



Adobe

Funny Garbage



Adobe® Flash® Professional CS5.5

Fun and easy-to-use digital experiences

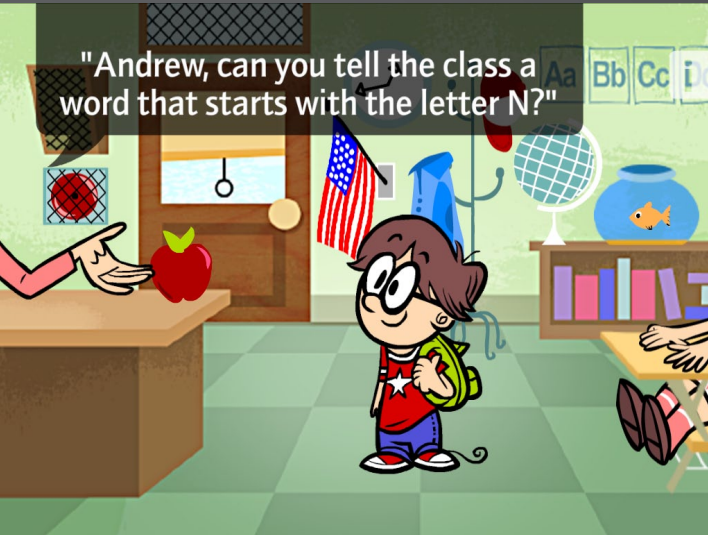
With a 15-year track record, Funny Garbage may be an established player in the digital space, but the content the creative studio delivers is as young and fresh as ever. Year after year, its groundbreaking digital services put smiles on the faces of its clients, which include media companies like Cartoon Network, Comedy Central, CNN, HBO, and Bloomberg—as well as cultural institutions like the Whitney Museum for American Art, the Experience Music Project, and PBS.

Approximately 10% of the studio's business is now focused on app development for iOS, Android, and BlackBerry smartphones and tablets. Its latest client, Ruckus Media Group, is aiming to become the most productive source of children's

stories for mobile platforms in the world. Ruckus Media enlisted the creativity and technical acumen of the Funny Garbage team to bring *Andrew Answers*, an interactive story written by Alan Katz and told by Marc Summers, to life on the iPhone and iPad. The app, created with the Adobe Flash® Professional CS5.5 prerelease, was named a finalist for Best Kid's Apps (both iPhone/iPad divisions) in the 2010 Best App Ever Awards.



"Andrew, can you tell the class a word that starts with the letter N?"



No.



"The new Adobe Flash Professional CS5.5 incremental compilation publishing cache feature saved many hours of publishing time."

-Colin Holgate, Senior Programmer, Funny Garbage

Productivity gains with Adobe Flash Professional CS5.5

The Funny Garbage team explored different development tools for creating the *Andrew Answers* app and ultimately selected Flash Professional. "Adobe Flash Professional enables animation that no other tools can approach and offers huge speed gain over other tools," says Colin Holgate, senior programmer for Funny Garbage.

In addition to offering great animation capabilities, Flash Professional CS5.5 also helped the team achieve its high standards related to sound quality. "Our iOS application had more than 60 sounds in it, and with performing a lot of test builds, the new Adobe Flash Professional CS5.5 incremental compilation publishing cache feature saved many hours of publishing time," explains Holgate.

Time is money for Funny Garbage, and productivity enhancing features in Flash Professional CS5.5, like the visible property UI, have a positive impact on the bottom line. "A huge amount of the time that goes into making an app work well is related to timing. The visible property UI in Adobe Flash Professional CS5.5 can save weeks of effort figuring out timing by enabling us to have art on the stage, ready to use, but invisible to the user," says Holgate.

Ruckus Media couldn't be happier with the app. "Funny Garbage did a fantastic job leveraging Adobe Flash Professional CS5.5 to fully capture the seriously funny story of *Andrew Answers*," says Jim Young, COO for Ruckus Mobile Media. The Funny Garbage team looks forward to growing its application development expertise and approaching more clients with creative ideas to expand their reach to new devices.



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