Breathe Some AIR
Into Your Brand

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A brand is a collection of images and ideas representing an economic producer; more specifically, it refers to the descriptive verbal attributes and concrete symbols such as a name, logo, slogan, and design scheme that convey the essence of a company, product or service.

Source: Wikipedia

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"A brand is not a product. It is the sum total of everything a company does — the good, the bad and even the off strategy — that creates a large context or an identity in the consumer's mind."

Scott Bedbury
Formerly of Nike and Starbucks

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Some Strong Brands

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Brand Message

Safety

Adobe

Brand Message

Overnight delivery

Brand Message

Disney

Family fun

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Brand Message

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Amazing software, good-hearted,
handsome evangelists, ahead of
their time, absolute geniuses

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Successful Branding Campaign

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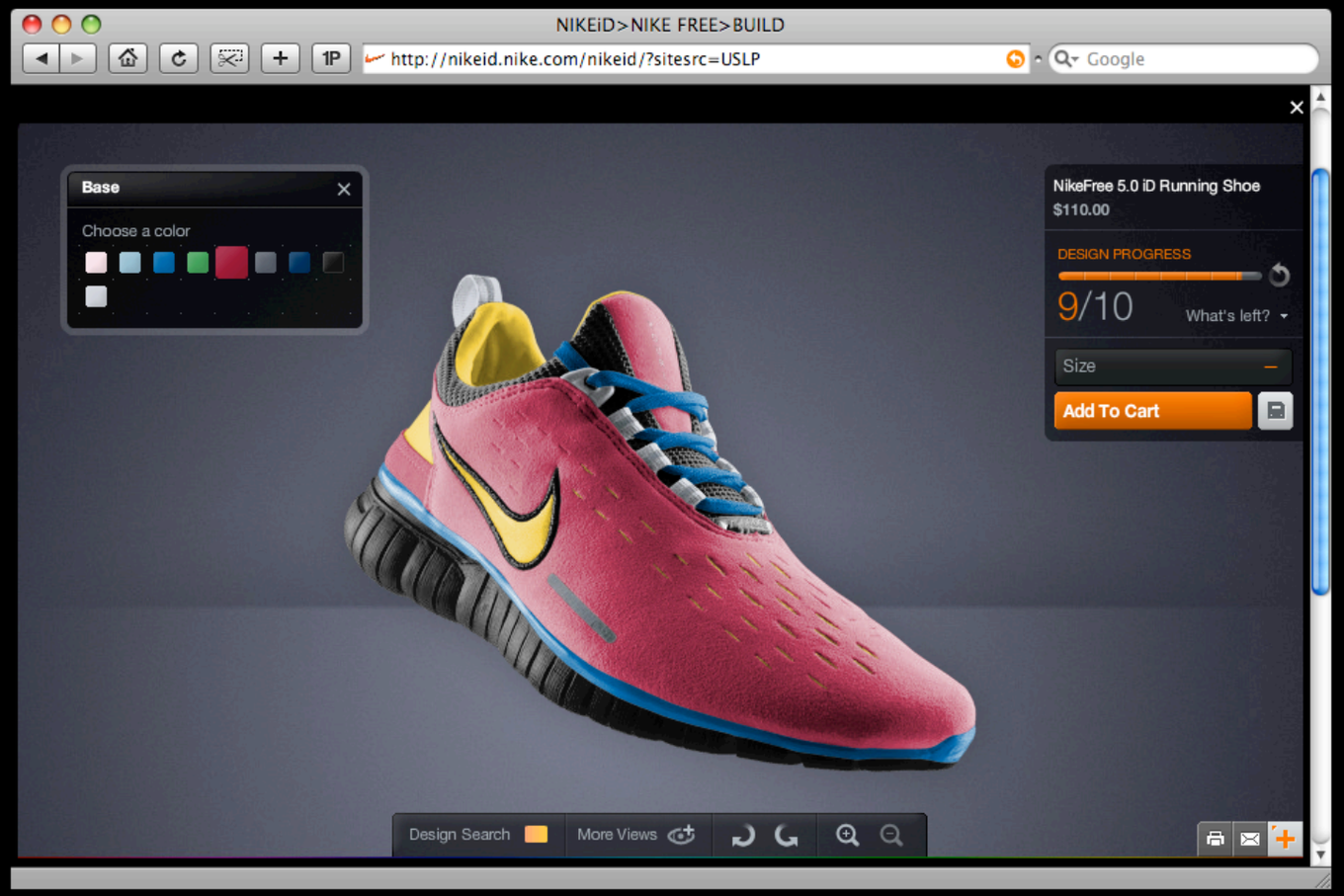
Branding in the Browser

RIA technologies like Flash and Flex allow designers to create engaging branding experiences in the browser.



