



# Flex 3 Pre-release Tour



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# Flex 3 Pre-release Tour

## Agenda

- **Adobe Platform Update** *(45 mins)*
- **Flex Builder 3 Features** *(45 mins)*
- **Adobe & Open Source** *(10 mins)*
- **BlazeDS and LiveCycle Data Services** *(30 mins)*
- **Adobe Q & A**
- **Prize Raffle**
- **Local presentations**



# Flex 3 Pre-release Tour Raffle



- **1 x Flex Builder 3 Professional**
- **1 x Adobe Creative Suite 3 Web Premium**
- **1 x iPod Nano**
- **5 x Adobe Flex 'Schwag' Bags**



# Flex 3 Pre-release Tour OnCamera



- **Capturing people, places and experiences on the Flex 3 Pre-release Tour**
- **Tell us about your Flex or AIR application and show the world what you're building!**
- **Video footage will appear on blogs and Adobe Developer Centre**



# Adobe Platform Update

# Flex Adoption



3,400,000,000+

Installs of Flash Player 9

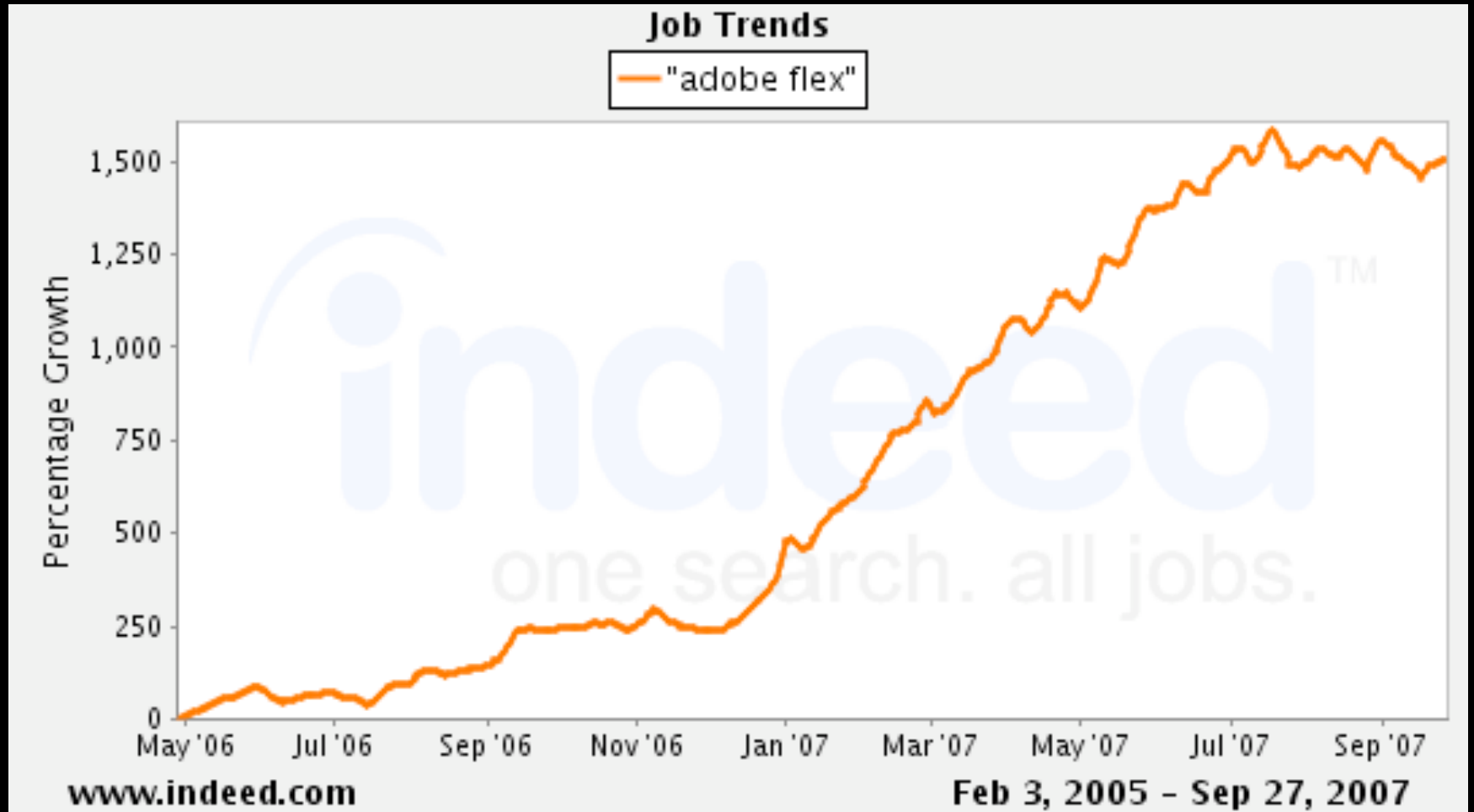
560,000+

Downloads of Flex

115,000+

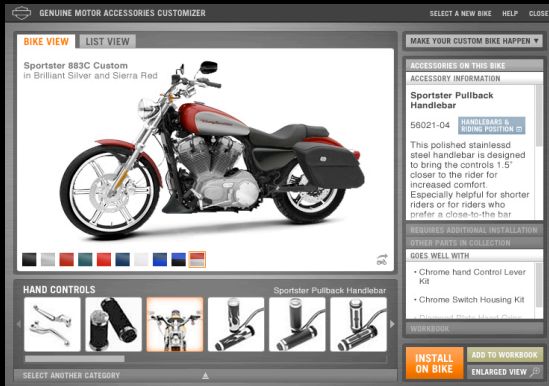
Visitors to Flex.org in Oct 07

# Demand for Flex skills

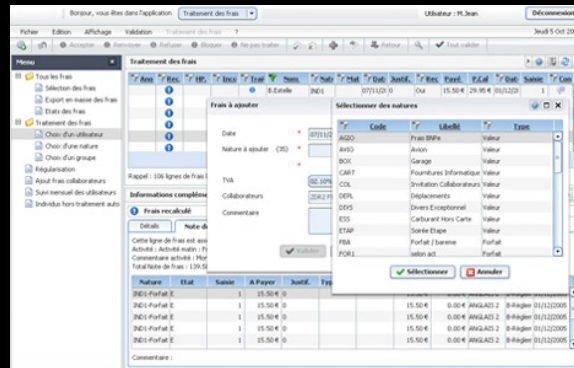


# Where Flex is Used

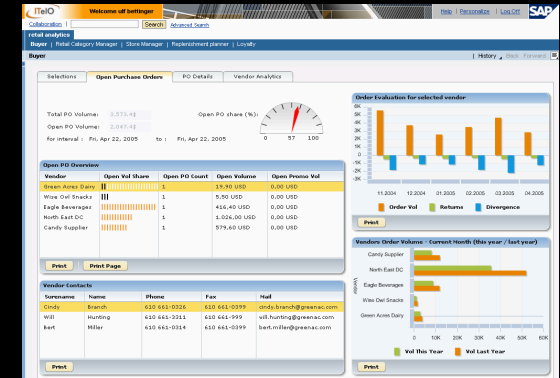
## Product Configuration



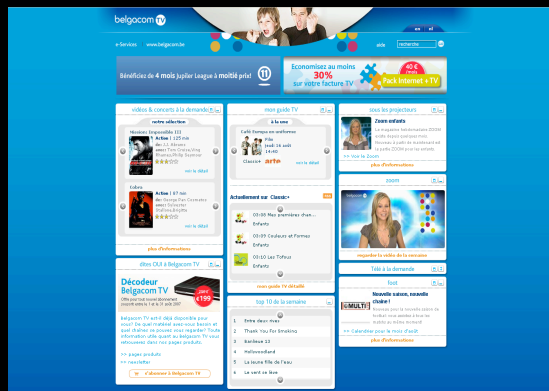
## Line of Business Applications



## Data Visualization



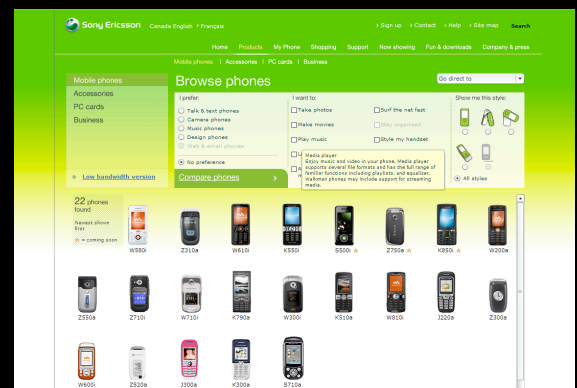
## Rich Media Applications



## Authoring Applications

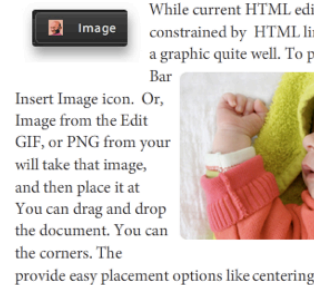
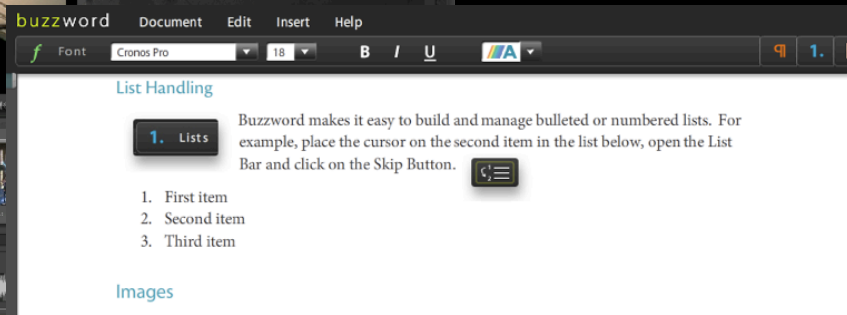
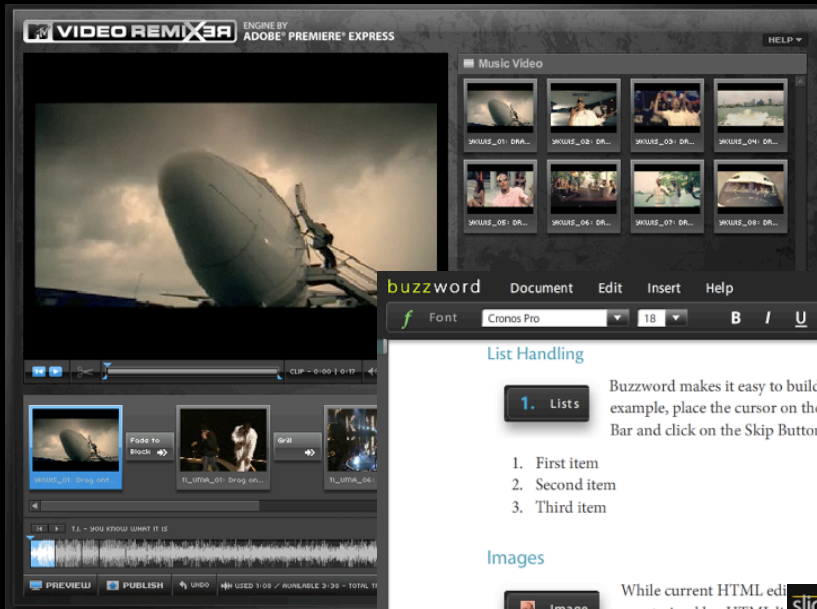


