

ZOOM OUT BREW 2008 CONFERENCE

**Beyond Content:
The Power of Flash Lite for Core UIs**

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QUALCOMM®

Why we love the presentation layer



Presentation Layer Technology Explosion

- TrigML™ (QUALCOMM)
- Android (QUALCOMM is part of the OHA)
- Flash® Lite™ (Adobe. Adobe is a QUALCOMM partner)
- JavaFX (Sun)



Flash Lite as a UI Tool

- Why use Flash Lite for UI? Isn't it just for games and wallpapers?
 - Rapid development
 - Separate UI from core application
 - Enables designers and animators to join the project team

Why animation gets cut, and ugly UIs happen...





In a perfect world...

- Unlimited time
- Infinite budget
- Amazing animations
- Code optimized per device, custom written in assembly language

In the real world...

- Unrealistic timeframe
- Tight budgets
- Animation cut
- Presentation bugs reprioritized for functional bugs
- Designers are long gone
- Developers make last minute design decisions
- QA team thinks it looks OK



With Flash Lite

- Animation and graphics are actually achievable within timelines and budgets.
- Porting the SWFs is fast, so we can spend more time on the visual effects.
- Admittedly performance can be an issue, but design teams are helping make decisions about how the experience should degrade.

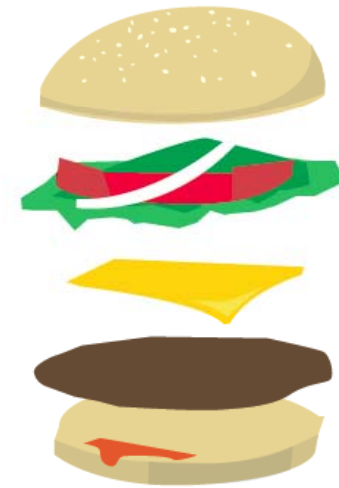
Flash Lite on BREW® Stack

The rest of the package (Flash Lite) >

Sticky cheese (BREW app layer) >

Juicy patty (BREW) >

The complete, delicious UI >





FLUI+BREW: The Good, The Bad, The Ugly

- The Good
 - Rich UI's that don't break the bank.
- The Bad
 - Virtual machine is wasteful (compared to native code) and can be slow if not done right.
- The Ugly
 - For now, at least, Flash Lite requires a custom port of the player for BREW connectivity.



Things to consider when architecting a Flash Lite UI

- Keep Flash on the display layer.
 - The BREW app layer that supports device functionality/data connectivity/localization should handle as much as possible.
- Give the Flash player more memory than you think it deserves.
 - I never thought I would miss alloc.
- Just because you can doesn't mean you should.
 - Remember Flash intro pages on the web?



How fast is Flash Lite development for UI?

- Introducing the Punchcut MComponent Framework
 - Rapid development for Flash Lite UI's
 - Lightweight, designed specifically for Flash Lite 2.0-3.1

Demo: Fast Flash Lite UI with Punchcut MComponent framework

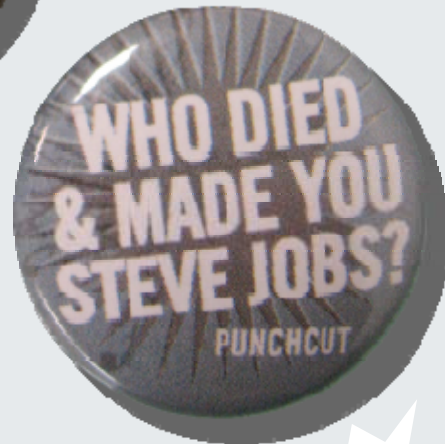


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Q & A




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Thank you

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Our clients span the wireless industry, including device manufacturers, operators, technology providers, and leading entertainment brands.

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