

# RIA – Beyond the Buzz

James Ward

Technical Evangelist

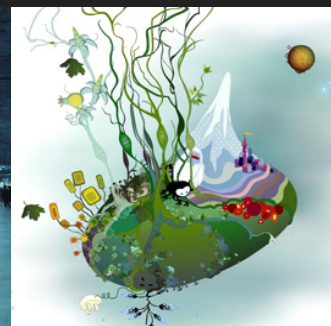
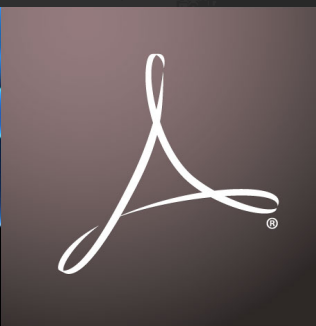


# Adobe

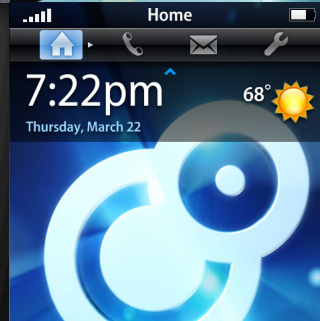
Adobe  
revolutionizes  
how the world  
**engages** with  
**ideas**  
**and information**



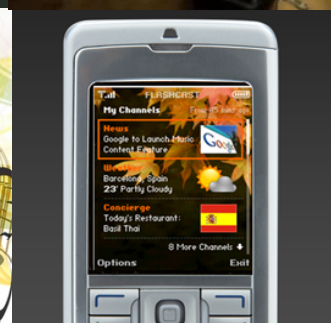
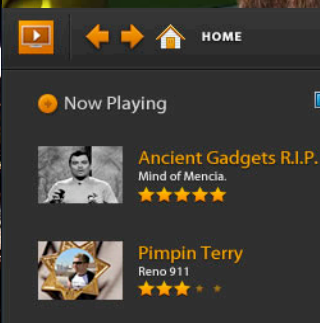
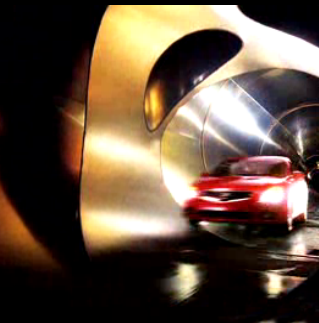




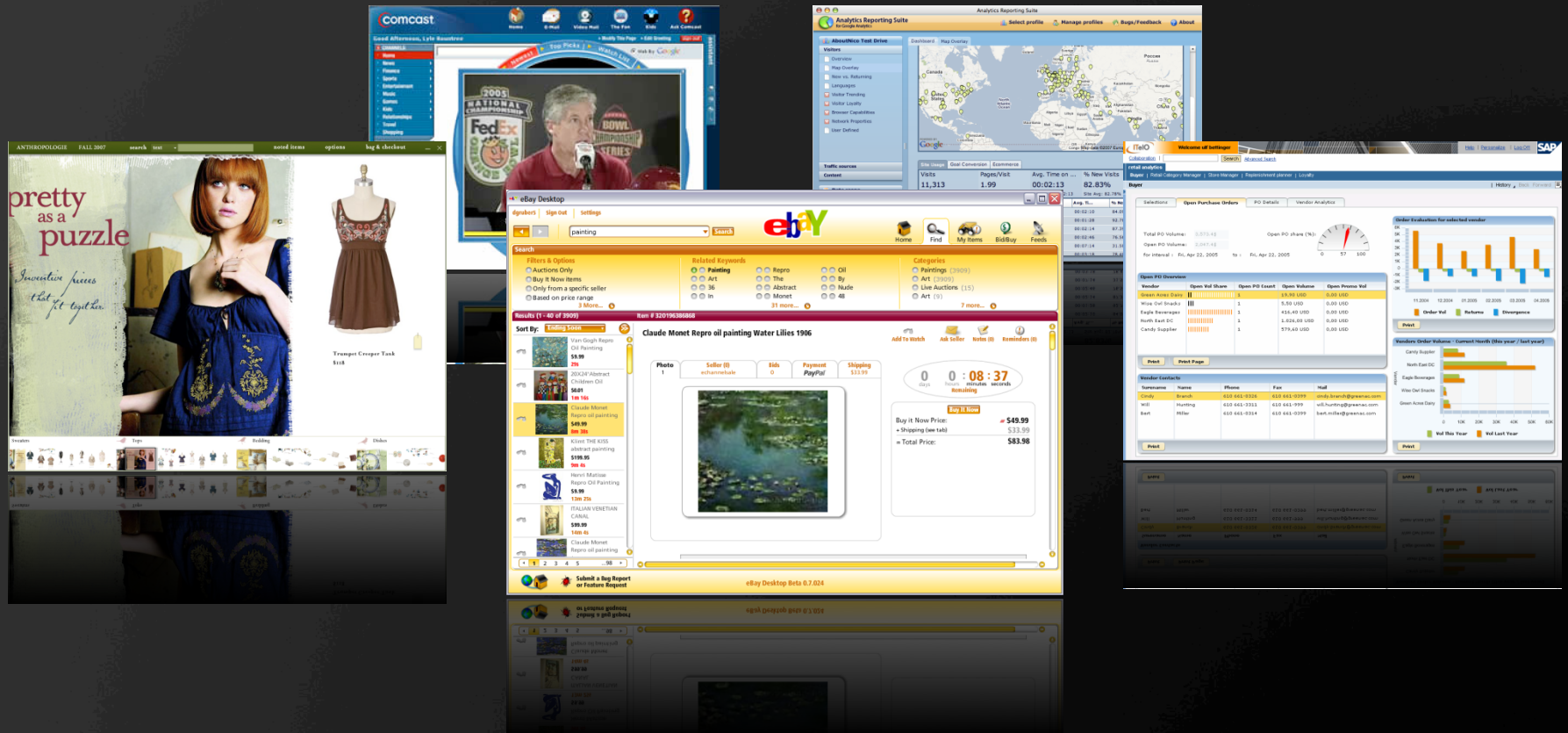
Adobe  
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**and information**



Fx



# Engagement Drives Application Value



“Rich Internet Applications can increase user productivity, increase business profitability, and increase customer loyalty.”

– Ron Rogowsky, Forrester Research, 2007



Welcome to Your Wish Book - David Gruber

Save &amp; Close

My Wish Book

Planning Tools

Documents

My Account

## Packages

Outdoor Package Locations  
Wedding Pavilion

## Enhancements

Floral  
Entertainment  
Transportation  
Photography  
Videography

## Browse Package Locations



Disney's Polynesian Resort - Sunset  
Pointe

\$4,000



Disney's Yacht Club Resort - Wedding  
Gazebo

\$4,000



Disney's Boardwalk Resort - Sea

## Included Package Elements

## Bouquet &amp; Boutonniere



Your love will blossom on your wedding day and you can symbolize this with a beautiful bridal bouquet and groom's boutonniere specially designed by the Walt Disney World Florist. You may personalize any of the floral styles by selecting from a variety of seasonal flower colors.

