

ADOBE MOBILE PLATFORM DELIVER ENGAGING EXPERIENCES



The Adobe Mobile Platform is designed to help manage and deploy innovative mobile applications across a wide range of devices. As the foundation for Adobe® Flash® Cast™ and Adobe Flash Home, it provides instant access to data services based on Adobe Flash that deliver engaging mobile experiences.

Deliver dynamic user experiences

The Adobe Mobile Platform is designed as a scalable client-server platform that powers a set of integrated mobile solutions, such as Flash Home and Flash Cast technologies, for producing and delivering high-quality, easy-to-discover-and-use data services. Based on Adobe Flash technology, the standard for creating and delivering engaging multimedia content and applications consistently across browsers and devices, the Adobe Mobile Platform transforms user experiences by enabling innovative mobile applications, including data-enabled homescreens in Flash Home and applications (called channels) organized in a Flash Cast offline portal.

The Adobe Mobile Platform uses a highly efficient asynchronous communication protocol that enables content to be delivered and cached on the device so it becomes instantly available virtually anytime and anywhere. In addition to improving the usability of services, the platform also vividly improves user experiences because of the advantages of authoring and rendering using Adobe Flash technology, resulting in more engaging applications and user interfaces that can be updated over the air.

Streamline content deployment

The Adobe Mobile Platform is built on Adobe Mobile Client, a new version of the mobile runtime for Flash. The client has been refactored to maximize performance and

scalability. It enables the deployment of a new generation of mobile applications developed with Flash across a broad range of handsets and platforms, giving operators the opportunity to reach a variety of customer segments. Developers can use familiar authoring tools, such as Adobe Flash CS3 Professional, and new Adobe Mobile AppBuilder software to create and publish rich mobile applications for the platform. With Mobile AppBuilder, developers can publish their applications directly to a hosted development server and test them on their desktop using a mobile client emulator and device profiles, which dramatically shortens the develop-test-debug cycle.

Make the most of your investment

The Adobe Mobile Platform delivers innovative mobile applications and data services that can help generate high return on investment in a next-generation network infrastructure. It can help drive demand and usage of existing and new premium data services, while lowering overall deployment and maintenance costs.

The Adobe Mobile Platform encompasses a client that renders and manages engaging data services on a handset, and communicates with a server module that automatically delivers up-to-date, rich content to handsets. The server module also integrates with existing infrastructure, including billing and authentication systems.

System requirements

Adobe Mobile Client

- ARM7 75MHz processor for a 176x220 display
- Client can be made available on any mobile operating system (reference platforms: Nokia S60 3rd Edition and BREW 3.x)
- 390KB client size for data services
- 850KB of RAM
- 1.5MB of file system space (2MB or more recommended)

Adobe Mobile Server

- Sun™ Solaris™ 10
- BEA WebLogic 9.2MP2
- Oracle 10g Standard or Enterprise Edition

Features and benefits

Multiplatform support

Use reference implementations for open OS platforms as well as a porting kit to make the client available on closed OS platforms. Optimize the client to reach lower end devices.

Flexible architecture

Minimize deployment and maintenance costs through integration with existing infrastructure, including billing, authentication, and reporting systems.

Powerful content aggregation and conversion

Retrieve, normalize, and aggregate content from a variety of sources (supported formats include RSS, Atom, and others) to enable the delivery of updated user interfaces and incremental content data. Transform content formats into one normalized XML format, and then deliver the transformed content.

Transparent updates

Update content and user interfaces over the air. Set custom update schedules for individual channels.

Targeted content delivery

Reach customer segments with custom data services and branded user interfaces based on subscribers' interests, preferences, and device capabilities.

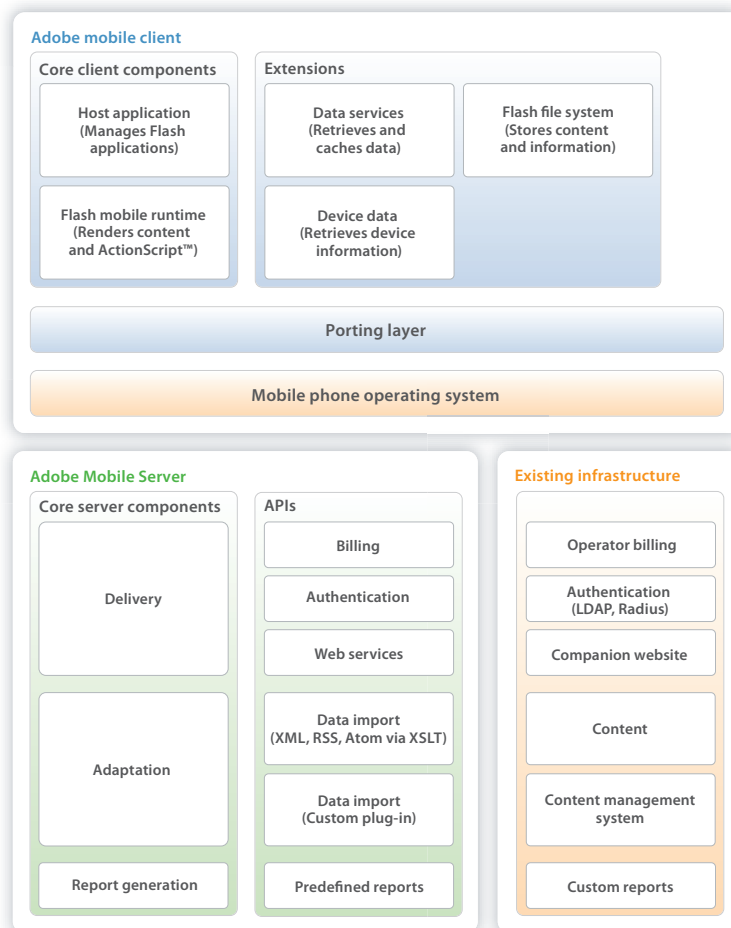
Flexible billing and pricing

Tag content with one-time purchase, subscription, or free pricing, and offer time-based trials.

Automatic subscription monitoring and notification

Support millions of subscribers and automatically notify them of new data or other status changes in their services. Automatically register, deactivate, or renew services.

Adobe Mobile Platform



For more information

To learn more about Adobe Flash Cast 2, Adobe Flash Home, and the Adobe Mobile Platform, visit www.adobe.com/mobile/operators.



Adobe

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

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