

ADOBE® FLASH® CAST™ DELIVER ENGAGING, BRANDED DATA SERVICES



The Adobe Flash Cast solution includes:

- Adobe Flash Cast reference application
- Adobe mobile server
- Adobe mobile client
- Adobe mobile authoring tools
- Professional services

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

Deliver exceptional experiences

The Flash Cast solution enables you to deliver engaging multimedia experiences through a new generation of Flash mobile applications called *channels*. Leverage Flash technology to promote your existing services through a unified user interface, and launch new premium services to generate recurring revenue streams based on flexible billing models. Streamline browsing and purchasing of new channels through a branded on-device catalog that can be updated over the air. Combine Flash Cast with Adobe® Flash® Home to provide instant access to engaging mobile experiences from your subscribers' personalized home screens. Unlike traditional on-device portal services, Flash Cast uses the rendering benefits of Flash technology to deliver more expressive and memorable experiences that will have your subscribers coming back for more.

Differentiate and protect your brand

Major media companies worldwide already use Flash technology to build and express their brands by delivering rich, high-quality user interfaces and content through the Web and consumer devices. Flash Cast brings the same

compelling and unique user experiences to mobile devices. Increase data ARPU and reduce churn by promoting branded service offerings. Enrich Flash Cast user interfaces (including menus, color schemes, and graphical assets) with eye-catching animations that incorporate your corporate colors and logo to help reinforce and express your brand. Update user interfaces over the air to reflect your latest branding consistently across all handsets running Flash Cast.

Maximize your return on investment

The Adobe Flash Cast solution consists of the Adobe mobile platform, a set of mobile and rich Internet applications, authoring tools, and professional services that help you make the most of existing investments in network and value-added services. Built on Flash technology, the standard for creating and delivering engaging content and applications consistently across platforms, browsers, and devices, Flash Cast also interoperates with embedded applications such as browsers, messaging, media players, and more, and integrates with your existing back-end server infrastructure, including billing and reporting systems.

Features and benefits

System requirements

Client

- Operating system: Client can be made available on any mobile operating system (reference platforms: Nokia S60 3rd Edition and BREW 3.x)
- File system space: 1MB (recommended)

Server

(Required for data services)

- Operating system: Sun™ Solaris™ 9 (update 7)
- Application server: BEA WebLogic 8.1 Service Pack 4 (Sun JDK 1.4.2_05)
- Database: Oracle 9i Enterprise Edition, Release 9.2.05

Flexible solution

Leverage existing content and infrastructure, including billing and reporting systems. 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.®

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*.

Easy discovery

Provide easy access to news, finance, sports, weather, entertainment, and other channels, complete with audio and streaming video, through a rich mobile catalog that can be updated over the air.

Companion web application

Let subscribers manage their Flash Cast services from their desktops through a branded rich Internet application based on Adobe Flex™ technology.

Customizable user interface

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

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

Powerful authoring capabilities

Use the Flash authoring tool, the proven standard for creating digital experiences among over one million creative professionals worldwide, to create engaging channels..

For more information

To learn more about Adobe Flash Cast, go to www.adobe.com/go/flashcast.

To learn more about additional Adobe mobile solutions and the Adobe mobile platform, go to www.adobe.com/mobile.



Examples of Flash Cast channels.



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