## Product Selection

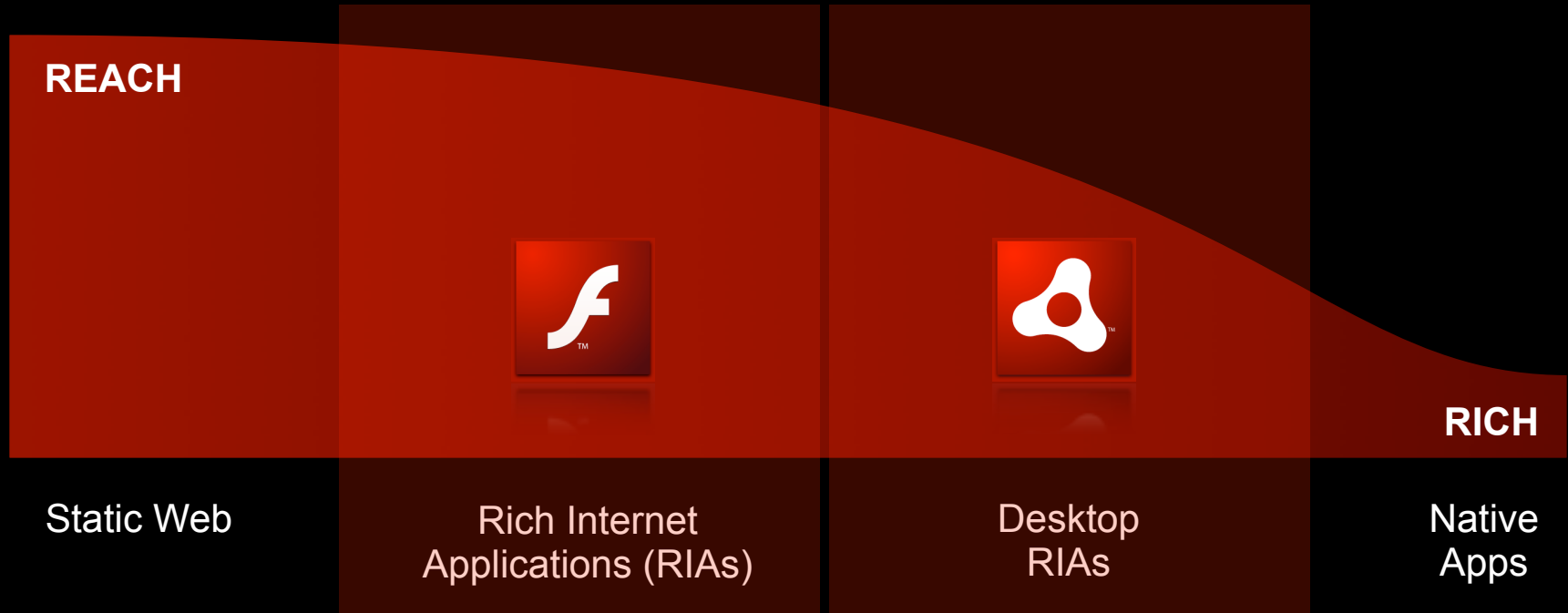




# Amazing Flex apps



# Application Development Choices



# Adobe AIR Architecture

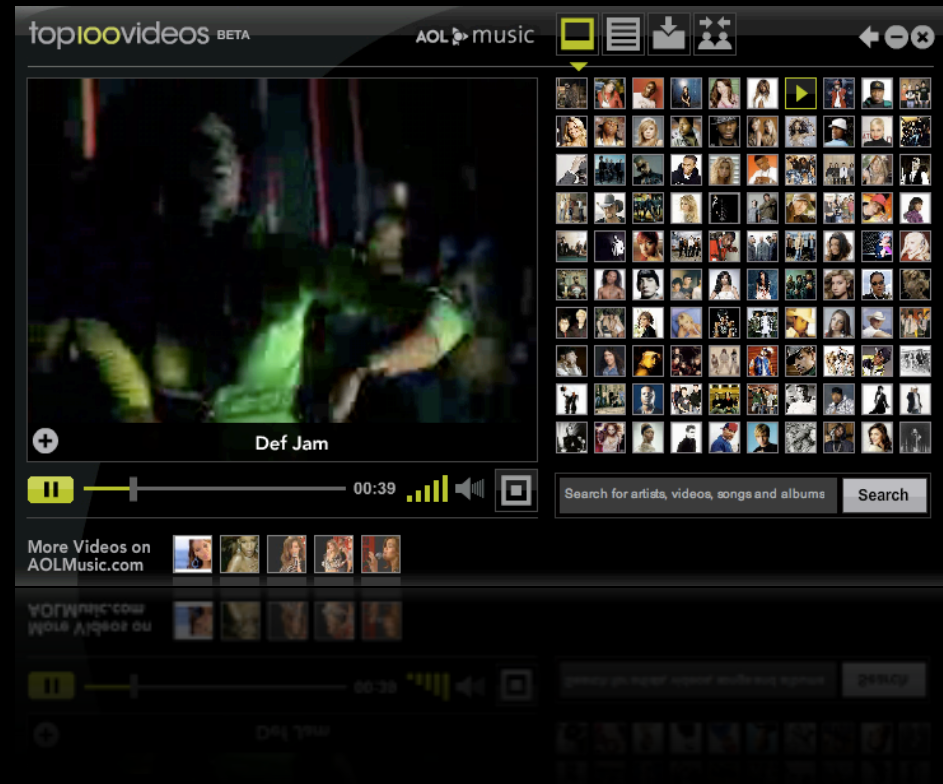


# AIR 1.0 Functionality/APIs

- Network Detection
- File I/O
- Custom Window Chrome (shapes, alpha transparency)
- Multi-Window
- Native Menus
- Drag'n'Drop, Clipboard Access
- System Tray and Dock Notifications
- Application/Installer Signing
- Application Icons
- File Type Registrations
- Background Applications
- Application Update APIs
- Network
  - HTTP Support
  - Supports XML-RPC / SOAP / Rest Based Web Services
  - Binary and XML Sockets

