

# Sexier Software with Flex

James Ward

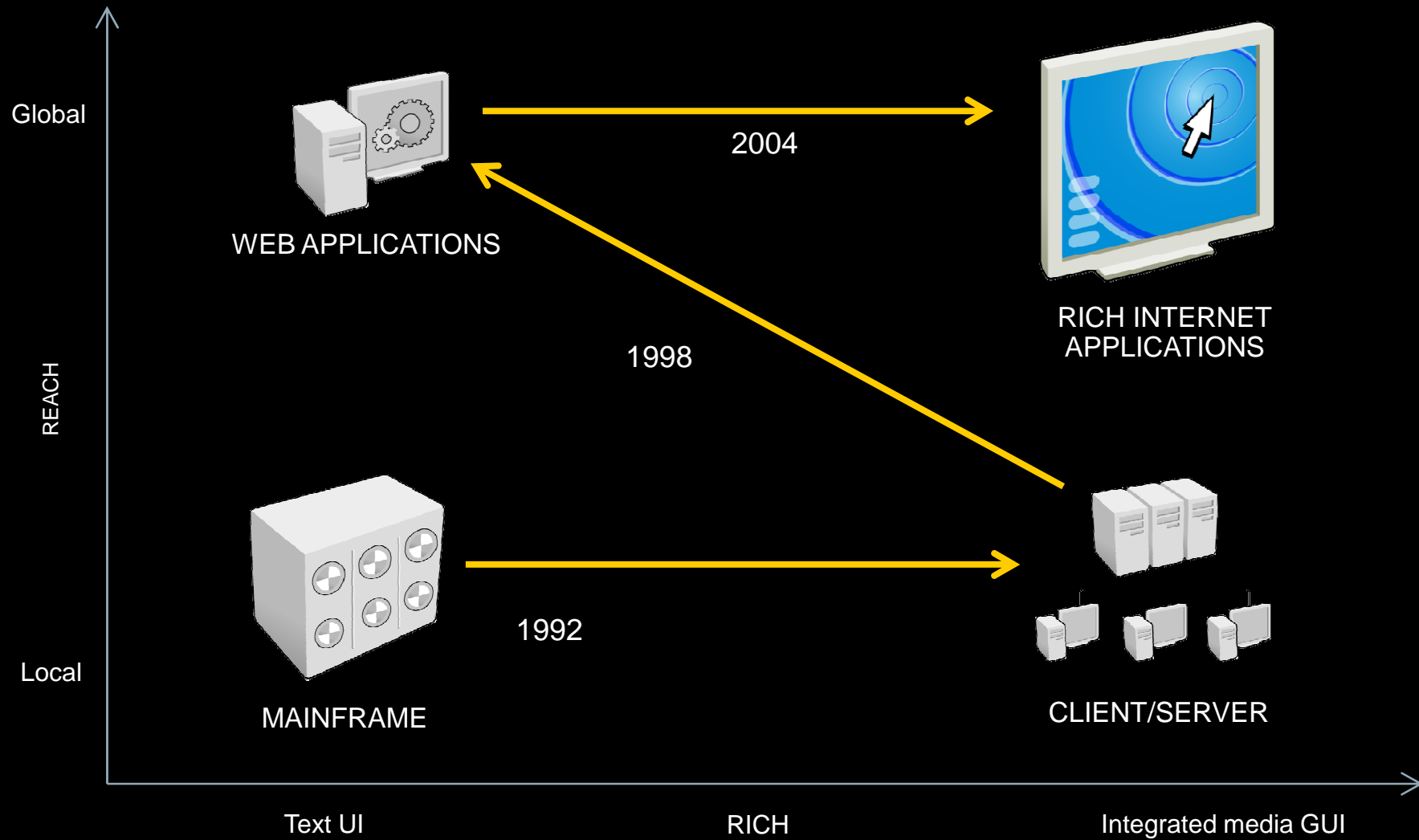
[www.jamesward.com](http://www.jamesward.com)

Chet Haase

[graphics-  
geek.blogspot.com](http://graphics-geek.blogspot.com)