## Cake &amp; Champagne



After your ceremony, you can relax with your special guests and enjoy an elegant cake cutting and champagne toast celebration. The Cake & Champagne Toast is for the Bride and Groom and up to 8 additional guests.

## Violinist



Speak to a Disney Wedding  
Consultant at :

321.939.4618



+ This collaborative tool  
increased qualified leads by  
200%.

## Item Detail



Disney's Polynesian Resort -  
Sunset Pointe

\$4,000

Cinderella Castle provides the  
backdrop for this romantic, palm-  
fringed hillside location  
overlooking the spectacular

Save

Share

View

## My Wedding

Number of Guests

18

Day of Week

Wednesday

Wedding Year

2007

## My Wishes

Category	Section	Name	Qty	Price
Enhancem	Entertain	Flutist	1	\$525
Enhancem	Entertain	One Disney Character (30 minu	1	\$800
Enhancem	Floral	Calla Lily Bouquet	1	\$125
Enhancem	Videogra	Wedding Video Package	1	\$1,065
Enhancem	Transport	Cinderella's Coach	1	\$2,700

Delete

Print Summary

Estimated Total\*: \$5,215

# INTELLIGENT FINANCE Offset Mortgage Calculator

+ Increased sales by 15%

Shorter Term

Lower Payments

Reduced Debt

You selected: Remortgage Offset Tracker 75 until 01.02.10 (B.o.E +0.39%)

initial monthly payment: £ 324.05

## Look what you'll save

Interest saved	£56,907.23
Effective rate during initial special rate period	0.0% variable
Effective rate for the term of the mortgage ?	0.0% variable
The overall cost for comparison is	7.1% APR

Product details

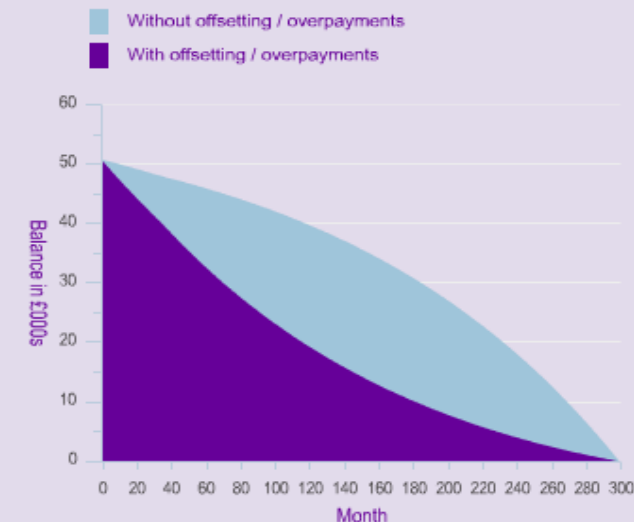
Assumptions

Chart Shows

☐ Payments☒ Balance

Note that in return for receiving the benefits of offsetting, no interest is earned on your savings or current accounts.

Balance over the term of the mortgage



Want to try  
a different  
mortgage  
product?

Change mortgage

### Your mortgage

Value of property

£ 200000 ?

Repayment method

Repayment

Mortgage amount

£ 50000 ?

Term

Years Months

25 0 ?

Your LTV is 25% ?

### Your other accounts

Savings and mini cash ISAs

Initial amount £ 10000

Regular monthly amount £ 1000

Current Account

Monthly salary after tax £ 100000

Balance at month end £ 5000

### Would you like to make overpayments?

Regular Overpayments

Each month £ 0

Lump Sum Overpayments

Amount Year

£ 0 2009



FINALLY...

You've seen how offsetting works and how much you can save. Click on Apply Now, or play some more.

This information does not contain all of the details you need to choose a mortgage. Make sure that you read the separate key facts illustration before you make a decision.

Your home may be repossessed if you do not keep up repayments on your mortgage.

START AGAIN

Legal Information

Get a Key Facts Illustration

Apply Now

Transferring data from www.if.com...



Existing web businesses are transformed.



painting Search

Search

**Filters & Options**

- Auctions Only
- Buy It Now items
- Only from a specific seller
- Based on price range

[3 More...](#)

**Related Keywords**

- Painting
- Art
- 36
- In
- Repro
- The
- Abstract
- Monet
- Oil
- By
- Nude
- 48

[31 more...](#)

**Categories**

- Paintings (3909)
- Art (3909)
- Live Auctions (15)
- Art (9)

[7 more...](#)

Results (1 - 40 of 3909) Item # 320196386868

Sort By: Ending Soon

- Van Gogh Repro Oil Painting  
\$9.99  
29s
- 

Claude Monet Repro oil painting Water Lilies 1906

Photo 1	Seller (0) echannelsale	Bids 0	Payment PayPal	Shipping \$33.99
------------	----------------------------	-----------	-------------------	---------------------

Add To Watch Ask Seller Notes (0) Reminders (0)

0 days 0 hours 08 minutes 37 seconds Remaining

Buy It Now

Buy it Now Price: \$49.99  
+ Shipping (see tab) \$33.99  
= Total Price: \$83.98



Sharpen ?

Sharpness:



