



## Adobe Flash Player 10.1 Coming to Mobile Devices Quotes from Industry Partners

### **AOL Media**

"With Flash Player 10.1 we can create a more portable mobile web application that delivers the same premium user experience that consumers expect on the Web and now on mobile devices."

-- *Sun Sachs, vice president and creative director, AOL Media*

### **ARM**

"As an OSP partner, we are working closely with Adobe and its engineering group. We are thrilled to see the incredible progress around Flash Player 10.1 coming to smartphones, netbooks, tablets and other mobile devices. As a consistent runtime across screens, support for Flash Player 10.1 brings a full and rich web experience to mobile users worldwide. The delivery of the full Flash Player to mobile devices via adobe.com and mobile marketplaces will allow users to always have the latest, most innovative version of the runtime platform on their device. We've seen Flash Player 10.1 run beautifully on multiple ARM® processor-based products and we are committed to supporting Flash Player 10.1 across the continuum of ARM Cortex™-A processor-based devices bringing the full web to end consumers."

-- *Ian Drew, executive vice president of Marketing, ARM*

### **Armor Games**

"It's essential that our games are available across a variety of platforms. With Flash Player 10.1, we can deliver games across all standard and mobile platforms, enabling our content to be accessible by more people, anytime and anyplace."

-- *John Cooney, head of Game Development, Armor Games*

### **Brightcove**

"We're excited to extend Brightcove's leading online video platform with support for Adobe Flash Player 10.1 and the new Brightcove Mobile Experience solution. Brightcove's global customer base of more than 1,000 media companies and marketers now have a unified platform and turnkey solution for providing a high-quality, consistent online video experience across PCs and mobile devices."

-- *Jeff Whatcott, vice president of Marketing, Brightcove*

### **EPIX**

"The Adobe Flash Platform opens the door for us to offer the first long-form television experience on mobile devices. With Flash Player 10.1, we can reach more of our customers' users—who can enjoy the same engaging viewing experience as they are used to on TV and now computer screens— through mobile devices that can be viewed anywhere at their convenience. We're very excited about bringing this capability to market for our customers."

-- *Tom Carpenter, vice president of Operations, EPIX*

**Freescale**

"Through close work with Adobe and Movial, Freescale is bringing Adobe Flash Player 10.1 to its iMX platforms, enabling the creation of consumer products that deliver superior video and graphics capabilities. We are pleased to see progress around Flash Player 10.1 for smartphones, smartbooks, tablets and other smart mobile devices. As a consistent runtime across screens, support for Flash Player 10.1 is vital to bring a full and rich web experience to mobile users worldwide. Flash Player 10.1 leverages the integrated, high-performance graphics and video cores on the i.MX51 processor to deliver outstanding video experience while conserving battery life and minimizing resource utilization. We've seen Flash Player 10.1 run well on our i.MX51-based evaluation kit and Smartbook Tablet reference design and we are supporting Flash Player 10.1 across smart mobile devices built with i.MX processors."

-- *Bernd Lienhard, vice president and general manager, Multimedia Applications Division, Freescale*

**HP**

"HP actively supports Adobe's continuing efforts to deliver rich multimedia experiences on the Web via Flash. With the upcoming introduction of a slate from HP this year, our customers will be able to take full advantage of the millions of Web sites that use Flash, HD and other multimedia content."

-- *Phil McKinney, vice president and chief technology officer, Personal Systems Group, HP*

**Intel**

"The Intel® Atom™ processor family offers an unprecedented mobile Internet experience across a range of devices. As we move our architecture into platforms that are very small and portable, it's exciting to collaborate with Adobe in optimizing Flash Player 10.1 to deliver the performance of Flash on PCs across smartphones, netbooks, tablets and other mobile devices. Intel remains committed to supporting Flash Player 10.1 across our entire Intel® Atom processor family to bring a consistent, rich web experience to mobile users worldwide."

-- *Christos Georgiopoulos, general manager, Developer Relations Division, Intel Corporation*

**Lenovo**

"Lenovo is working closely with Adobe and its engineering group to implement Flash Player 10.1 on the upcoming Lenovo Skylight smartbook. Support for Flash Player 10.1 is a critical element of providing users with a full and rich web experience in this new class of mobile devices."

-- *Peter Gaucher, vice president, Mobile Internet Products, Lenovo*

**Miniclip.com**

"We are very excited that Adobe Flash is available on mobile phones which will significantly increase the number of users that will have access to Miniclip Flash based games and products. We've built our online business, Miniclip.com with Adobe Flash and believe that Adobe Flash on mobile is one of the next steps in driving our further growth by opening up the large mobile market to us. It's great for consumers because they will be able to enjoy playing their favorite Miniclip games anywhere, anytime on their mobile devices."

