

# ADOBE® FLASH® HOME DELIVER RICH, DYNAMIC HOMESCREENS



#### The Adobe Flash Home solution includes:

- Adobe Flash Home reference application
- Adobe Mobile Server
- Adobe Mobile Client
- Adobe Flash CS3 Professional
- Adobe Mobile AppBuilder
- Professional services

Adobe Flash Home technology delivers rich, dynamic homescreens across a broad range of devices. As a client-server solution, Flash Home combines customizable homescreens with live data services to provide subscribers with personalized and engaging experiences. With Flash Home, you can differentiate brands and provide instant access to rich and relevant data services directly on the idle screen.

#### Deliver engaging homescreen experiences

With Flash Home, the idle screen is no longer idle. You can thrill your subscribers with a selection of rich, data-enabled homescreens that they can fill with graphic content, video, text, or sound that reflects their individual interests, personalities, and styles. The streamlined experience enables subscribers to browse, purchase, and manage their homescreens using a branded on-device catalog that is updated over the air.

Flash Home offers a zero-click experience with full offline capabilities, enabling continuous use without network latency. You can also customize user interfaces, call attention to service offerings you want to promote to specific market segments, and target various audiences with minimal effort and resources.

#### Differentiate and protect your brand

Leveraging the expressiveness of Flash, you can differentiate and protect your brand by delivering a breakthrough homescreen experience that's consistently branded across all supported handsets. Designers and developers can leverage existing skills and built-in reference homescreen applications to quickly develop Flash Home user interfaces

that include menus, color schemes, and graphical assets. Eye-catching animations can incorporate corporate colors and logos to build and reinforce user loyalty.

#### Generate new revenue streams

Flash Home enables you to open up new revenue streams by developing the most innovative content and targeting it at the right subscribers. Users can subscribe to homescreen services that meet their styles and interests, and you can encourage adoption and daily use by surfacing regularly updated, relevant data—such as sports scores or financial news headlines—directly on their homescreens. The ability to target content based on market segment and device capability can dramatically increase the effectiveness of your mobile advertising. Plus, integration with your content management, authentication, reporting, and billing systems increases return on investment.

## Features and benefits

### System requirements

#### Adobe Mobile Client

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

#### Adobe Mobile Server

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

### Flexible, data-enabled homecreens

Display device data and alerts, including call logs, SMS, MMS, system settings, and events for at-a-glance information. Easily promote new services tailored for a variety of demographics and device profiles.

### Multiplatform support

Develop and deliver engaging experiences across a broad range of devices as well as open and closed operating system platforms, including Symbian and BREW. Optimize the client to reach lower end devices.

### Customizable user interface

Extend your brand consistently across a broad range of devices by integrating brand elements as an extension of your corporate identity. Easily update homecreens over the air.

### Personalized user experience

Provide subscribers with a choice of rich, dynamic homecreens. Enable them to personalize their user experiences to match their styles and personalities.

### On-device catalog

Facilitate discovery and purchase of new and existing services and active homecreens through an intuitive on-device catalog with previews that can be updated over the air.

### Extensible architecture

Extend user experiences by integrating Adobe Flash Home with Adobe Flash Cast™ technology to provide easy access to data services and promote new premium services for additional revenue opportunities.

### Integrated authoring tools

Speed up the mobile application development and testing process using market-leading authoring tools such as Adobe Flash CS3 Professional and new Adobe Mobile AppBuilder software, along with a set of prebuilt reference homecreen applications.



### For more information

To learn more about Adobe Flash Home, Adobe Flash Cast 2, and the Adobe Mobile Platform, visit [www.adobe.com/mobile/operators](http://www.adobe.com/mobile/operators).

Examples (left to right): A Flash Cast portal integrated with the dynamic homecreen, interactive brand marketing on the homecreen, a personalized data-enabled homecreen.



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