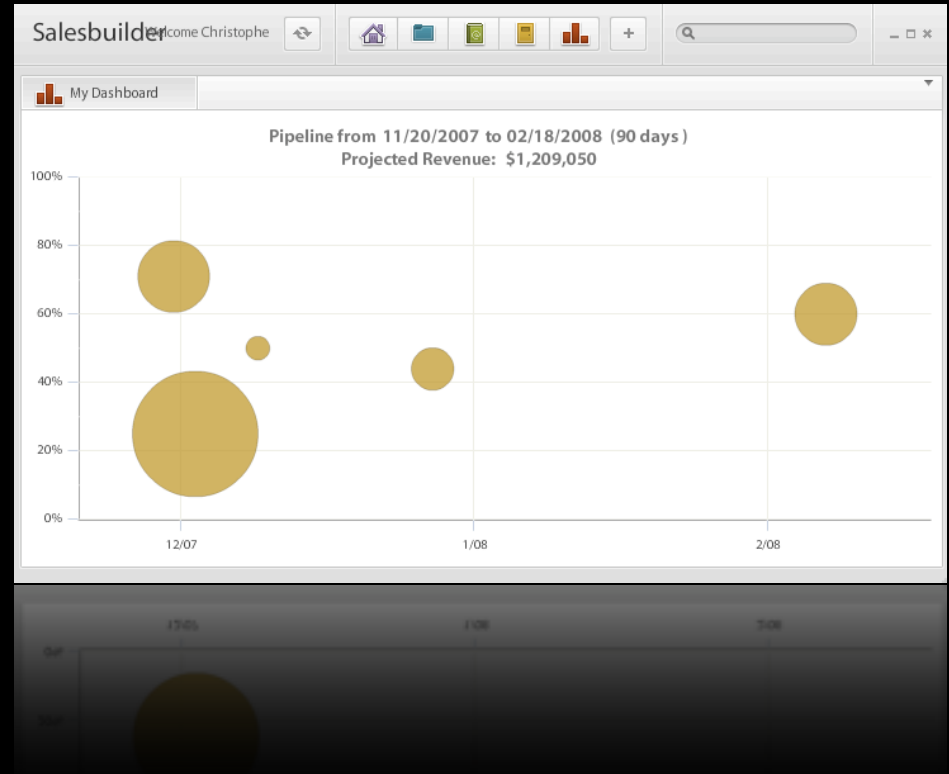
# Branded consumer applications

- Extend web offering to the desktop
- Build brand loyalty
- More user value and better retention
- Deliver custom user experience



# Line of Business applications

- Integration with existing desktop apps/local data
- Offline use for disconnected scenarios
- Rapid application development
- Leverage internal web development skills



*PayPal*<sup>®</sup>

**NASDAQ**<sup>®</sup>

salesforce.com<sup>®</sup>  
Success On Demand.™

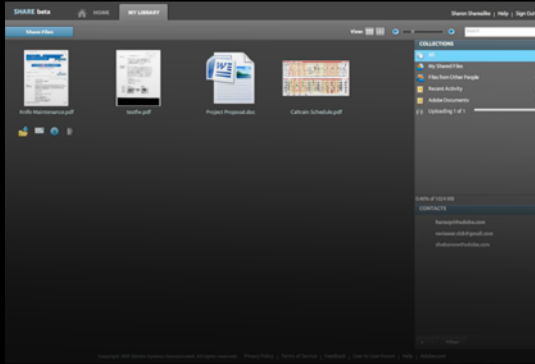


# Flash Player “Moviestar”

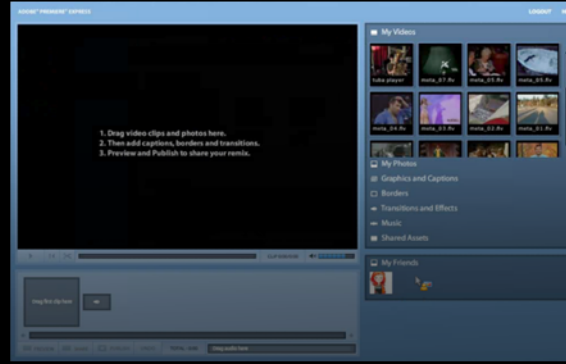
- H.264 support
- HD video up to 1080p
- Multi core CPU boost
- Full screen hardware scaling
- 50% faster bitmap downscaling
- Encrypted stream support for FMS 3.0