-- *Alex Williams, head of games, Miniclip.com*

**Nick.com (Nickelodeon)**

"Flash Player 10.1 helps us to seamlessly carry our brand experience from one platform to the next. With Flash Player 10.1, we look forward to being able to tie our online and mobile experiences closer together so that users can take their favorite Nickelodeon experiences with them wherever they go."

-- *Steve Youngwood, executive vice president, Nickelodeon Digital Media*

**NVIDIA**

"With NVIDIA Tegra and Flash Player 10.1, you can experience the full web on a tablet, without being forced to rely on a specialized website just for the device. Also with Adobe AIR on Tegra, gorgeous, full-color, interactive digital magazines are now here. Say goodbye to plain old black and white text."

-- *Neil Trevett, vice president of Mobile Content, NVIDIA*

**Palm**

"Palm's webOS is the first mobile platform to be built from the ground up to combine standard web technology, innovation and integration. Adobe Flash is an integral part of the Web and we're excited to be working closely with Adobe to give our users access to rich content delivered via Flash technology. We expect a beta version of the free Adobe Flash Player 10.1 plug-in to be posted to the Palm App Catalog soon."

-- *Michael Abbott, Senior vice president of Software & Services, Palm*

**RIM**

"Consumers are adopting smartphones in record numbers and we are working closely with Adobe and its engineering group to address the evolving needs of users and developers on the BlackBerry platform. Our teams are seeing great progress and we look forward to supporting Flash Player 10.1 on the BlackBerry platform in a way that delivers an incredibly rich, compelling and unique mobile experience for our customers."

-- *Curtis Sasaki, vice president of Platform Product Management, Research In Motion*

**Sagemcom**

"Sagemcom teams are working closely with Adobe and its engineering group. We are thrilled to see the incredible progress around Flash Player 10.1 coming to tablets, smartphones, netbooks and other mobile devices. As a consistent runtime across screens, support for Flash Player 10.1 is a must-have to bring a full and rich web experience to our worldwide tablet customers. The delivery of the full Flash Player to tablet devices via adobe.com and mobile marketplaces will allow users to always have the latest, most innovative version of the browser based runtime on their device. As an international leader in high added value communicating terminals, Sagemcom is committed to supporting Flash Player 10.1 across its new Home Screens."

-- *Patrick Sevia, president, Sagemcom*

**Samsung Electronics**

"We believe that support for Flash technologies is essential to bring a full and rich web experience to mobile users worldwide. As an Open Screen Project participant, we are committed and have been working closely with Adobe to integrate Flash Player 10.1 into our devices in an effort to deliver the highest quality Internet experiences for Samsung smart phones in 2010."

-- *Hyungmoon No, vice president of R&D Planning Team, Samsung Electronics*

**Sling Media**

"SlingPlayer support for the Adobe Flash Platform will broaden the reach of our technology to a world of new devices. Adobe's continued delivery of new performance and feature capabilities makes SlingPlayer updates and enhancements much faster to develop and distribute."

-- *John M. Paul, executive vice president of Products, Sling Media*

**South Park Digital Studios**

"Our focus is on creating great content and applications for our fans on multiple platforms. Flash Player 10.1 allows us to do this cost effectively giving our fans the flexibility to use it wherever and whenever they want."

-- *Gregory Kampanis, senior vice president of Content Strategy and Operations, South Park Digital Studios*

**ST-Ericsson**

"Mobile devices are evolving to provide consumers with an ever richer web experience and Adobe Flash is one of the key ingredients for delivering rich media content across the internet. Our ambition is to provide customers with a best-in-class mobile internet, multimedia and graphic experience and we are pleased to see the progress from Adobe on Flash Player 10.1 and AIR."

-- *Marc Cetto, senior vice president and head of 3G and Multimedia Division, ST-Ericsson*

**Texas Instruments**

"Adobe's pervasive Flash technology is crucial to delivering a robust mobile Internet experience to the wide range of mobile devices on the market. TI is pleased to be part of the successful deployment of Flash Player 10.1 across multiple devices, bringing a PC-like Internet experience to mobile device users worldwide. TI is working closely with Adobe and its partners, and we are committed to supporting Flash Player 10.1 on the high-performance, low power OMAP™ platform. We believe that the combination of TI's industry-leading application processors and Adobe's market-leading Flash technology will deliver the high performance and low power that users demand today and in the future."

-- *Remi El-Ouazzane, vice president and general manager of the OMAP Platform Business Unit, Texas Instruments*

**Warner Bros.**

"Through our Flash 10.1 Trailer Showcase ([m.wb.com](http://m.wb.com)) we have a great way of providing consumers on-the-go the latest Warner Bros.' trailers. On their mobile device they can view our current theatrical trailers whenever they want with rich visuals and sound."

-- *Julia King, director, Web Production Services, Warner Bros. Advanced Digital Services*