

# Chumby Industries, Inc.

Enterprising developers deliver first consumer electronics device powered entirely by Adobe® Flash® Lite™

## Chumby Industries, Inc.

[www.chumby.com](http://www.chumby.com)



### Industry

Technology

### Challenges

- Create always-on consumer electronics device
- Provide open platform for content developers

### Solution

- Mobile Electronics Content Development

The chumby—the first consumer electronics device based entirely on Flash Lite technology—gives users immediate, around-the-clock Internet gratification.

### Results

- Deployed solution with compact footprint across operating systems
- Leveraged existing, strong developer community to deliver over 600 widgets
- Tapped worldwide libraries of animation, movies, and other content

### Systems At A Glance

- Adobe Flash Lite 3
- Adobe Creative Suite® 3 Web Premium. Components used include:
  - Adobe Device Central CS3
  - Adobe Flash CS3 Professional

## A compact, feature-rich user experience

With news and entertainment available on every platform—from computer to TV to mobile—consumers often find themselves juggling several devices to obtain content. Competition among vendors to push rich media out to the world is fierce now that information and entertainment can be accessed on an array of gadgets of all sizes and shapes.

Chumby Industries, based in San Diego, California, is making consumer-electronics history with the release of the chumby. About the size of a grapefruit, the chumby is the first device, based on Adobe Flash Lite technology, created to deliver a continual stream of personalized web content from multiple sources. The 3.5-inch LCD color touch screen is always on, delivering music, videos, personal networking sites, news, auctions, and more—anywhere a power outlet and WiFi coverage are available. Whether attached to speakers or a headset, the chumby is compact enough to be discreetly tucked away anywhere, yet is always on delivering around-the-clock instant Internet gratification.

“Chumby is about redefining personal media,” says Stephen Tomlin, CEO. “Those who have very rich Internet lives can access their world at a glance, and easily share content with other chumby users without needing to sit at a computer.” Tomlin explains that creating the platform in Adobe Flash Lite affords numerous benefits to consumers. Unlike Java™, the stability and speed of Adobe Flash Lite frees users from operating system compatibility issues, viruses, and sluggish, memory-intensive applications. Additionally, the chumby fosters the growth of intimate social networks because product owners can devise and swap Flash Lite widgets or eCards with other users—called “chums.”

## Pioneering engine for engaging mobile content

At the heart of the chumby development platform is Adobe Flash Lite 3, the award-winning Adobe Flash Player runtime specifically designed for mobile devices, and Adobe Device Central CS3, a testing environment for streamlining the authoring workflow. When the chumby profile is included in Adobe Device Central CS3, it will key the worldwide Flash developer community to immediately recognize that the chumby platform is open and available.

When it came time to choose chumby’s underlying framework, the decision to go with Flash Lite was unanimous. “Adobe Flash is the only stable, reliable product on the market to offer rich, colorful animation along with built-in security measures for media access,” says Tomlin. “Rather than create a new suite of tools, we can leverage the sheer strength and expertise of the Flash community for content development.”

The chumby is the first consumer electronics device to be based entirely on Adobe Flash Lite 3 technology. With its compact footprint and engaging, customizable content, the chumby delivers a continual stream of personalized web content that includes music, videos, personal networking sites, news, auctions, and more.



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Stephen Tomlin,  
CEO,  
Chumby Industries, Inc.

#### **Developer Information and Resources**

The Adobe Mobile and Devices Developer Center provides plenty of online resources and information on mobile development using the Flash Professional authoring tool, tips and tricks, and code samples at [www.adobe.com/go/mobiledeveloper](http://www.adobe.com/go/mobiledeveloper). Adobe also offers a free Standard-level Mobile Developer Program with access to CDK's, discussion forums, early access software, and other benefits at [www.adobe.com/go/mobileprogram](http://www.adobe.com/go/mobileprogram).

#### **For More Information**

[www.adobe.com/products/flashlite/](http://www.adobe.com/products/flashlite/)

#### **Start small, think big, make history**

The Chumby team was insistent upon taking what Tomlin calls “a hacker-centric development model” into the consumer electronics space. Early on in the prototype cycle, the staff sent 200 chumby devices to a hackers-only conference called Foo Camp, a gathering of technologists and self-described “alpha geeks” hosted by O’Reilly Media. The Chumby team was then able to incorporate the hackers’ feedback into refining and improving the early model.

Over the course of a year, the Chumby group distributed more of the devices to select, typical consumers, encouraging them to keep blogs and contribute feedback in the company’s online user forum. “We wanted real people to judge the chumby as a real product,” says Tomlin. “This distribution method might seem tedious, but it allowed us to fix glitches and work through customer service issues during early stages of development.”

Engineers continued to perfect a commercial version of the product and then gradually released it into the Flash Lite developer community. In doing so, the chumby became the first Flash Lite 3 enabled consumer electronics device to stream audio and video. Tomlin believes that making history with a product based on Adobe technology will generate even more buzz for the chumby.

#### **Open environment fosters creativity**

Chumby is focused on partnering with media giants to create branded content, as well as with independent third-party developers. For example, hundreds of widgets (bite-sized applications) are available for the chumby, but Tomlin expects that number to swell with contributions from the prolific Flash developer community.

The Chumby Network is free and features sponsor-supplied widgets for music, movie previews, games, promotional offers, and more. Its small footprint—which requires only 2MB to run Adobe Flash Lite—has enormous capacity to access the worldwide base of animation and media libraries enabled for Adobe Flash.

The founders are quick to point out that the chumby was created without the built-in obsolescence typically found in other consumer electronics. “Traditionally consumer electronic devices are expensive to maintain and update,” says Tomlin. “Products become out-of-date very quickly.” The chumby firmware, on the other hand, is embedded and easily updatable. Additionally, the device can swiftly accommodate new content, applications, and capabilities regardless of whether they originate from corporate headquarters or from the developer community. “With the power of Adobe Flash and Adobe Flash Lite behind it, you will not be replacing the chumby over time,” he says. “You are simply going to love it more as it grows older.”



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Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

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