

Adobe® Flash® Builder™ & HD Interactive: *Pyramix*



Game on

With decades of success building award-winning experiences for its list of high-profile clients, HD Interactive (HDI) is also building out consumer experiences with its own, newly released mobile games.

Fresh on the scene is *Pyramix*, a highly addictive word scrambler that is what it sounds like—a pyramid of jumbled letters that challenges players to spell words from the letters provided.

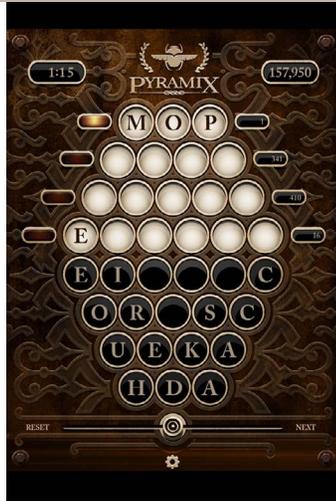
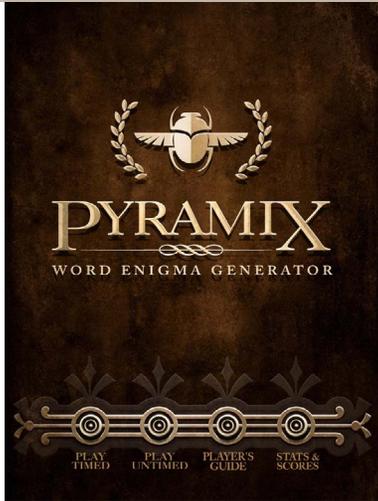
When Sean Carey, president of HDI, decided to allocate resources to this new line of business, he followed the advice he offers his clients. "We can build a

single solution that delivers great experiences across all platforms with simple tweaks to one code base for resolution and aspect ratio. That's what clients want, and so do we."

New and noteworthy

Pyramix was developed in Flex® using Adobe Flash Builder 4.5. First released on the iOS for the iPad, *Pyramix* was quickly released for Android™ devices and tablets including the Barnes & Noble Nook, and the BlackBerry® PlayBook™.





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Developing with Objective C, Java™, or any other technology would have at least tripled *Pyramidix's* time to market, just for one platform alone. After that, native apps would have had to be built from scratch on each ensuing platform, making it slow and cumbersome to break into the fast-moving mini-game market. Instead, working in integrated, streamlined workflows with Adobe Flash Builder 4.5 and the Flex framework, and then compiling in Adobe AIR® 2.7, make the Adobe Flash Platform the perfect choice for streamlined cross-platform mobile design and development at HDI, where there is no reason to use anything else.

Flex is the ideal framework for Carey and his team to easily create views and transitions, as well as leverage the many built-in components and libraries. "Adobe Flash Builder 4.5 is far and away the best tool to develop an app once and use the same code base for so many other screens and devices. This allows us to get our apps to market faster to the largest possible audience. The amount of time we save using Adobe Flash Builder 4.5 to build and deploy our apps is incredible," says Carey.

Results

- Utilized one codebase, and quickly deployed compelling game across multiple platforms
- Saved three times the development effort through reuse of pre-built and customer built components and libraries
- Created new line of business for developers doing non-client work that they love

For more information

www.adobe.com/flashplatform

iPad: <http://itunes.apple.com/us/app/pyramidix/id440405661?mt=8>

Android: <https://market.android.com/details?id=air.hdinteractive.Pyramidix>

PlayBook: <http://appworld.blackberry.com/webstore/content/50208?lang=en>



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