

ADOBE® FLASH® CAST™ 2

DELIVER ENGAGING, BRANDED DATA SERVICES



The Adobe Flash Cast 2 solution includes:

- Adobe Flash Cast reference applications
- Adobe Mobile Server
- Adobe Mobile Client
- Adobe Flash CS3 Professional
- Adobe Mobile AppBuilder
- Professional services

Adobe Flash Cast 2 technology is an offline portal solution that delivers highly personalized, easy-to-discover data services. As a client-server solution, Flash Cast provides engaging mobile experiences, while helping to differentiate your brand and maximize your return on investment.

Deliver engaging experiences

Adobe Flash Cast 2 enables you to deliver engaging multimedia experiences through a new generation of Flash mobile applications called channels. Flash Cast services give users instant access to high-quality, interactive content and applications through an animated, easy-to-navigate portal. When you combine Flash Cast with Adobe Flash Home, a data-enabled homescreen solution, you can empower users to personalize their handsets directly from the homescreen. Unlike traditional on-device portal services, Flash Cast 2 uses the rendering benefits of Flash technology to deliver more expressive and memorable experiences that will have your subscribers coming back for more.

Generate new revenue streams

Leveraging Flash technology, you can promote existing services through an interactive, unified interface and launch new premium services to generate recurring revenue streams based on flexible billing models. A branded, on-device catalog streamlines the browsing

and purchasing of new channels. You can even update interfaces over the air, saving money and time to market. Integration with your existing network infrastructure—such as content management, authentication, reporting, and billing systems—maximizes return on investment. Development of rich, branded content is made easier and faster with reference channel applications—and with market-leading authoring tools such as Adobe Flash CS3 Professional and new Adobe Mobile AppBuilder software. Developers can leverage the skills they already have.

Differentiate your brand

With Flash Cast, you can give mobile users engaging, unique experiences through interfaces that include eye-catching colors and animations—and reinforce your corporate brand. Designers and developers can create innovative content that delivers a dynamic, relevant experience while reinforcing the brand across all touchpoints—from the web to mobile—and building user loyalty.

Features and benefits

System requirements

Adobe Mobile Client

- Client can be made available on any mobile operating system (reference platforms: Nokia S60 3rd Edition and BREW 3.x)
- 390KB client size for data services
- 850KB of RAM
- 1.5MB of file system space (2MB or more recommended)
- ARM7 75MHz processor for a 176x220 display

Adobe Mobile Server

- Sun™ Solaris™ 10
- BEA WebLogic 9.2 MP2 or greater
- Oracle 10g Standard or Enterprise Edition

Flexible and extensible solution

Leverage existing content and infrastructure, including billing and reporting systems. Use the software development kit (SDK) as part of Adobe Mobile Server to customize, expand, and integrate Adobe Mobile Server with existing back-end infrastructure. Promote new premium services for additional revenue streams.

Multiplatform support

Develop and deliver engaging experiences across a broad range of devices as well as open and closed operating system platforms, including Symbian and BREW. Optimize the client to reach lower end devices.

Targeted content delivery

Reach customer segments with custom data services and branded user interfaces based on subscribers' interests, preferences, and device capabilities.

Customizable user interface

Integrate brand elements as an extension to your corporate identity. Easily update branded user interfaces in their entirety, or only the brand elements, over the air.

On-device catalog

Provide the ability to easily access, preview, and subscribe to a variety of channels, such as finance, sports, weather, traffic reports, games, and more. Channels can include audio and streaming video and can be accessed through a rich mobile catalog that is updated over the air.

Rich media support

Deliver rich experiences—including inline video, audio, images, RSS, and podcasts—through a new generation of data-enabled Flash applications called channels.

Always-available, up-to-date content

Increase network efficiencies and improve user experiences through differential updates and cached content to ensure instant access to current information, even when reception is spotty.

Interoperable solution

Extend the portal experience and capabilities through interoperation with third-party applications, including browsers, media players, productivity tools, and more.

Integrated authoring tools

Speed up mobile application development and testing using market-leading authoring tools, including Adobe Flash CS3 Professional and Adobe Mobile AppBuilder, along with a set of prebuilt reference channel applications.

Service management API

Integrate with your existing web-based user tools. Provide subscribers with the ability to manage Flash Cast services from their desktops through a branded rich Internet application using Adobe Mobile Server's web services API and development tools such as Adobe Flex®.

For more information

To learn more about Adobe Flash Cast 2, Adobe Flash Home, and the Adobe Mobile Platform, visit www.adobe.com/mobile/operators.



Examples of Flash Cast channels.



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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