20

Advanced

OK

Reset

Cancel

## About Sharpen



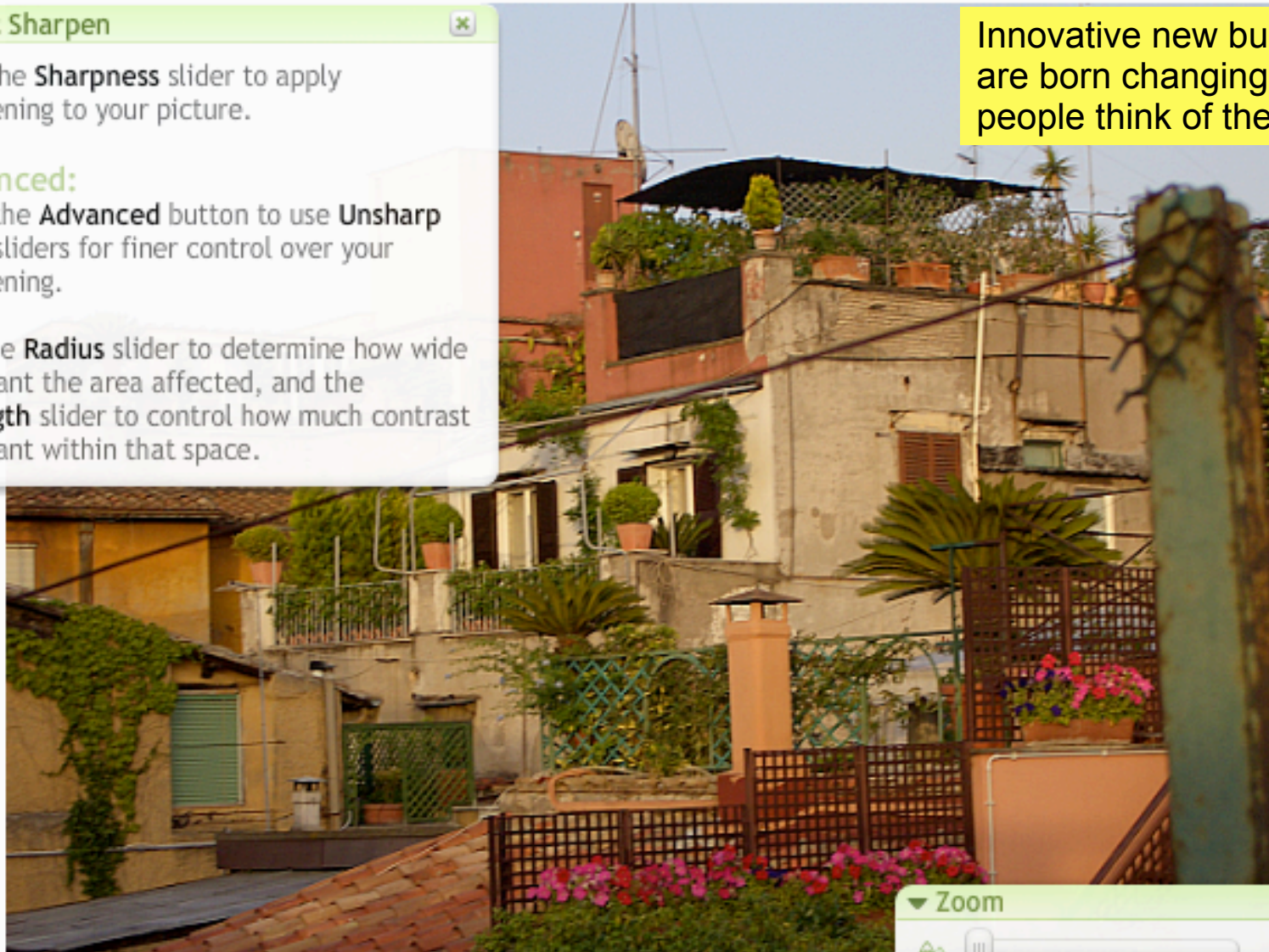
Drag the **Sharpness** slider to apply sharpening to your picture.

## Advanced:

Click the **Advanced** button to use **Unsharp Mask** sliders for finer control over your sharpening.

Use the **Radius** slider to determine how wide you want the area affected, and the **Strength** slider to control how much contrast you want within that space.

Innovative new businesses are born changing how people think of the web.



Zoom

640x480



89%

# The ROI of RIA

## Revenue

### Increased Sales

- Higher conversion rates, less online abandonment
- Increased average order size through cross-sell and up-sell visualization
- Increased customer loyalty drive repeat purchase

### More Qualified Leads

- Better understanding of your product and services help customers get to a decision

## Expense

### Reduce the Cost of Sales

- Successful online transactions reduce direct sales interactions
- Accuracy of orders increases

### Reduce the Cost of Service

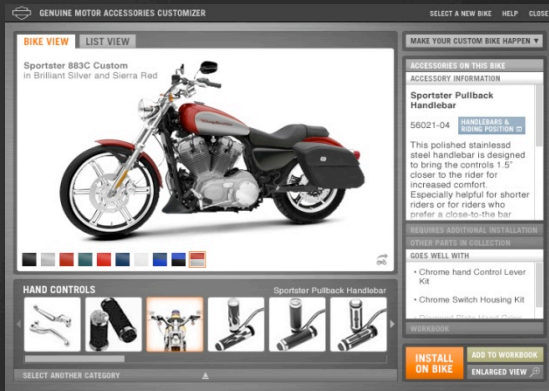
- Self-service reduces service rep interactions

### Reduce Returns

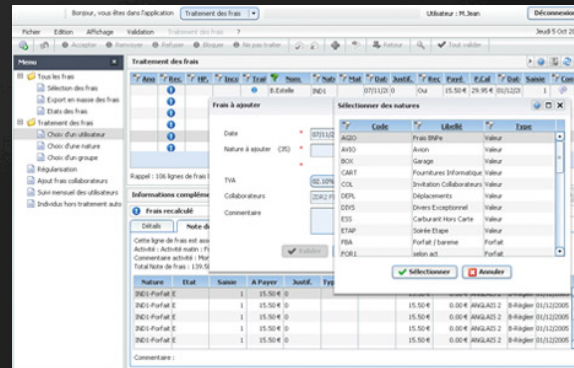
- Visualization of product helps customer understand what they are buying
- Configuration tools help customers buy the right product

# Common usage of RIAs

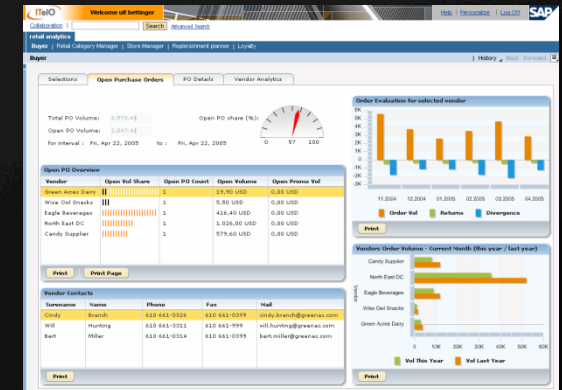
## Product Configuration



## Line of Business Applications



## Data Visualization



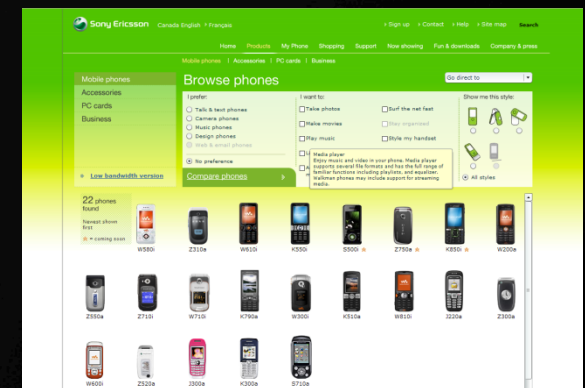
## Rich Media Applications



## Authoring Applications



## Product Selection





# Adobe RIA Technologies

## Designer/Developer Tools



Creative Suite  
3



Flex Builder

## Applications



Acrobat



Adobe Media  
Player



Rich Internet  
Applications



Business App

## Client Technologies



Flash



PDF



HTML

## Servers/Services



LiveCycle



ColdFusion



Flash Media  
Server



Acrobat  
Connect



Flash  
Cast



Scene7

# Adobe RIA Technologies

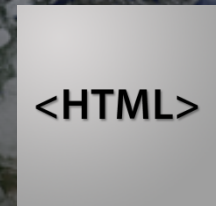
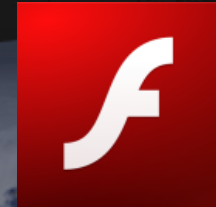


