

ADOBE® FLASH® LITE™ 3

DELIVER MULTIMEDIA EXPERIENCES TO MOBILE DEVICES



Adobe Flash Lite 3 software is a powerful runtime engine that helps mobile and consumer electronics device manufacturers differentiate their products by delivering web browsability as well as video and interactive content to a broad range of devices. Flash Lite 3 enables developers to quickly create engaging mobile applications, speed time to market, and increase customer adoption.

Experience true mobile multimedia

Flash Lite 3 enables mobile and consumer electronics device manufacturers to deliver multimedia experiences across devices, allowing consumers to browse Adobe Flash enabled websites and enjoy video and other rich content. Flash Lite 3 devices offer access to dynamic applications such as interactive games, mobile magazines, daily comics, screensavers, infotainment, and personal productivity applications, plus the ability to browse websites powered by Adobe Flash software, including vibrant sports and entertainment sites. In a first for mobile devices, Flash Lite 3 also plays back FLV, the most popular video format on the Internet. It supports video from Adobe Flash Media Server software via Real Time Messaging Protocol (RTMP) streaming, and also from websites that transmit video by progressive download.

Deliver a dynamic user interface

Flash Lite 3 enables device manufacturers to deliver dynamic, engaging user interfaces (UIs) that extend their brands, boost customer satisfaction, and increase customer adoption and loyalty. With device extension APIs,

manufacturers can easily access device data to enable UI personalization and customization. For instance, device home screens can display different images or content depending on locality—the same device could display Big Ben when powered up in London, with the Eiffel Tower appearing when used in Paris. Customizable UIs enable manufacturers and mobile operators to engage subscribers with dynamic content and target new market segments.

Choose a proven application platform

Flash Lite 3 is based on the Flash platform, which is supported by a community of two million designers and developers. The platform includes the desktop player and Adobe Flash CS3 Professional, Adobe's powerful authoring tool that dramatically amplifies integrated design, preview, and test workflows for development of mobile applications and interfaces. By leveraging this world-class authoring environment, designers and developers can decrease the time it takes to create or repurpose mobile content by 33%. Flash Lite is preinstalled on over 300 mobile device and handset models and powers over 220 million devices worldwide.

Features and benefits of Flash Lite 3

System requirements

- Flash Lite 3 Player Engine
- 32-bit data bus, 100 MHz
- 450KB Core player DLL size
- 128KB of RAM (2MB recommended)
- Content size-to-heap ratio 1:15

FLV support

Flash Lite 3 supports the Internet's most popular web video format, FLV, the technology behind popular sites such as YouTube and MySpace. Users can engage with web video just as they do on the desktop.

Flash content support

Browse websites and view dynamic Flash Player compatible content, including web videos, from favorite news and entertainment sites.

Performance enhancements

Flash Lite 3 provides improved rendering and scripting speeds, resulting in a 25%–30% increase in performance of Flash Lite applications across devices.

MMI extensions for UI design

MMI extensions are hardware abstraction layers that enable the same source assets to be used across multiple handset designs. MMI extensions also enable subscriber-focused theming and personalization, allowing device UIs to be customized for a specific demographic, location, or personality.

Integrated authoring environment

Designers and developers can design, preview, and test Flash Lite 3 content using Flash CS3 Professional and Adobe Device Central CS3, a new component integrated across Adobe Creative Suite® 3 software. Developers can also receive regularly updated device profiles to help keep current with new Flash Lite device releases. Device manufacturers can use the web based Adobe Device Intelligence Portal for worldwide publishing of their device information to Adobe authoring tools.

Multiplatform support

Flash Lite 3 is highly portable and can be ported to a variety of leading operating systems. Many of the world's largest OEMs and operators are shipping Flash Lite player enabled devices, including BenQ Mobile, China Mobile, iriver, KDDI, Kodak, LG, Motorola, Nokia, NTT DoCoMo, Samsung, Sony Ericsson, and Verizon Wireless.



For more information

For more details about Adobe Flash Lite, visit www.adobe.com/products/flashlite.



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

Flash Lite 3 works across multiple mobile and consumer electronics devices.

Adobe, the Adobe logo, Creative Suite, Flash, and Flash Lite are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their owners.

© 2007 Adobe Systems Incorporated. All rights reserved. Printed in the USA.
95009154 6/07