

Adobe MAX Recap

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Keynote – Shantanu Narayen, CEO

- Keynote Video
- Abundance of content being created
 - Content → Content + Applications
- New devices: smartphones, netbooks, etc.
- Cloud computing
- Social networking/media & collaboration



Keynote – Kevin Lynch

- Designer-Developer workflow
- Flash, Flash Catalyst, Flash Builder (formerly Flex Builder)
- ColdFusion 9 was released at MAX with CF Builder
- Flash Platform Services
 - LiveCycle Collaboration, Distribution, Payment, Social
- Flash Player 10 adoption: 94%
- HTTP Video streaming – streaming from any web server



Flash Everywhere

- Open Screen Project
- Full Flash Player for mobile devices (FP 10.1)
 - Optimizing resource consumption (memory, power)
 - Support for multi-touch, gestures, screen orientation
 - Video
 - Demos
- AIR



Secret Session, Flash Professional

- Text
 - TextLayoutFramework shows extensive property panel
 - Multi-Column Support
 - Bi-Directional Text
 - Strikeout, Underline
 - Ligatures
 - Text Flow Around Images
- Import from InDesign
- Simplified Font Embedding



Secret Session, Flash Pro: Code

- Intelligent Code Snippets Panel for learners
- Can add your own snippets to the panel
- UI Improvements for Developers
- Choice of Flash or FlashBuilder Editor
- FlashBuilder inside of Flash—open & compile FLA w/FlashBuilder editing environment
- Changed FLA file format to XML (XFL)
- Create FLA files from InDesign
- Log Panel showing SWF filesize by date



Flash: Design Enhancements

- Physics engine for Inverse Kinematics
- Deco Brush-procedural engine
- Video Enhancements
 - Live video during placement of video player on the stage with alpha transparency (for positioning)
 - Add cue points to video on the stage



Video Player w/Text Search

- Automatic speech-to-text converter (up to 90% accuracy)
- Available in Premiere Pro CS4 and Soundbooth CS4
- [Demo](#)

Transcribing Video to Speech

- Import video to Premiere Pro or Soundbooth
- Clip → Audio Options → Transcribe to Text
- Launches Adobe Media Encoder; click Start
- In Premiere Pro, edit transcript in Metadata panel
- In AME export to FLV/F4V
- In Soundbooth export an XML file

Video-to-Speech Resources

- [The Future is Searchable page on adobe.com](#)
- [Creating Searchable Video White Paper on adobe.com](#)
- [Chapter Excerpt from *AfterEffects for Flash/Flash for AfterEffects*](#)
- [Downloads page for Above Book Chapter](#)