# Widest Reach in the World

Adobe Technologies reach **700+** million PCs and **200+** million devices

Flash has **99%** reach on connected PCs  
**8 million** installs/day

There are **250,000,000** PDF files on the web



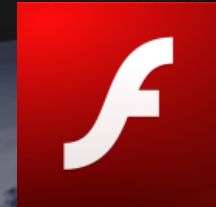


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ADOBE FLEX 3

Fx

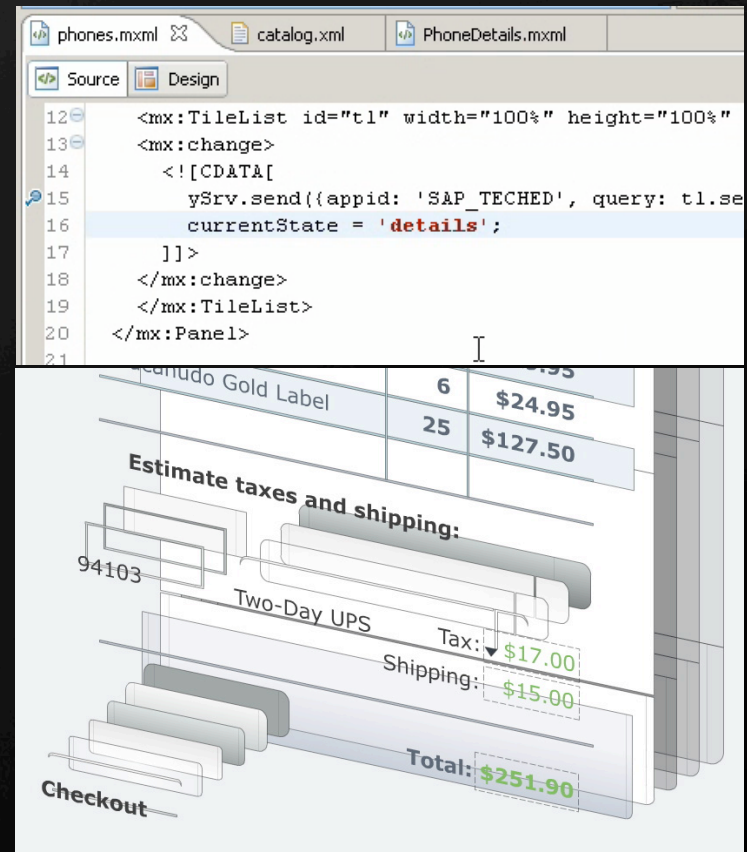
FX

# Adobe Flex



A structured development framework for creating predictable, long-term RIA solutions

- Open source framework
- Highly productive development
- Applications run identically on all browsers and OSs
- Deploy in the browser with Flash Player or to the desktop using Adobe AIR





# Rich Internet Applications for the browser and desktop



## Business Benefits

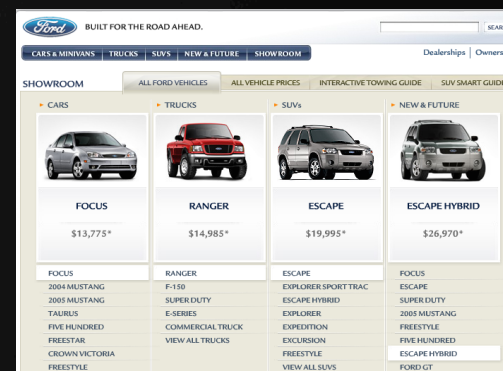
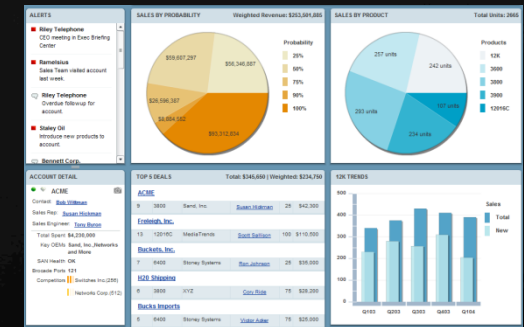
- Increase employee productivity
- Increase online revenue
- Enhance customer service

## Technology Benefits

- Rapid delivery of cross-platform RIAs
- Maintainable applications and a solution that scales from small to large projects
- Integration with existing infrastructure and standards

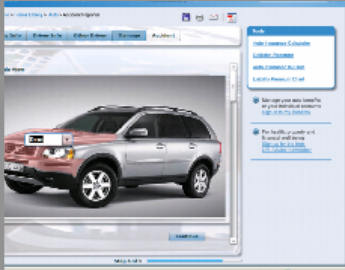
# Flex Enables Rapid Development of RIAs

- **Rich library of common UI controls**
  - video playback components
  - datagrids, date controls, labels, buttons
  - graphical charting components
- **Extensible component model**
  - CSS support built in for skinning
  - skinnable components can use branded assets
- **Facilitates smooth designer and developer workflow**



# Flex Market Momentum

## Enterprise



## Developer



## Partners



## Global



## Web 2.0 & beyond



### Exploding Enterprise Customer Base

- Akzo Nobel
- Boeing
- BMC
- Citigroup
- Comcast
- Corporate One
- Duke University
- eBay
- ESRI
- E\*TRADE
- Harley Davidson
- HBOS
- Kodak
- Morgan Stanley
- MTV
- Nationwide Insurance
- Ohio Casualty
- Primavera
- Sherwin Williams
- Sony
- State Street Financial
- T-Mobile
- Verizon
- Wharton School

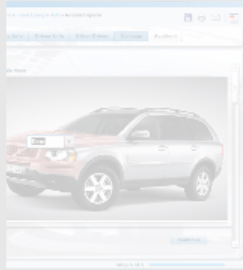
### Exciting Web 2.0 Offerings

- Atellis
- Aceso
- Brightcove
- Communigate
- Eyejot
- Fauxto
- Gizmocall
- Intellisea
- Kyte.tv
- Mapwing
- Mindomo
- Mvelopes
- Picnik
- Pikeo
- Scrapblog
- SeeSpotRun
- Sliderocket
- Soundcloud
- Spresent
- Stockfetcher
- Scrybe
- Viddier
- Virtual Ubiquity (now Adobe)
- YourMinis



# Flex Market Momentum

## Enterprise



## Developer



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## Global



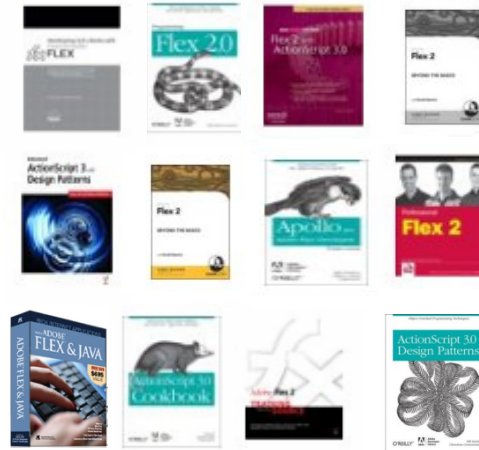
## Web 2.0 & beyond



## Strong Developer Traction

- New user download every 26 seconds
- Thought leader endorsement
- 200+ events in 2007 (industry, partner & Adobe sponsored)
- Global growth of new user groups
- Hundreds of daily posts to developer newsgroups