# Applications have evolved



# Adobe's Software Development Platform

## Applications



Adobe  
Media  
Player



Buzzword

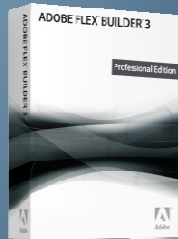


Acrobat  
Connect

## Designer/Developer Tools

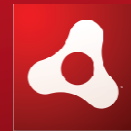


Creative Suite 3



Flex Builder

## Client Runtimes



Adobe  
AIR



Flash  
Player



PDF

## Frameworks



Ajax



Adobe  
Flex 3

## Servers/Services



LiveCycle



ColdFusion



Flash Media  
Server



Acrobat  
Connect



Flash  
Cast

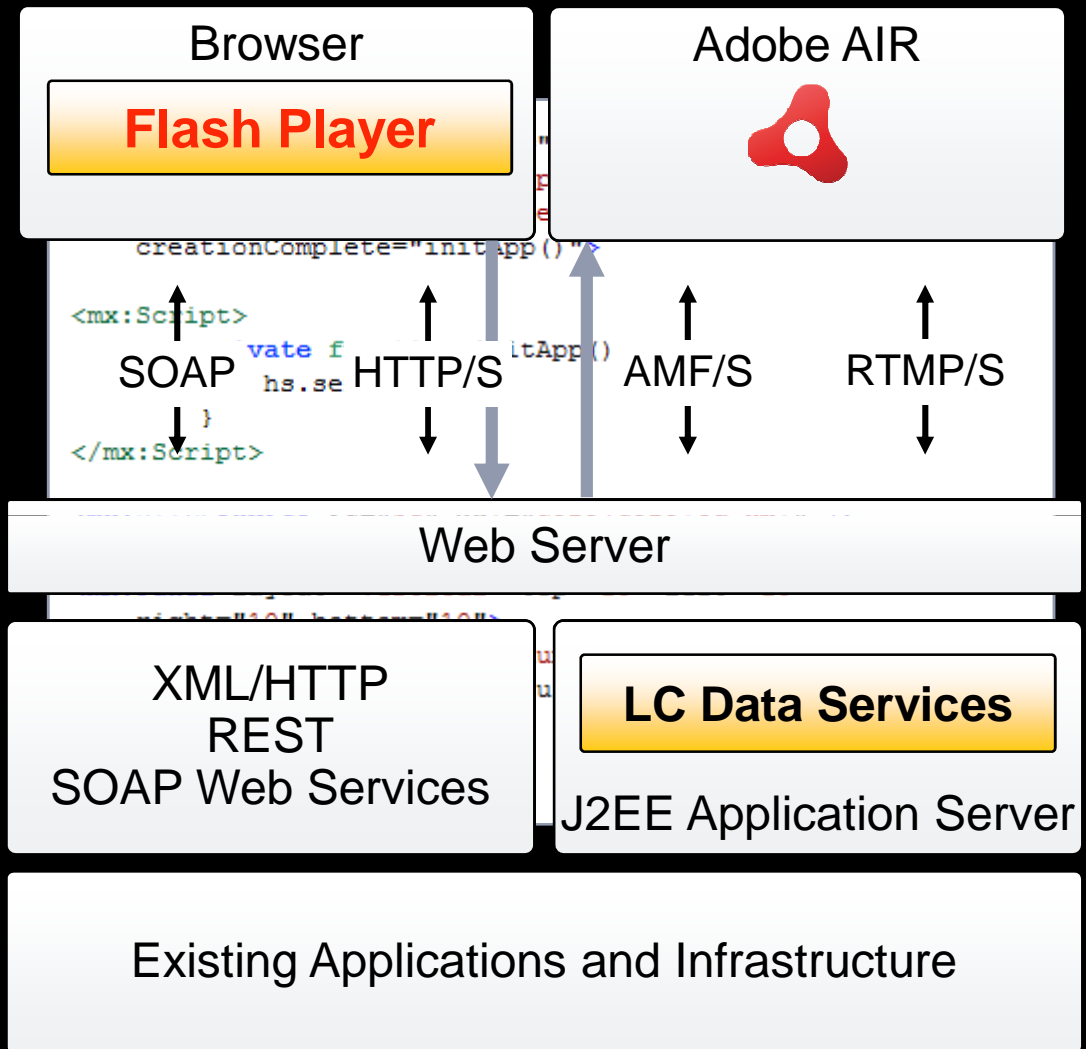
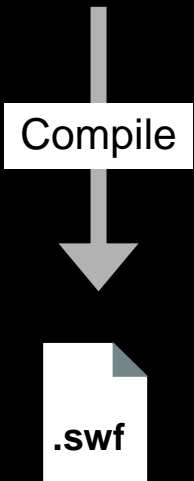
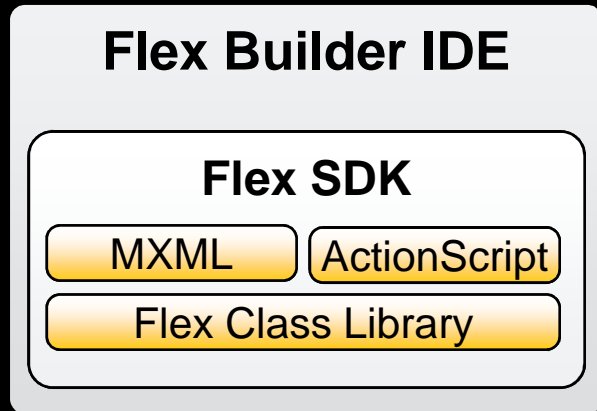