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Limitations in the Browser

- Brand always surrounded by browser chrome
- Relies on internet connectivity
- No integration with the user's desktop

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Best Case Scenario

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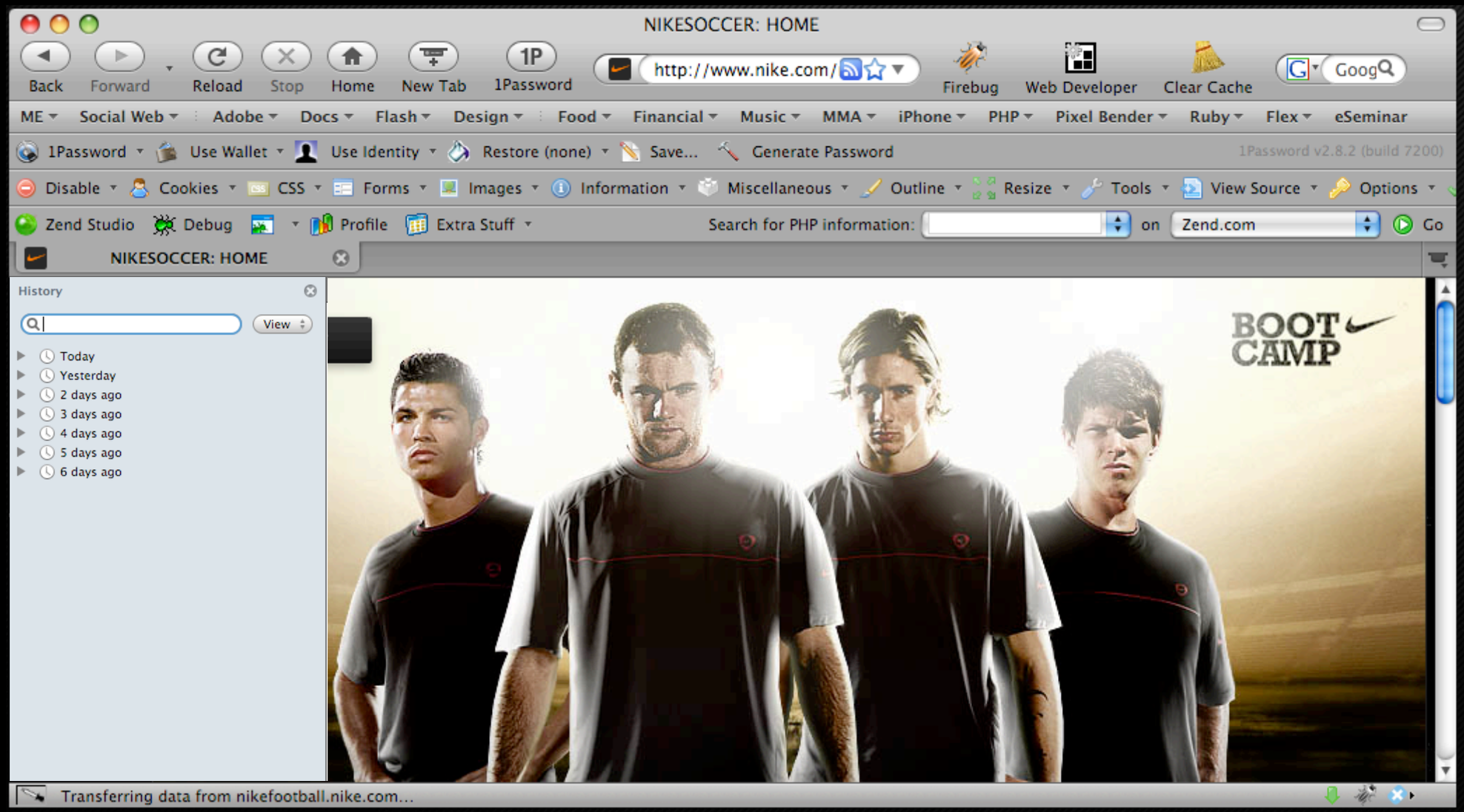
Worst Case Scenario