## 3rd Party Publishing



42% increase in Flex book sales

## Industry Awards

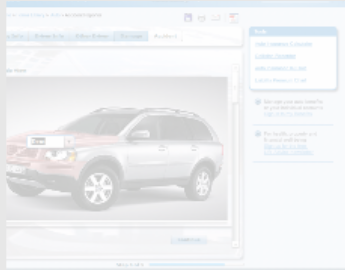


Application Development  
June 11, 2007  
Adobe Flex 2



# Flex Market Momentum

Enterprise



Developer



Partners



Global



Web 2.0 & beyond



ISV / OEM



Changing the rules of business



SI Partners



# How Flex Works

## Flex Builder IDE

### Flex SDK

MXML

ActionScript

Flex Class Library

## MXML and ActionScript

```
<?xml version="1.0" encoding="utf-8"?>
<mx:Application xmlns:mx="http://www.adobe.com/2006/mxml"
  xmlns="*" layout="absolute"
  creationComplete="initApp()" />

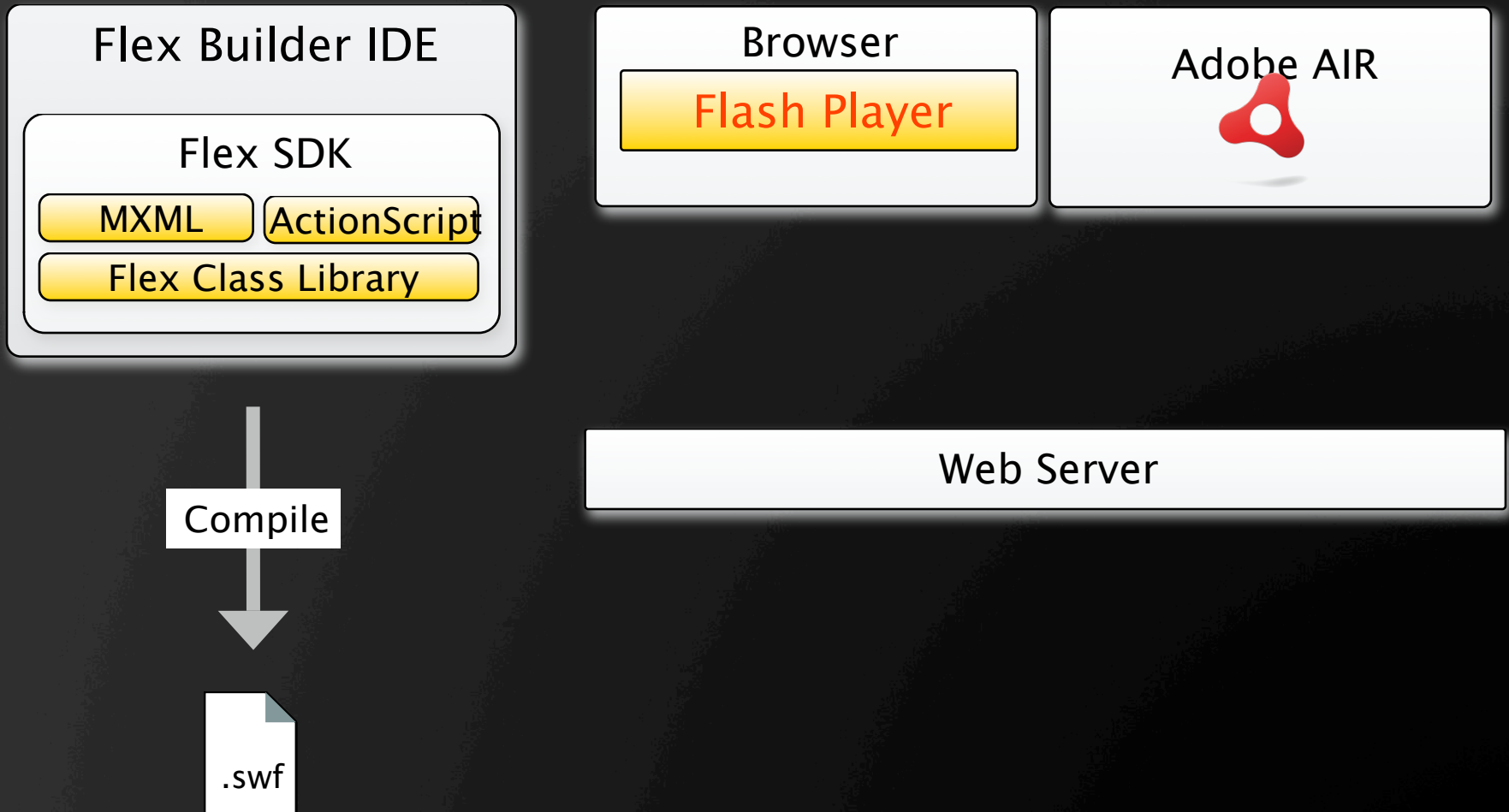
<mx:Script>
  private function initApp():void {
    hs.send();
  }
</mx:Script>

<mx:HTTPService id="hs" url="data/catalog.xml" />

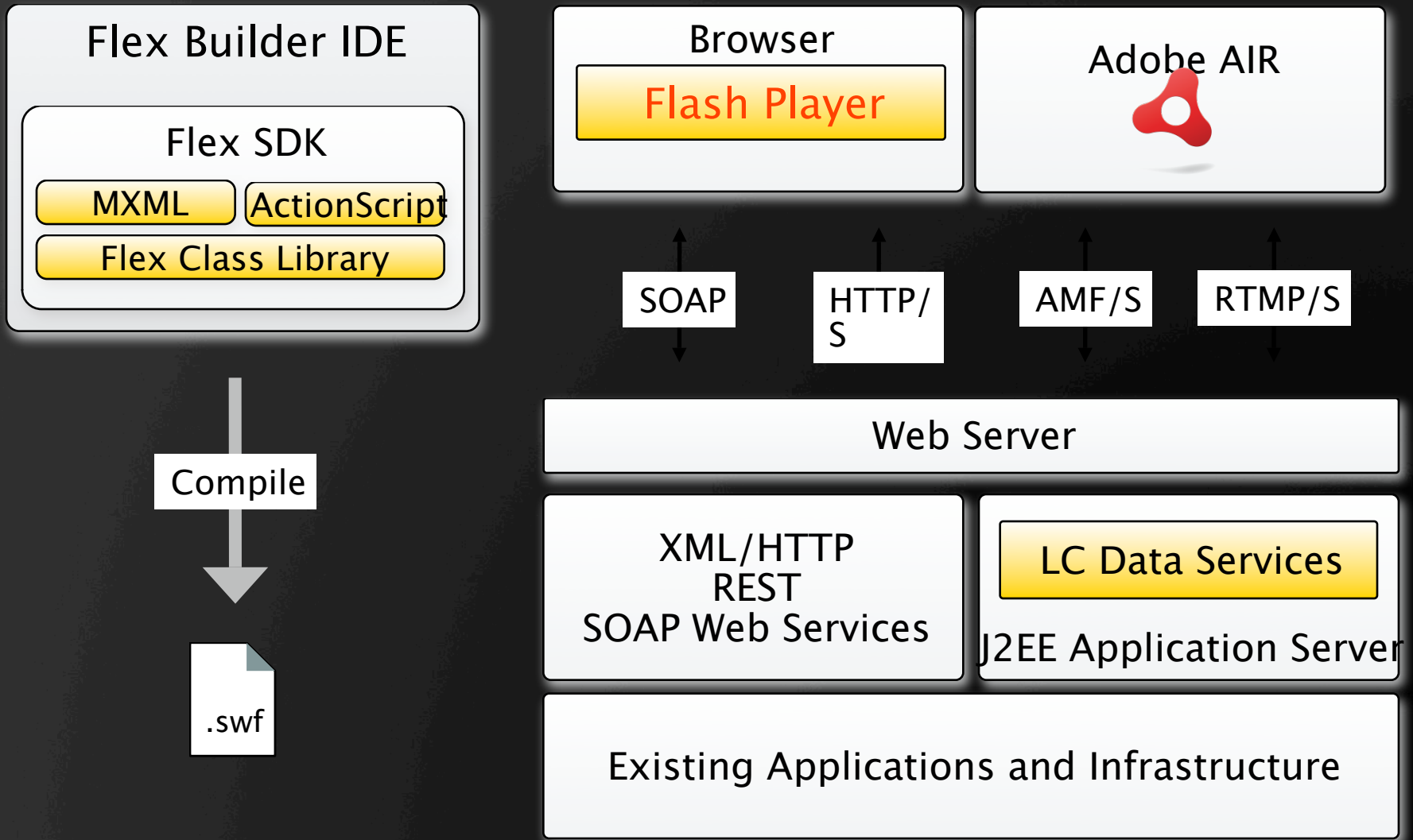
<mx:Panel layout="vertical" top="10" left="10"
  right="10" bottom="10">
  <mx:TileList itemRenderer="Thumb" width="100%" height="100%"
    dataProvider="{hs.lastResult.catalog.product}" />
</mx:Panel>
</mx:Application>
```