Scene7

# Adobe AIR Application Stack



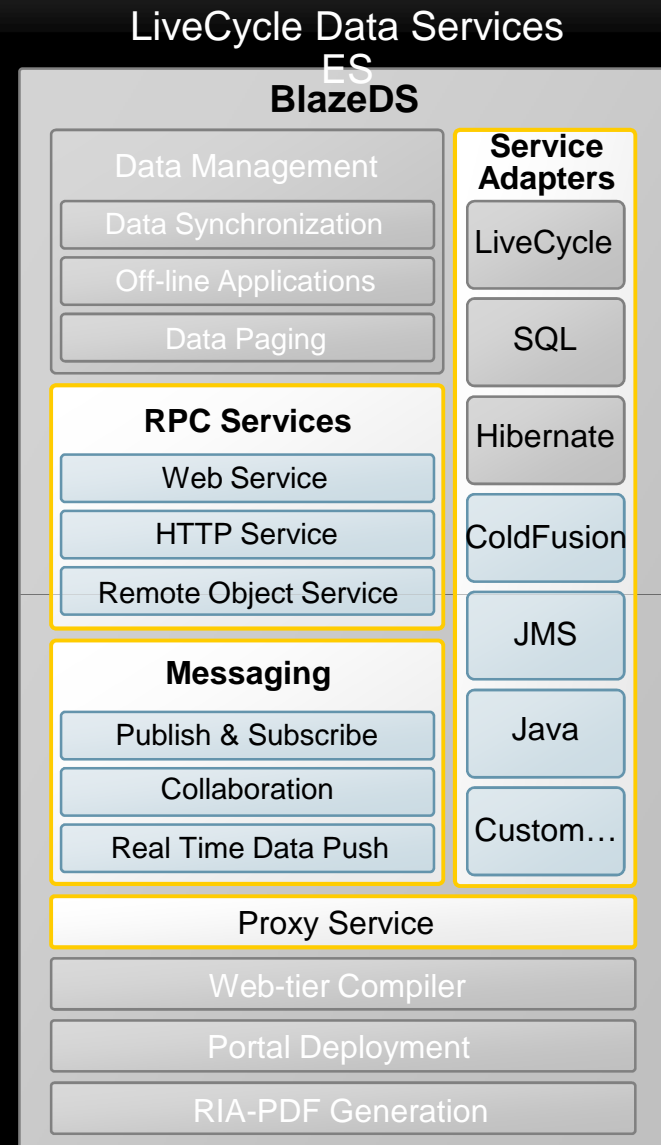
# How Flex Works



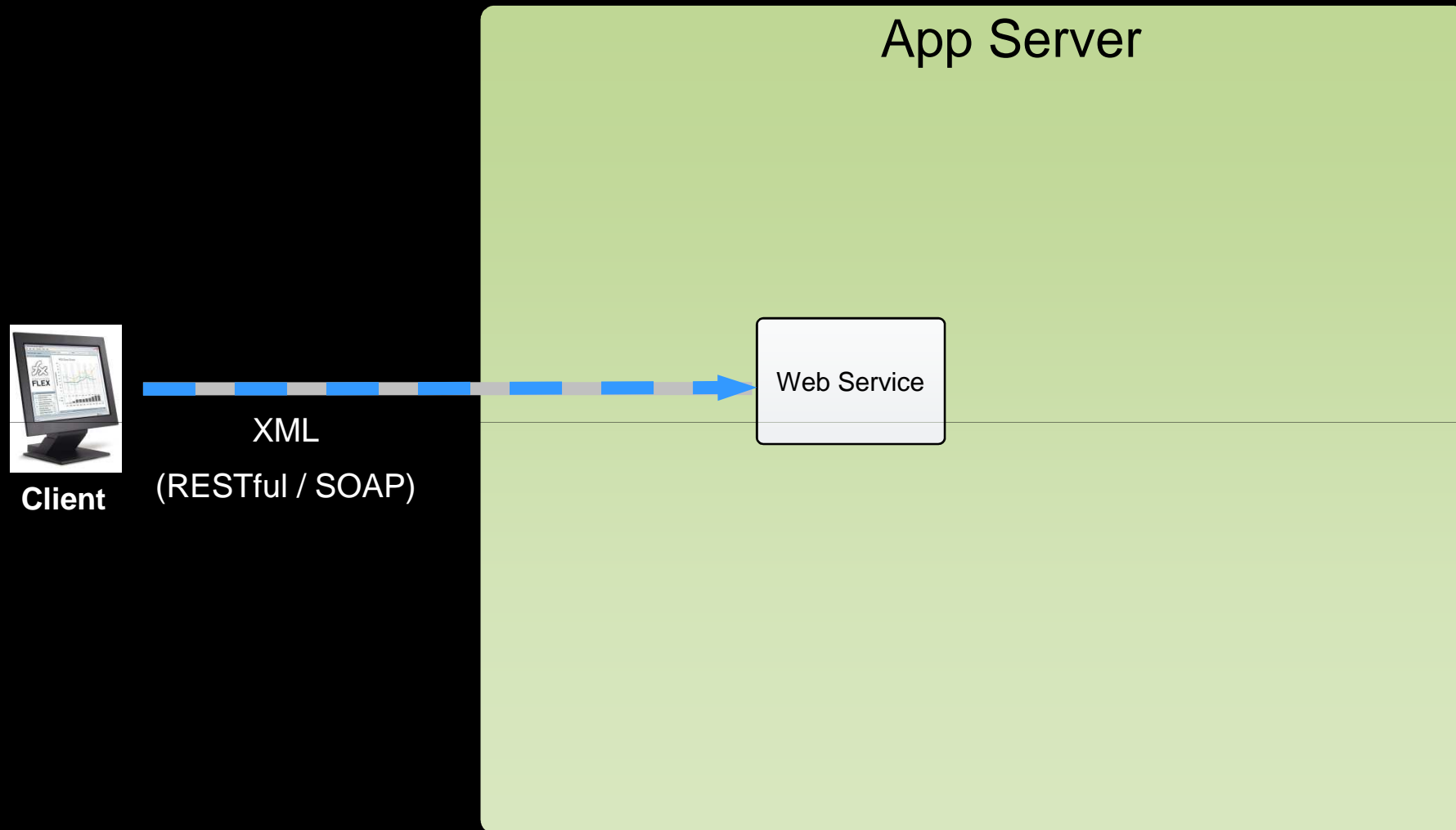
# Introducing Open Source BlazeDS

**BlazeDS is the remoting and HTTP-based messaging technology which Adobe is contributing to the community under LGPL v3**