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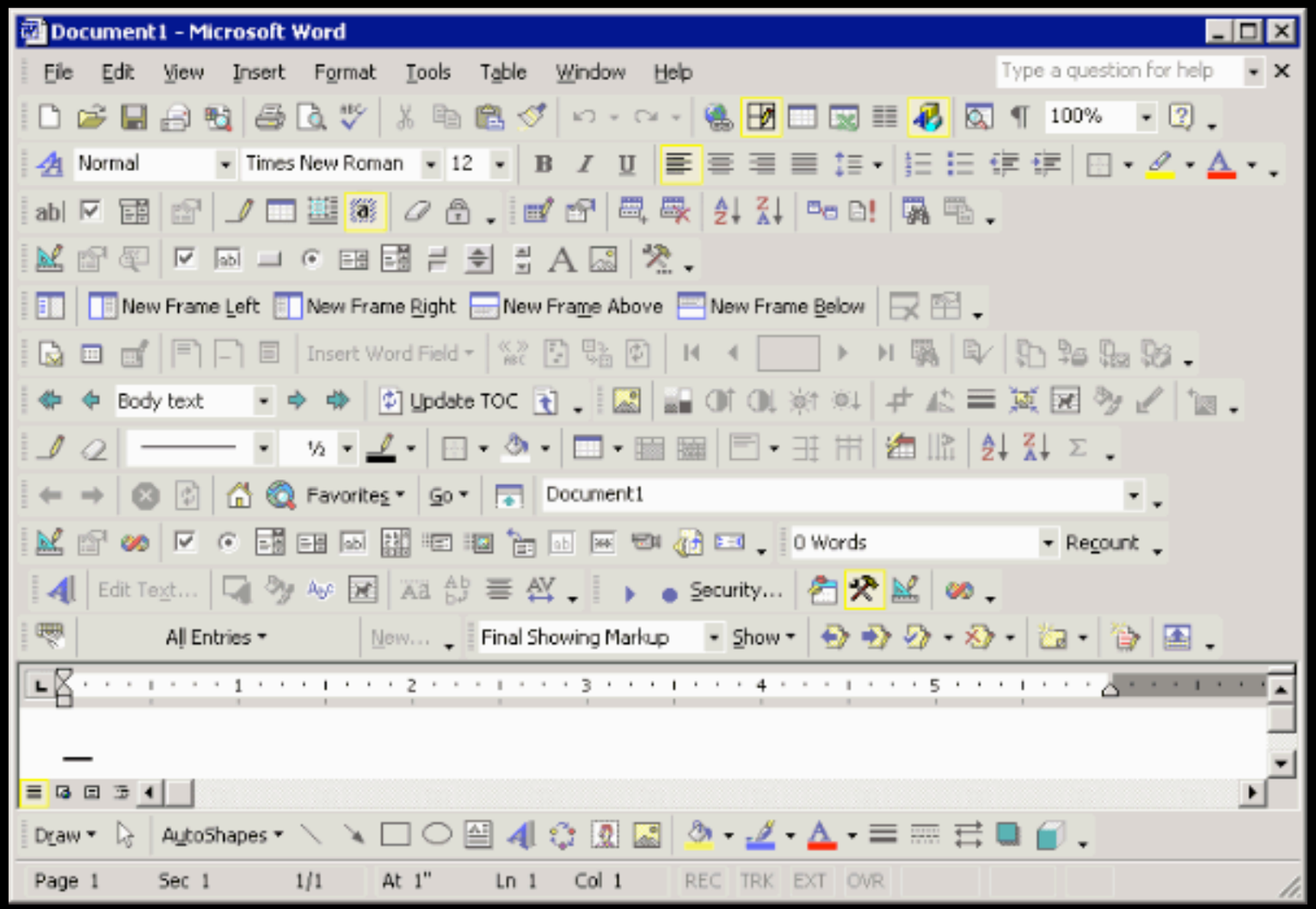
Traditional Desktop Applications



There are some exceptions of course.