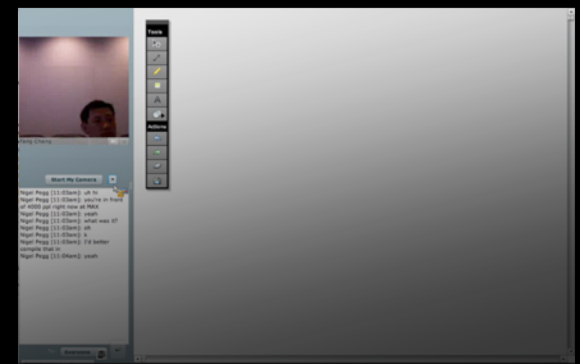
# Delivering new Services



“Share”  
for Collaboration



“Pacifica”  
for Voice



“Cocomo” for  
Videoconferencing

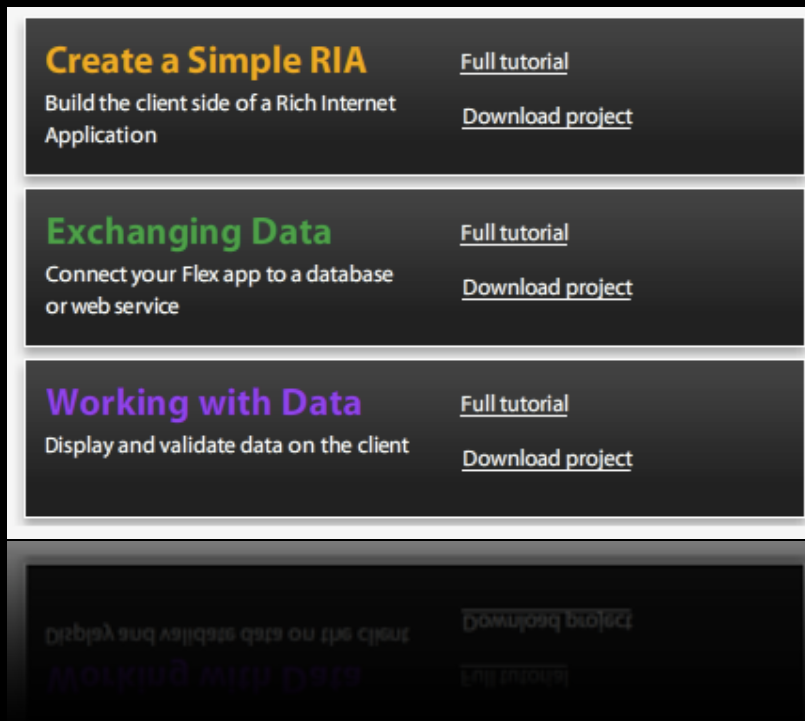




# Flex Builder 3 Features

# Introduction

- Builds on Flex Builder 2 features
  - Project support, code hinting, visual layout, incremental compilation, debugging
- New 'Getting Started' Experience
  - Tutorials on UI, Data, Events, Debugging...
  - Sample projects for ASP.NET, ColdFusion, PHP and J2EE



# Working with Flex Projects

- New Create Project Wizard
  - Creates either a Flex web or AIR desktop application
  - Server projects support ASP.NET, ColdFusion, PHP and J2EE

**Create a Flex project.**  
Choose a name and location for your project, and configure the server technology you want to use.


Project name:


Project location


☒ Use default location


Folder:

Application type

☐  Web application (runs in Flash Player)

☒  Desktop application (runs in Adobe AIR)

☐  Web application (runs in Flash Player)

☒  Desktop application (runs in Adobe AIR)

# Working with Flex Projects

- Export Release Build
  - Use when ready to deploy your Flex or AIR application
  - Outputs release-ready optimized version of application
  - View source option added to Export

**Export Release Build**  
Build and export an optimized release-quality SWF or Adobe AIR application installer.

Project: Flexstore

Application: newstore.mxml

View source

☒ Enable view source

Choose Source Files...

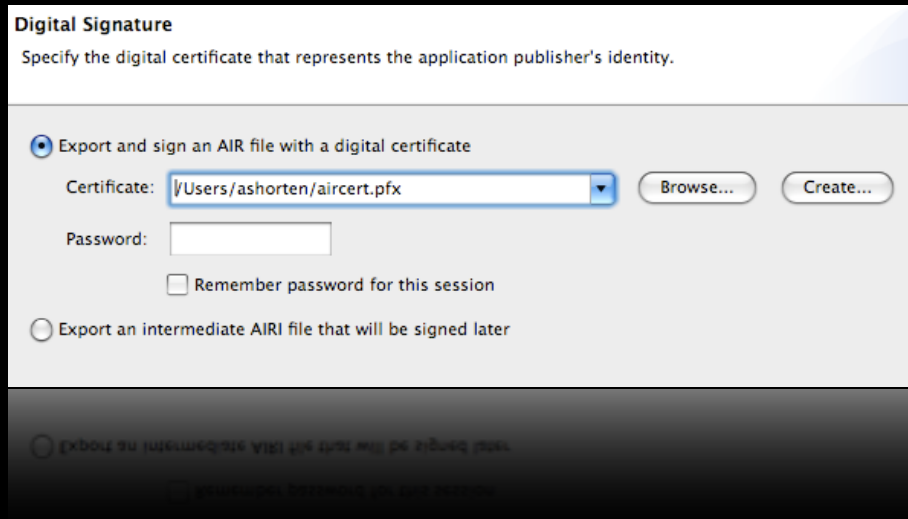
Export to folder: bin-release Browse...

(in /Flexstore)

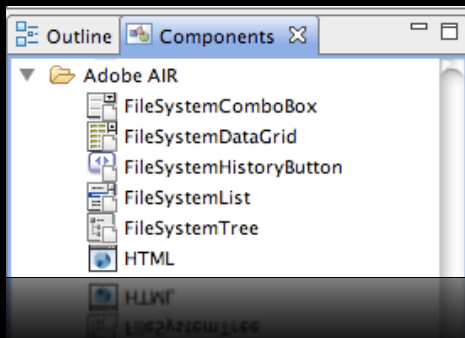
# Platform Evolution

## ■ AIR Application Support

- Code hinting, debugging and profiling support
- Application Packaging and Signing tools

