynet**

“BACARDI will be offering portable access to their premium lineup of classic cocktails in a new mobile application. In this prototype, users have access to BACARDI’s original drink recipes, including ingredients, instructional videos on how to prepare them, and the historical information of each of the classic cocktails. This mobile experience is made possible by Adobe’s Flash Lite Distributable Player.” - *David Brown, Lead Developer of Emerging Technology, Agencynet*

### **Digital Chocolate**

“As an award-winning game developer, Digital Chocolate is committed to delivering high quality, original games across mass-market casual platforms, with the goal of distributing our games on different platforms to reach more users. Adobe’s Flash Lite Distributable Player enables us to easily distribute our classic hit game, Tower Bloxx, to many different mobile handsets and devices.” - *Trip Hawkins, CEO and Founder, Digital Chocolate*

### **Disney Publishing Worldwide**

“At Disney Publishing we have a rich history of developing comics for over 75 years. We are pleased to be collaborating with Adobe Systems to explore new ways to take our beloved comics from paper to the digital age. Using Adobe’s Flash Lite Distributable Player technology, we are pursuing Digicomics, an exciting new multi-platform entertainment product that will serve up our popular Disney comics on mobile phones and other portable devices.” - *Dario Di Zanni, Manager New Media, Disney Publishing Worldwide*

### **Dolce & Gabbana**

“A luxury brand distinguished by high sartorial roots, Dolce & Gabbana has always been a forerunner in employing new digital communication channels so users can be updated in real time about the latest Dolce & Gabbana collections and news. Adobe’s Flash Lite Distributable Player provides Dolce & Gabbana with a new direct and interactive communication channel that reaches customers via their mobile devices and D&G Fashion Channel is one of the first of such mobile applications specifically developed for a fashion brand.” - *Dolce & Gabbana*

### **Finetune**

“Music lovers of all varieties enjoy our personalized radio, creating custom playlists from our huge catalog of licensed music. We're thrilled to use Adobe's Flash Lite Distributable Player, as the technology helps us easily extend the Finetune experience from the computer to mobile devices, IPTV platforms, game consoles and beyond.” - *Martin Kay, CEO, Finetune*

### **GetJar**

“As the leading independent mobile app store, GetJar is poised to be a major direct distributor of free apps targeting the Adobe Flash Lite 3.1 Distributable Player. Distributing Flash apps for the new player is directly in line with our goal of offering consumers the widest possible choice of applications across all major platforms. We look forward to seeing all the exciting applications our extensive developer community will create with Flash Lite 3.1.” - *Ilja Laurs, Founder and CEO, GetJar.*

### **Hachette Filipacchi**

“With Adobe's Flash Lite Distributable Player, we are able to deliver our brands and media products to the mobile consumer in the most visually appealing way possible. Our mobile channel will be continuously updated with the latest information in the formats and on the devices our readers want, reinforcing our edge as the world's leading magazine publisher.” - *Ignacio Tomé, New Business Director, Hachette Filipacchi*

### **Nespresso**

“As the pioneer of the portioned coffee market, our goal is to provide the very highest quality coffees that can be enjoyed in the comfort of consumers' own homes and out-of-home locations like restaurants, hotels, offices and luxury retail businesses. We understand the value of providing a compelling and consistent experience to our user base - regardless of device - and rely on Adobe's Flash Lite Distributable Player for the direct delivery of rich content and engaging applications.” - *Benôit Rolland, International Internet Manager, Nespresso.*

### **RCS**

“As the top publisher in Italy, we focus heavily on providing readers with content digitally and constantly look for solutions that offer a user-friendly and appealing interface. Flash Distributable Player meets this need. The solution provides consumers with direct access to content from our brands through the download of Flash based applications.” - *Federico Vittadello, Head of Mobile and Online VAS, RCSAdobe*

### **Thumbplay**

“This makes Thumbplay the first app store in the U.S. that allows Flash Lite developers to submit, track and get paid for their work. With Adobe's public beta today, more than one million Flash developers world-wide can directly sell Flash Lite apps to all compatible handsets and carriers using the Thumbplay OPEN platform.” - *Are Traasdahl, Founder and CEO, Thumbplay*

### **Uclick**

“As the largest packager and distributor of comics and word games on the Web, Uclick is expanding our audience by making Jeff Smith's award-winning comic Bone broadly distributed to mobile devices via the Adobe Flash Lite Distributable Player. We are committed to distributing our vast and growing portfolio of comic books, manga and graphic novels via this new Adobe mobile solution.” - *Douglas Edwards, CEO, Uclick*

### **Zed**

“We acknowledge the introduction of compelling solutions, such as Adobe's Flash Lite

Distributable Player, which enable the creation of rich applications in the mobile space. The mobile games industry will receive a boost from Flash due to its lower development costs, shorter development times, easier porting between handsets and much higher consistency.” - *Juan Carlos González, Managing Director Games, Zed*