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Traditional Desktop Development

Usually requires team a team of engineers.

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Overview of AIR

The Adobe® AIR™ runtime lets developers use proven web technologies to build rich Internet applications that deploy to the desktop and run across operating systems.

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Overview of Branding Options in AIR

- Custom window chrome
- Desktop, Dock, and System Tray icons
- System notifications
- Run applications in background
- Same look regardless of operating system
- Launch at startup
- Read and write files on user's system

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AIR application demos

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Window Chrome

Designers can choose from variety of different window chrome options including:

- Default system chrome
  Users will see their normal OS window style
- Custom chrome
  Designers can create a completely unique window style including non-rectangular and transparent areas

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System Chrome

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System Chrome

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Custom Chrome

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Chromeless Applications

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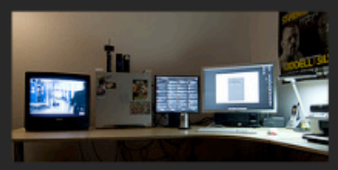
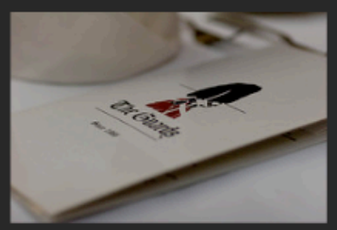
Fullscreen Applications

LEE BRIMELOW
HAS POSTED 1147 PHOTOS
SINCE 3/30/2005

RECENT PHOTOS



CONTACTS' RECENT PHOTOS



Lee Brimelow | Workspaces | Downloads 0

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Disclaimer

There are definitely advantages to using system chrome as it is what the user is accustomed to on their particular operating system.

Custom chrome, used properly, can greatly enhance the impact of an application. When used improperly it can turn off users.

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Application Iconography

Brands can maintain desktop persistence by setting a range of icons on the desktop including:

- Desktop shortcuts
- Start menu icon
- Dock icon (OSX)
- System tray icon (Win)

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Desktop Shortcuts

It doesn't get much more self-explanatory than this.

You provide your AIR application with a custom PNG file and AIR creates the necessary icon formats for each OS.

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Dock Icons

On Mac OSX you can add your brand's icon to the user's dock. This icon can also have a customized menu.

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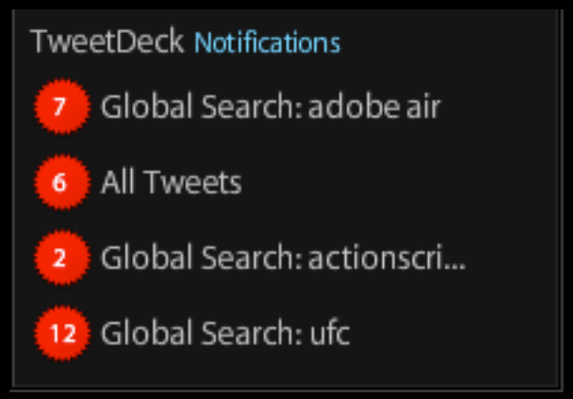
System Notifications



Provide custom desktop alerts to keep your users updated about your application.

They also provide a means for additional branding exposure.

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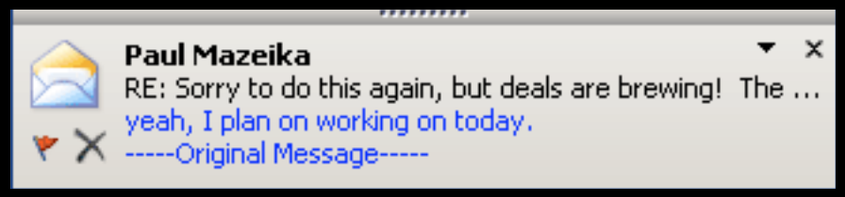
Not Just Rectangles



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Notification examples

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Reading and Writing Local Files

Full file API allowing developers to read and write files on the user's system. This allows things such as:

- Creating offline modes for your application
- Cache data to limit bandwidth
- Create persistent state for your application

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AIR 1.5

Flash Player 10 integration

AIR 1.5 includes all the new features contained in Flash Player 10.

Encrypted local / SQLite databases

Local SQLite databases can now be fully encrypted.

