

Hello. My name is Paul Trani, evangelist for Adobe and I'm really excited to take you through Creative Suite 5.5 Web Premium and the power it can give you to create whatever you want for whatever screen you want.

- Design phase: Illustrator & Photoshop
- From there I can build a HTML5 website for mobile devices and tablets using Dreamweaver.
- Robust control with Flash Professional, animate, interactivity and publish an app for iOS and Android devices.
- Did you hear me? You can use Flash Professional (and Flash Builder for that matter) to make apps for iOS devices!!!
- As for Flash Builder – it allows you to make rich, data-centric apps for the browser and desktop, and now you can turn around and make apps using Flash Builder complete with mobile optimized components.

Let me give you a taste of what I'm talking about:

#### **Dreamweaver**

1. Open DW. Show HTML5 Template and explain.
2. Show JQuery Mobile template and explain.
3. Open code for the final app. Show publish settings to make the app. Then show the app on a device! (Nice!)
4. Mention that the "how to" of this will be covered in 2<sup>nd</sup> video about creating an app using web standards.

#### **The Flash Platform: Flash Professional**

1. I can import a Photoshop or Illustrator file if I want but I'm going to start with a mobile template...
2. Open Flash Pro. Show accelerometer mobile template and explain.
3. Publish directly out to the device.
4. Show final "app" and mention that the "how to" will be covered in another video.

#### **What should you use?**

- Adobe gives you choice.
- What the project asks for:
  - Dreamweaver was easy in making an app based on HTML using JQuery Mobile and PhoneGap. So if you need something that's traditionally website content (images and text) then you can consider using it.
  - With flash we were easily able to be more robust with what we create. We have the basis for a game with the accelerometer example so consider using Flash for more "out of the box" content you'd want to create. Games, rich branded experiences etc. Enabling you to create content for maximum reach. Create once deploy virtually anywhere.
  - Flash Builder allowed you to also easily create an app based on a template like Dreamweaver and allows you to deal with robust data. So if you're a Flex Developer this is right up your alley.
- **What your skillset is.**
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Conclusion: Adobe gives you the choice to use the tool you want to use to reach any audience regardless of where they are. Desktop, phone, tablet.