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# Nokia and Adobe Bring New Flash Applications to Mobile Phones and Other Devices

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## Open Screen Project Fund Recipients Announced

LOS ANGELES — Oct. 5, 2009 — At Adobe MAX, Adobe's worldwide developer conference, Nokia and Adobe today announced more than 35 funded multi-screen applications as part of the joint Open Screen Project Fund. Both companies also introduced new Nokia Web Runtime (WRT) extensions for Adobe® Dreamweaver® CS4 software making the creation of mobile WRT widgets for supported Nokia devices easier than ever. Together with the Ovi Store by Nokia, developers and designers have an easy way to engage, build and publish their content to Nokia mobile device customers around the world.

### Engage - the Open Screen Project Fund, Newly Funded Companies

Announced in February 2009, the Open Screen Project Fund is a \$10 million joint market development fund designed to accelerate the creation of multi-screen applications, content and services that leverage existing Adobe Flash Platform technologies and the new Adobe [Flash Player 10.1](#) runtime for smartphones, netbooks, smartbooks and PCs. Companies of all sizes have been encouraged to submit their ideas, and they have responded by submitting more than 750 to date from over 60 countries. The more than 35 funded applications built using the Flash Platform realize the Open Screen Project vision of delivering compelling experiences across screens. A complete list of funded applications can be found on the [Open Screen Project](#) Web site.

The Open Screen Project Fund is actively accepting new submissions until the end of 2010. Developers can apply via [www.openscreenproject.org](http://www.openscreenproject.org) or [openscreen.forum.nokia.com](http://openscreen.forum.nokia.com). During the Adobe MAX conference, Adobe and Nokia will demonstrate several of these applications. (Attendees can find these demos in the Winners Circle in the Community Lounge). They include:

- Twittle, Flash Widgets, LLC - Twittle is a robust twitter client. See video [here](#).
- MyFestival Guide, Little Big Ideas - The MyFestival Guide is an interactive moving map and guide to the second largest music festival in Europe, the Roskilde Festival. See video [here](#).
- SmartGrooves, Storer Communications Ltd. - SmartGrooves is a creative entertainment application using Flash technology to deliver interactive multimedia. See video [here](#).

- MileBlaster, CTM Holdings – MileBlaster tracks your frequent flyer miles against award goals. See video [here](#).
- UvLayer, Unknown Vector – UvLayer lets users curate their digital media through an immersive multi-screen interface.
- LiveTalkBack, Greys Mead Ltd – LiveTalkBack collects real-time audience feedback to content publishers and broadcasters. See video [here](#).
- TckTckTck Campaign, Moterosa – The TckTckTck Campaign hopes to engage and inspire millions of people around the world to join a growing movement against global warming.

Turner Broadcasting is another content partner that developed a new CNN video application leveraging the Adobe Flash Platform: "Working with Nokia and Adobe Flash technology allowed us to develop a fantastically rich CNN video application for consumers. None of this would have been possible without the Open Screen Project efforts," said Mark Farrow, director, Turner Broadcasting System, Inc.

#### **Build – Nokia Builds on the Success Seen with Integrated Tools Support**

Web developers and designers looking to build rich applications for mobile devices can now build WRT widgets more easily using familiar tools like Adobe Dreamweaver CS4 software. The Nokia WRT Extensions for Dreamweaver CS4 software include the Web Developer's Library, widget import capabilities, widget wizard, widget preview, debugging and deployment features. Additionally, the updated tools support touch screens; "Home screen" publishing functionality on the Nokia N97 and the recently announced Nokia N97 mini; and Platform Services which enable the simulation of contacts, location, calendar, contacts and other APIs in applications.

#### **Publish – Flash Developers can Reach Millions of Nokia Customers with Ovi Store**

Close to 40 percent of all new phones in 2008 shipped with Flash technology and Nokia has shipped more than 400 million devices with Flash technology to date. Developers and designers can take advantage of this global reach by publishing their content to Ovi Store and the Adobe AIR® Marketplace for consumers to download and experience. With content ranging from applications, games, videos, podcasts, productivity tools and Web, to location-based services and much more, Ovi Store offers Flash developers a unique opportunity to target customers and monetize their content.

"The Open Screen Project Fund has received developer submissions from over 60 countries," said Purnima Kochikar, vice president, Forum Nokia. "With the Open Screen Project Fund, easy to use development tools and distribution through Ovi Store, times have never been better for Flash technology developers."

"We are excited to see many more rich Flash technology based mobile applications come to market," said David Wadwhani, general manager and vice president, Platform Business Unit at Adobe. "With today's announcement of Flash Player 10.1 and Nokia's Dreamweaver software extensions for WRT, we expect even more innovation and creativity in Web content development across screens in the future."

#### **About Adobe Systems Incorporated**

Adobe revolutionizes how the world engages with ideas and information - anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com).

## About Nokia

Nokia is a pioneer in mobile telecommunications and the world's leading maker of mobile devices. Today, we are connecting people in new and different ways - fusing advanced mobile technology with personalized services to enable people to stay close to what matters to them. We also provide comprehensive digital map information through NAVTEQ; and equipment, solutions and services for communications networks through Nokia Siemens Networks.

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