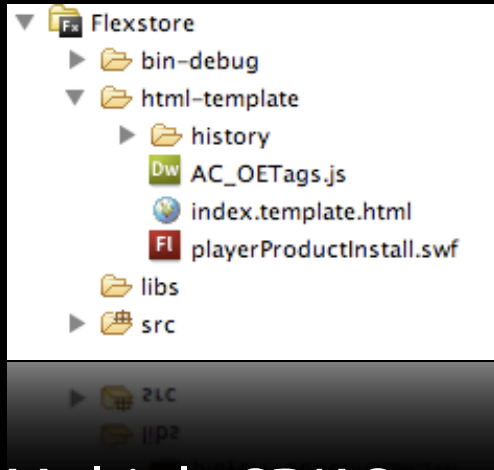


- Additional Flex components for desktop applications

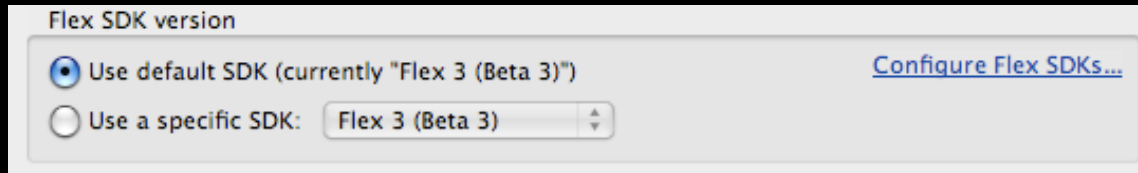


# Working with Flex Projects

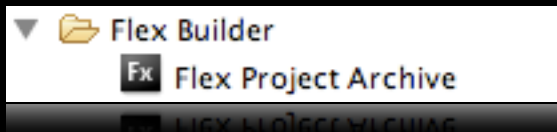
- New Project Structure



- Multiple SDK Support



- Project import/export

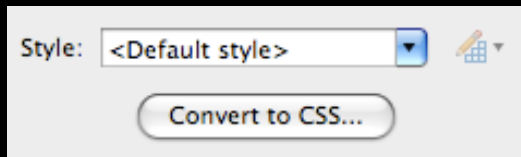


# New Design Features

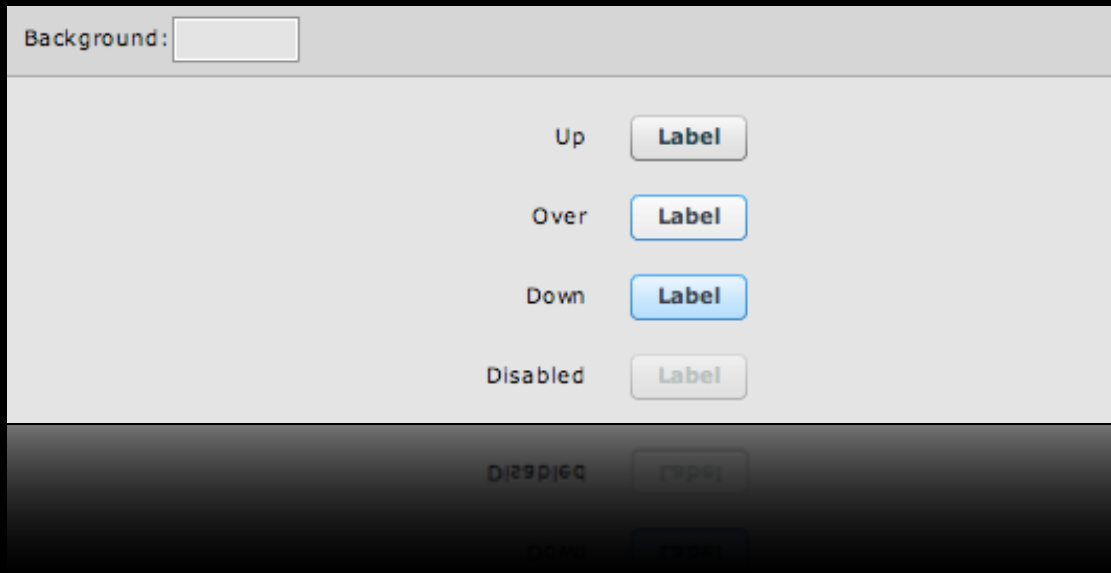
- Zoom and Panning in Design View



- Convert inline styles to CSS

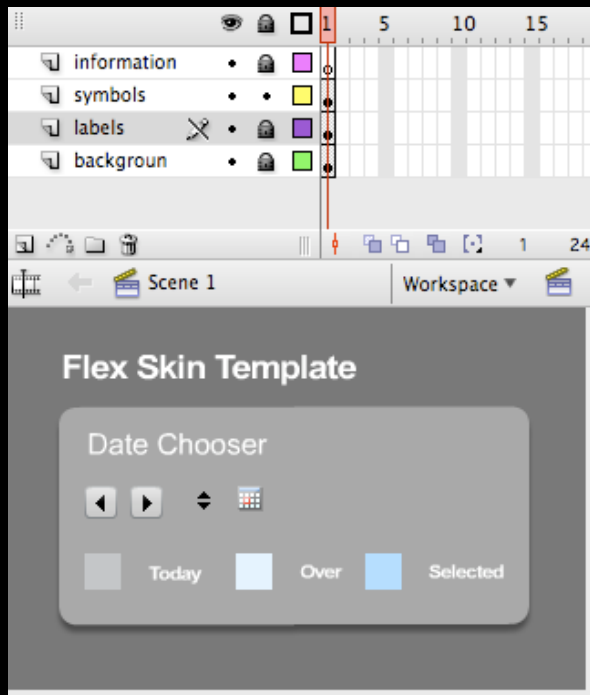


- CSS design view

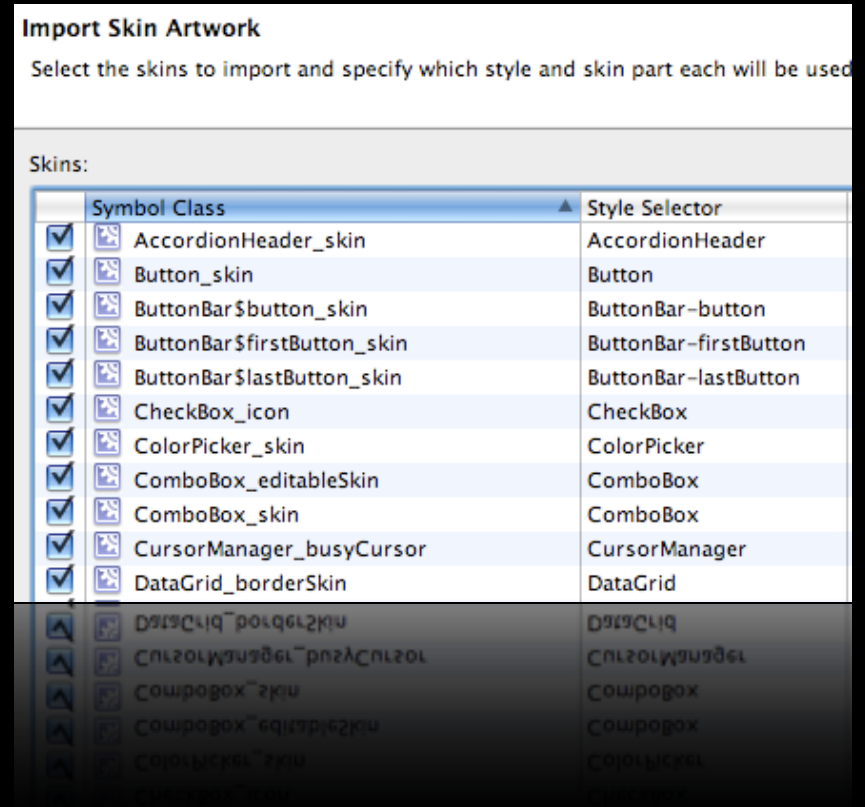


# New Design Features

- Integration with CS3
  - Flex Component Kit
  - Flex Skin Templates



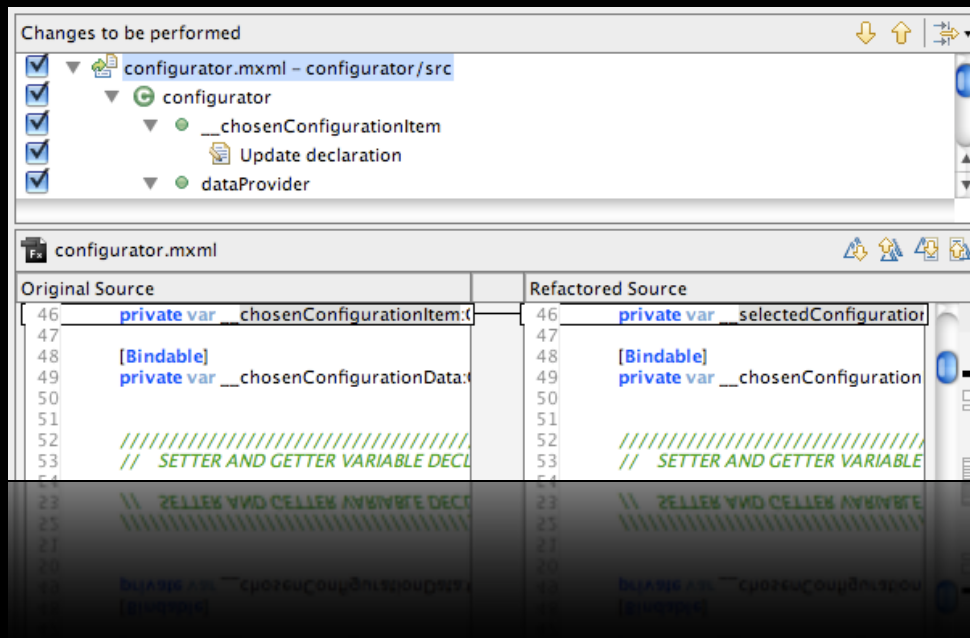
- Flex Skinning Wizard





# New Coding Features

- Commenting
  - Toggle comments and block comments
- Searching for Declarations/References
  - Find variable, method and class declarations/references in files, projects and workspaces
- Code Re-factoring



# Productivity Enhancements

## ■ Server Project Wizards

- Create a CRUD application from an existing database
- Generates all client and server code required for basic application
- Wizards for ASP.NET, ColdFusion, PHP and J2EE servers

### Choose data source

Establish a connection to your database table.

Project: wizards

Connection: World

Table: City

Primary key: ID

### Generate server-side code

Generate server-side code that will communicate between the database and your Flex application.

PHP source folder: bin-debug

PHP file name: City.php

```
1 <?xml version="1.0" encoding="utf-8"?>
2 <!--
3 Main application MXML file.
4 MXML defines the UI layout of your application as well as the connection
5 to your data source (via data binding) and the ActionScript event listeners
6 implement your application's UI logic.
7 The MXML file that starts with an <mx:Application> tag is the main
8 for your Flex application.
9 -->
10 <mx:Application xmlns:mx="http://www.adobe.com/2006/mxml" layout="absolute"
11 creationComplete="initApp()" backgroundGradientColors="#ffffff,
12
13 <!--
14 Externalized script "include" tag.
15 This file contains the UI logic for the CRUD application. All
16 the Flex UI logic is written in ActionScript, the same language used by
17 the Flex compiler. The UI logic for the CRUD application is
18 externalized into a separate file.
19 -->
```