# How Flex Works



# How Flex Works

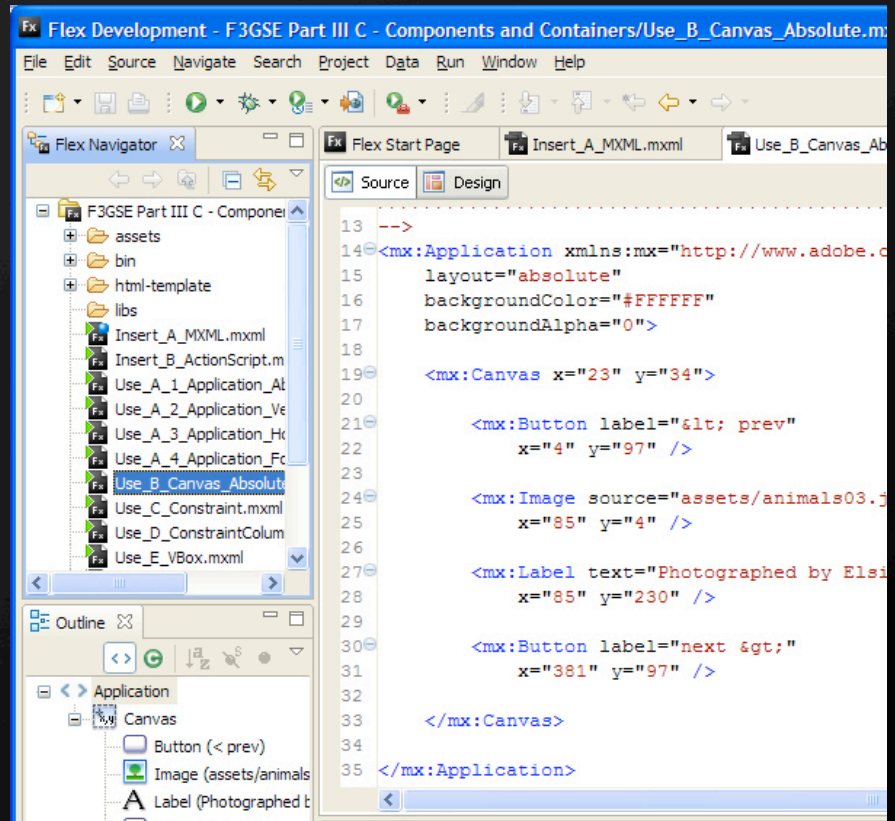
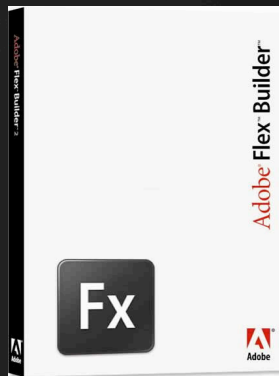


# Adobe Flex Builder 3 – Developer Productivity




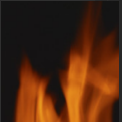
- **Eclipse based IDE**
  - Code hinting, interactive debugging
  - Visual UI design and behaviors
  - Import assets from Adobe CS3
- **Professional edition adds:**
  - Memory and Performance Profilers
  - Charting components, advanced datagrid
  - Automated functional testing support

**Standard** US  
\$249

**Professional**  
US\$649



# Flex 3 Pricing and Packaging

		Price	Notes
	Adobe® Flex™ 3 SDK	Free	Open Source
	Adobe® Flex™ Builder™ 3 Standard edition	\$249	Standalone or plug-in
	Adobe® Flex™ Builder™ 3 Professional edition	\$699	Adds testing tools, charting, and advanced datagrid
	BlazeDS – Flex Remoting and Messaging	Free	Open Source – BlazeDS project