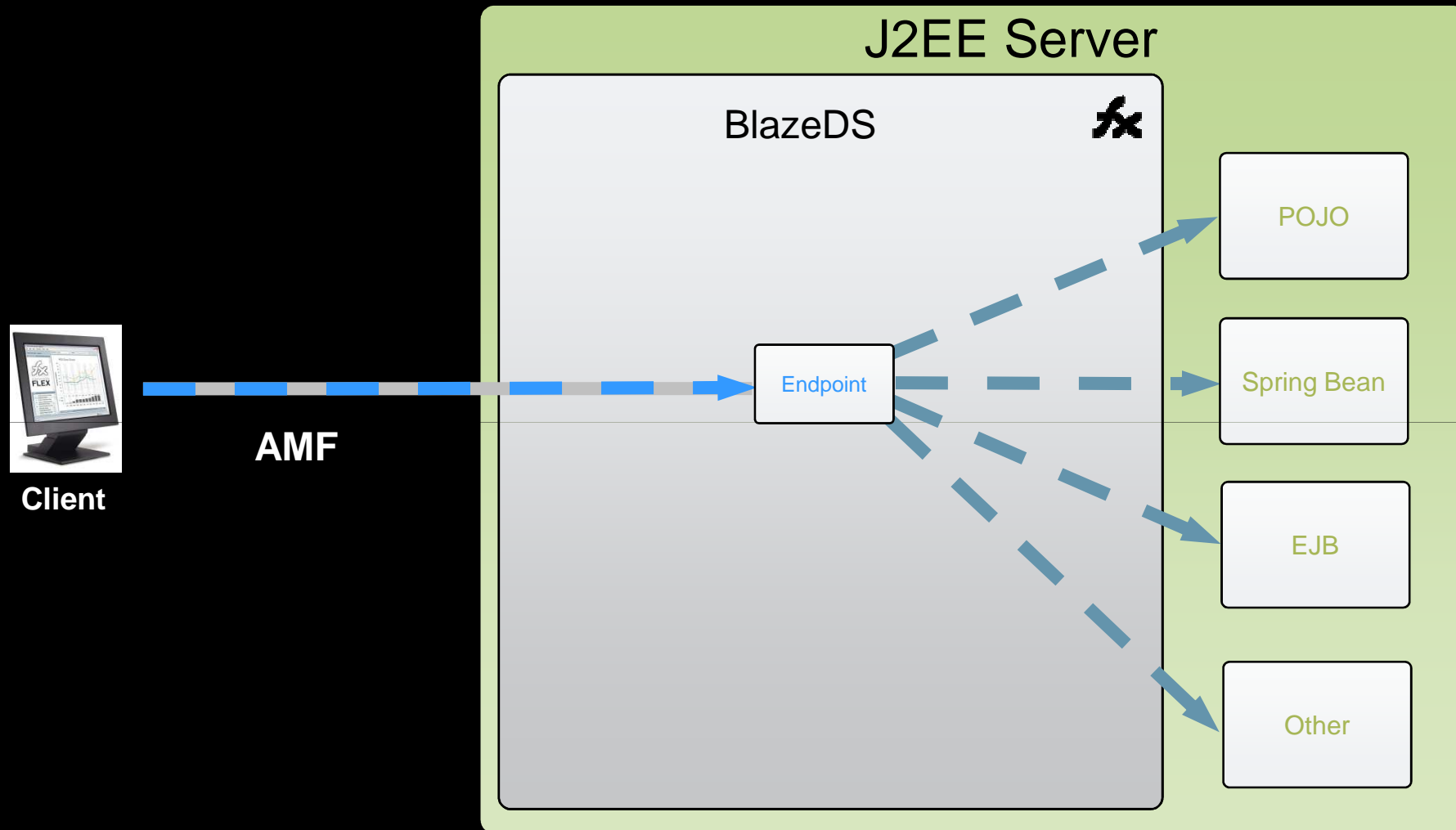
- **Capabilities**
  - Easily connects Flex & AIR applications to existing server logic
  - High performance data transfer for more responsive applications
  - Real-time data push over standard HTTP
  - Full pub/sub messaging that extends existing messaging infrastructure
- Publication of the Action Message Format (AMF3) binary data protocol specification
- Certified builds, warranty protection and enterprise support subscriptions available



# Flex with Java via XML (RESTful / SOAP)



# Flex with Java via Remoting





# Flex with Java via Messaging

