Adobe® Flash® Builder™ & HD Interactive: *Mr. Mixit*

Find it, fix it

Meet *Mr. Mixit*, a robotic disc jockey that needs help putting pieces of broken record labels back together again. Built by HD Interactive (HDI), *Mr. Mixit* is a can't-put-it-down, spin-based mobile game available on iOS, Android™, and BlackBerry® PlayBook™ platforms. The game challenges players to slide graphic fragments onto a spinning turntable—all to the hip beat of street-style electronica. Playing *Mr. Mixit* helps build hand-eye coordination and problem-solving skills for players of all ages.

HDI is a provider of premium rich Internet applications, games, and social experiences serving clients including Disney, Hilton, and Universal Studios with innovative mobile games like *Mr. Mixit* and other projects built entirely on the Adobe Flash Platform. *Mr. Mixit*, which is engineered in Flex® using Adobe Flash Builder, is the first product stemming from HDI's initiative to rapidly deliver superior game experiences on as many platforms as possible at the lowest cost to market—not just for its clients, but also for the company.

"Adobe has long been the industry leader in enabling innovation. Today, the Adobe Flash Platform with Adobe Flash Builder has eliminated all barriers to cross-platform mobile development, making it possible to build and publish mobile apps with the best possible return on investment."

Platform perfect

Sean Carey, president of HDI, quickly realized that building native applications for individual mobile platforms was time consuming and cumbersome—resulting in experiences that lacked visual sophistication and compelling interfaces. Carey and his team put their decades of experience with Adobe technology to work using Adobe Flash Builder 4.5, the Flex framework, and Adobe AIR® 2.7 to fully embrace the mobile revolution—knowing that nothing would be lost in the game's sophistication and experience. Developing with Adobe solutions allowed for writing innovative projects once and deploying them across platforms in one-third the time it would take to build just one native app using other technology.

The organized framework and strong object orientation of Adobe Flash Builder allows HDI to repurpose existing components and libraries from other projects and plug them into new Flex projects. "Adobe has long been the industry leader in enabling innovation. Today, the Adobe Flash Platform with Adobe Flash Builder has eliminated all barriers to cross-platform mobile development,

making it possible to build and publish mobile apps with the best possible return on investment," says Carey. Case in point: scaling *Mr. Mixit* across as many platforms as possible resulted in 60,000 downloads in four days.

Results

- Developed app once and quickly deployed across multiple platforms—iOS, Android, and the BlackBerry PlayBook
- Enabled remotely located designers and developers to seamlessly collaborate in integrated framework
- Scaled deployment resulted in 60,000 downloads in just four days

For more information
www.adobe.com/flashplatform
iPad/iPhone: *http://itunes.apple.com/us/app/mrmixit/id434401939?mt=8*
Android: *https://market.android.com/details?id=air.com.hdinteractive.MrMixit*
PlayBook: *http://appworld.blackberry.com/webstore/content/50208?lang=en*