# Adobe Flex Customers

## Enterprise

## ISVs

## Web 2.0

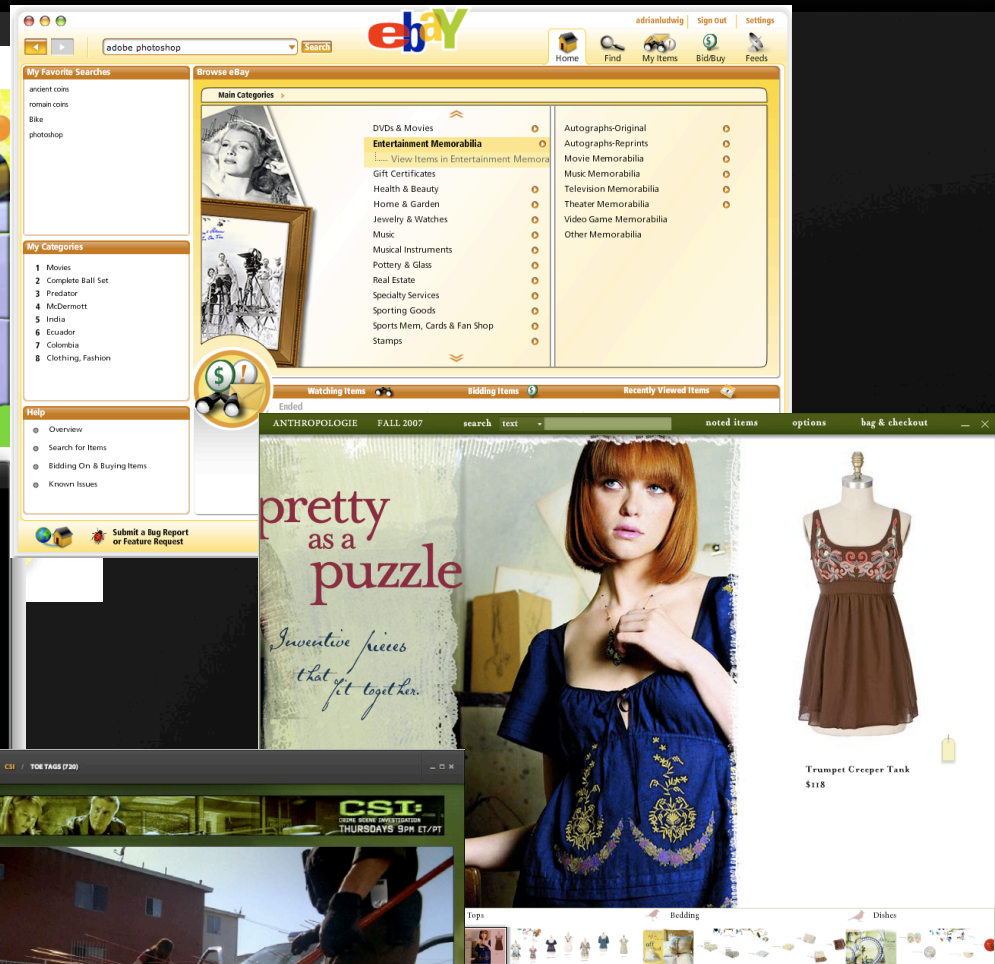
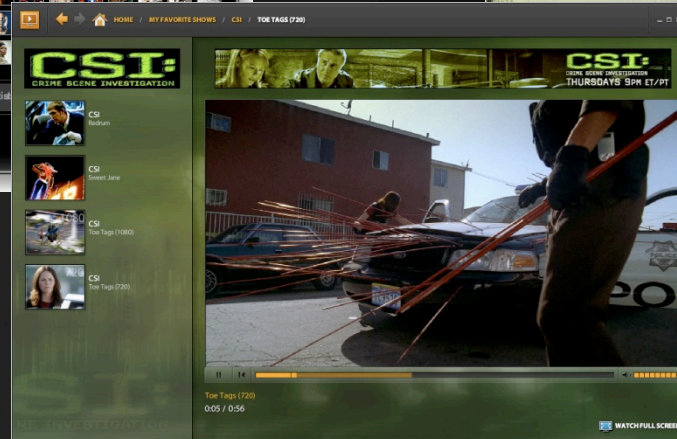
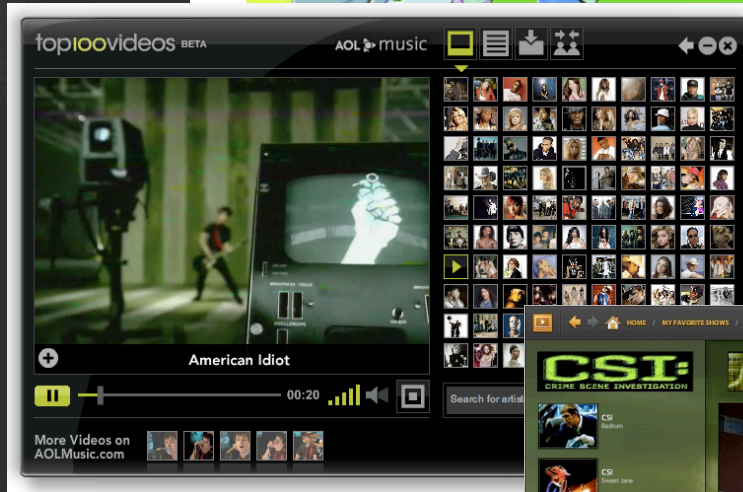