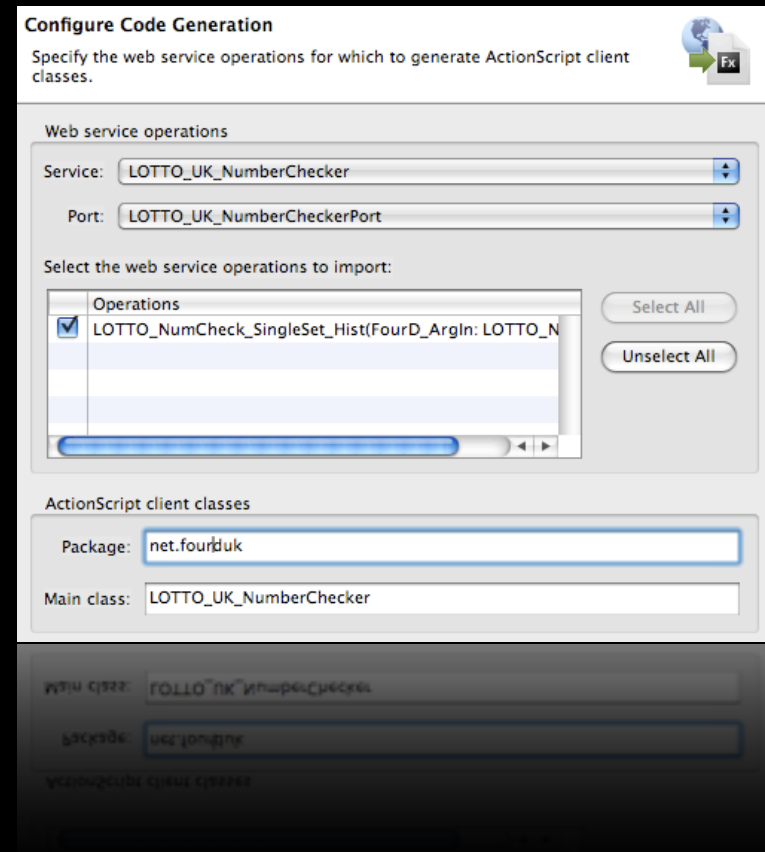
# Productivity Enhancements

## ■ Web Service Support

- Generate client proxy classes from WSDL
- Includes support for complex types returned from web services
- Enables complete code hinting for service methods and custom types

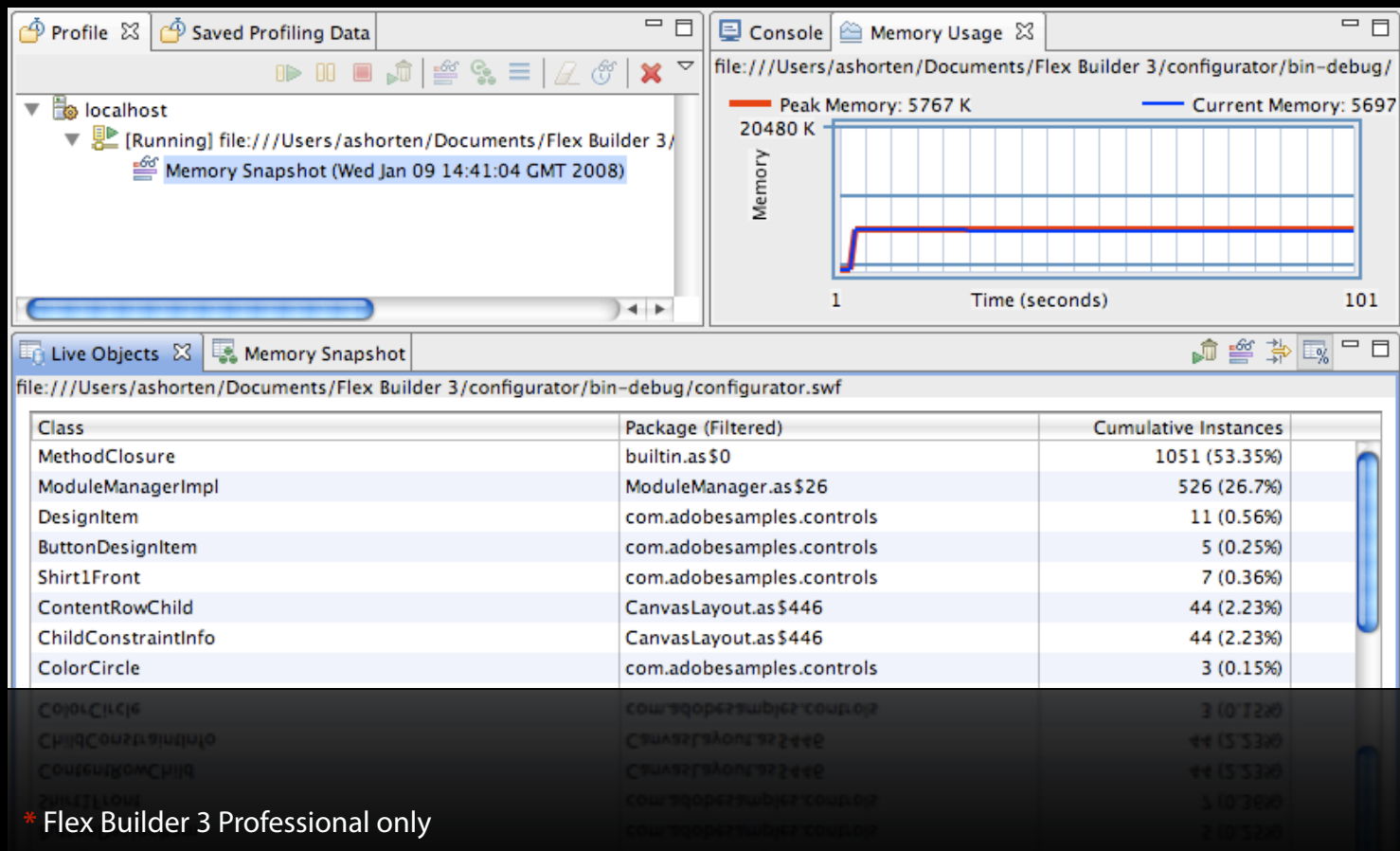
## ■ JavaScript/AJAX Wrappers

- Incorporate Flex components into existing web pages
- Wizard generates code to expose any Flex component property as native JavaScript



# Productivity Enhancements

- Performance and Memory Profiler \*
- Use performance snapshots to quickly locate application bottlenecks
- Optimize memory usage by monitoring per-function usage



# Platform Evolution

- Persistent Framework Cache

Flex 2 - Too Big



Flex 3 -  
Framework Caching



- Module Support

## Other Flex 3 Features

- Advanced DataGrid \*
- Automated Testing Support \*
- Better support for 3rd party components (e.g. ILOG)
- Enhanced Constraints Model
- OpenType Font Support
- Improved Charting Components \*
- Deep Linking Support
- Runtime Localisation
- Standalone web-tier compiler modules for IIS and Apache

# Flex Resources

- Flex Builder 3 - <http://labs.adobe.com/>
- Flex Developer Centre - <http://www.adobe.com/devnet/flex/>
- Flex Community - <http://www.flex.org/>