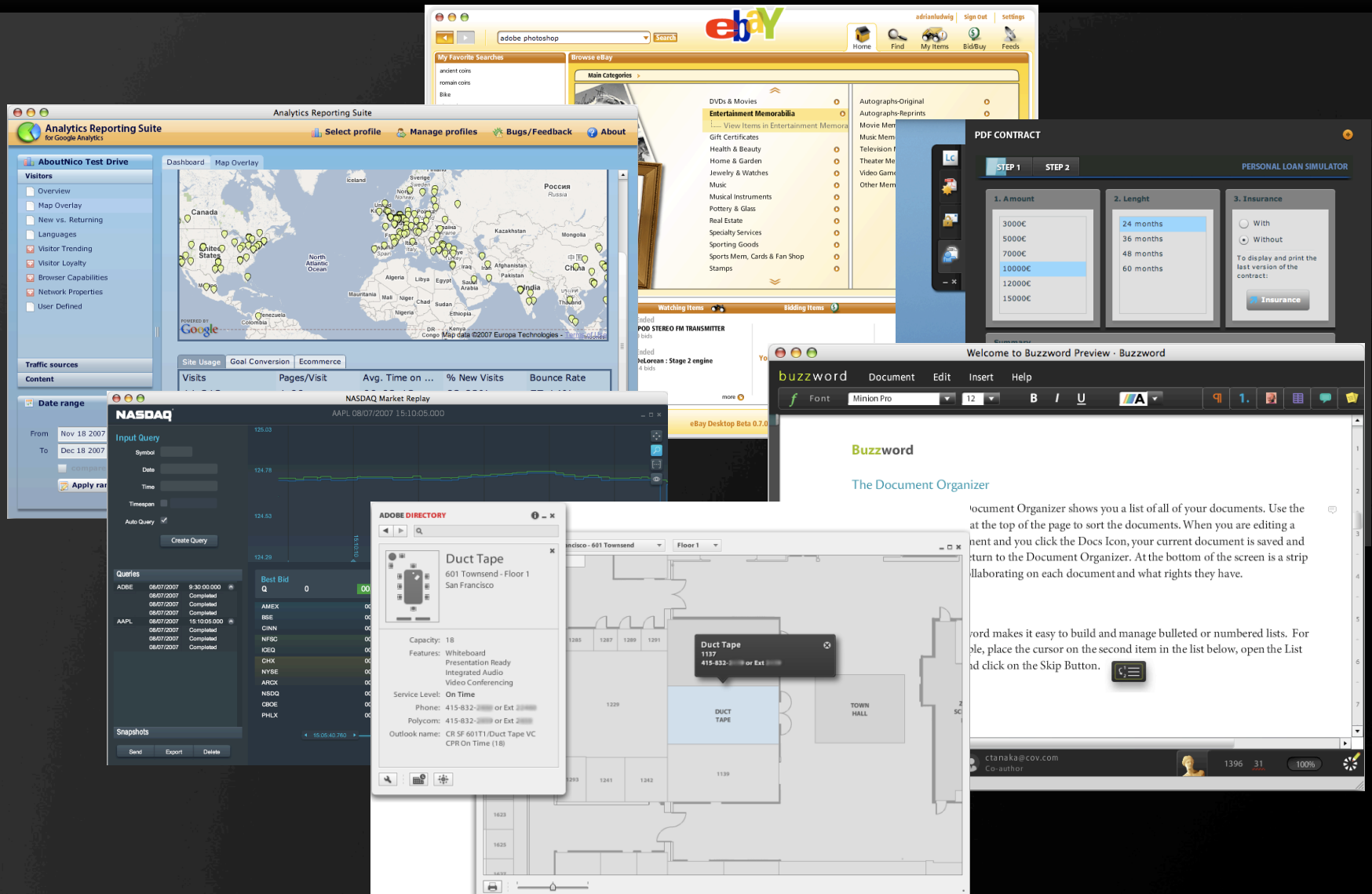
# ADOBE<sup>®</sup> AIR<sup>™</sup>

Adobe AIR allows **web developers** to use existing technologies to build and deploy **rich Internet applications** to the desktop.

# Rich Applications for Consumers

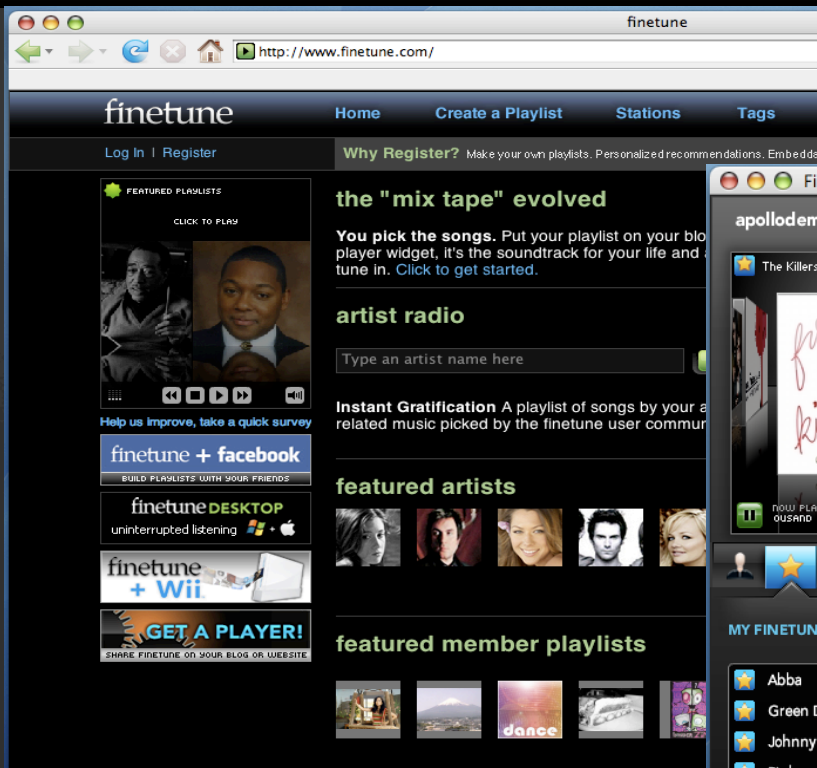


# Rich Applications for Businesses

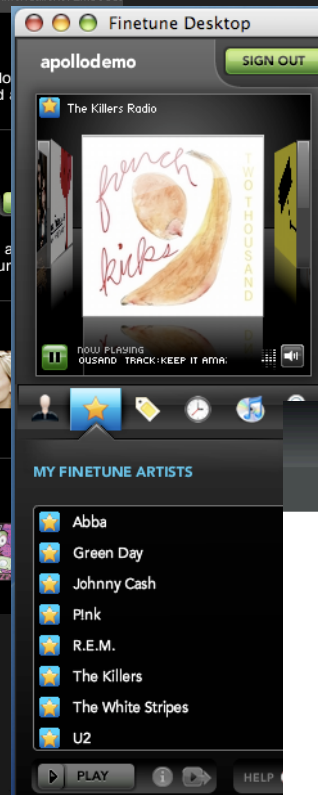




# Reaching browser, desktop, and devices



Browser



Desktop



Devices

# Productivity: Leverage existing technologies

Desktop with Adobe AIR



Web Developers

5  
million

Web developers build desktop applications with existing tools  
and code

Now building on Adobe AIR



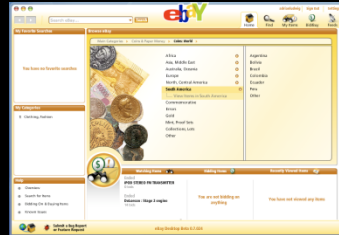
# Adobe AIR Application Stack





# Adobe AIR Features

## Rich Applications



## Broad Reach

## Designer and Developer Productivity



## Proven Technology



# Adobe AIR Features

## Rich Applications



## Broad Reach



## Designer and Developer Productivity



## Proven Technology



# Adobe AIR Features

Rich Applications	Broad Reach
<ul style="list-style-type: none"><li>▪ Rich media and video</li><li>▪ Custom chrome and transparency</li><li>▪ Desktop integration (Drag and drop, Background, Notifications, Clipboard)</li></ul>	<ul style="list-style-type: none"><li>▪ Windows/Macintosh/Linux</li><li>▪ Universal application installer</li><li>▪ On/offline with network detection</li><li>▪ Local file access and embedded database</li></ul>
Designer and Developer Productivity	Proven Technology
<ul style="list-style-type: none"><li>▪ Existing Tools: Flex, Flash, Dreamweaver, Ajax Frameworks</li><li>▪ Reuse existing assets</li><li>▪ Creative suite Integration</li><li>▪ Application updates</li></ul>	<ul style="list-style-type: none"><li>▪ Integrated HTML/Flash/PDF</li><li>▪ AJAX: Full WebKit HTML engine</li><li>▪ Flex/Flash: Full Flash Player 9</li><li>▪ Embedded SQL database</li><li>▪ Robust application security</li></ul>

# BlazeDS – Developer Benefits

- Standard programming model for remoting and messaging across platforms
- Free and open source
- Simplify backend integration, write less code & reduce project risk
- Deliver innovative, reliable, collaborative & data streaming applications using native web protocols
- Accelerate data delivery with native Java access using binary data transfer protocol
- LiveCycle family subscriptions available for business-critical applications