Squirrelfish JavaScript VM

The WebKit running in AIR will support this JavaScript VM.

Lots of bug fixes

Launching a URL will open in the user's default browser, etc.

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AIR application ideas

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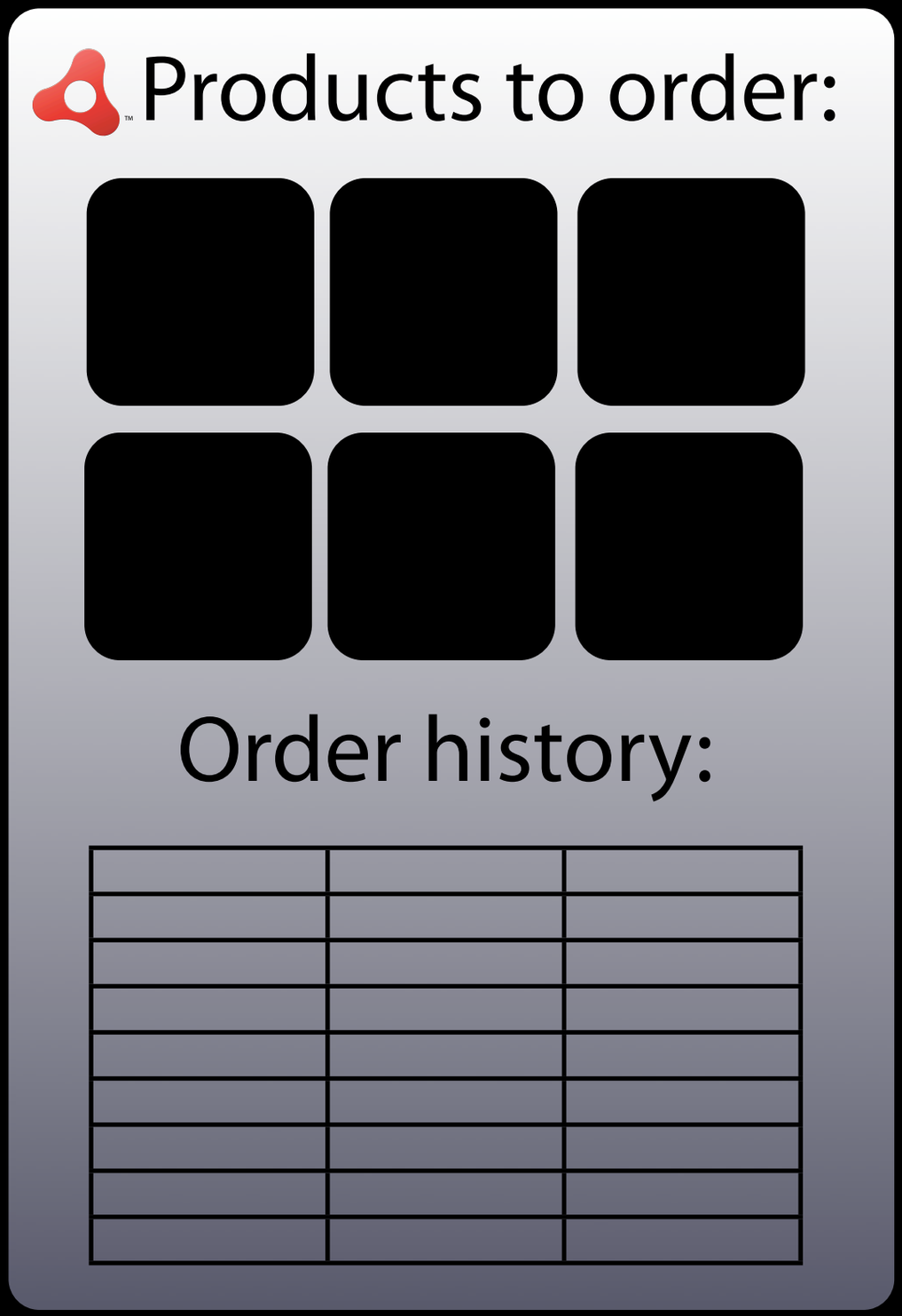
AIR idea: Ordering app



Notification

"Order placed, you can expect it in 30 minutes"

- easy access
- first time login
- order tracking

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Pizza Hut ordering app

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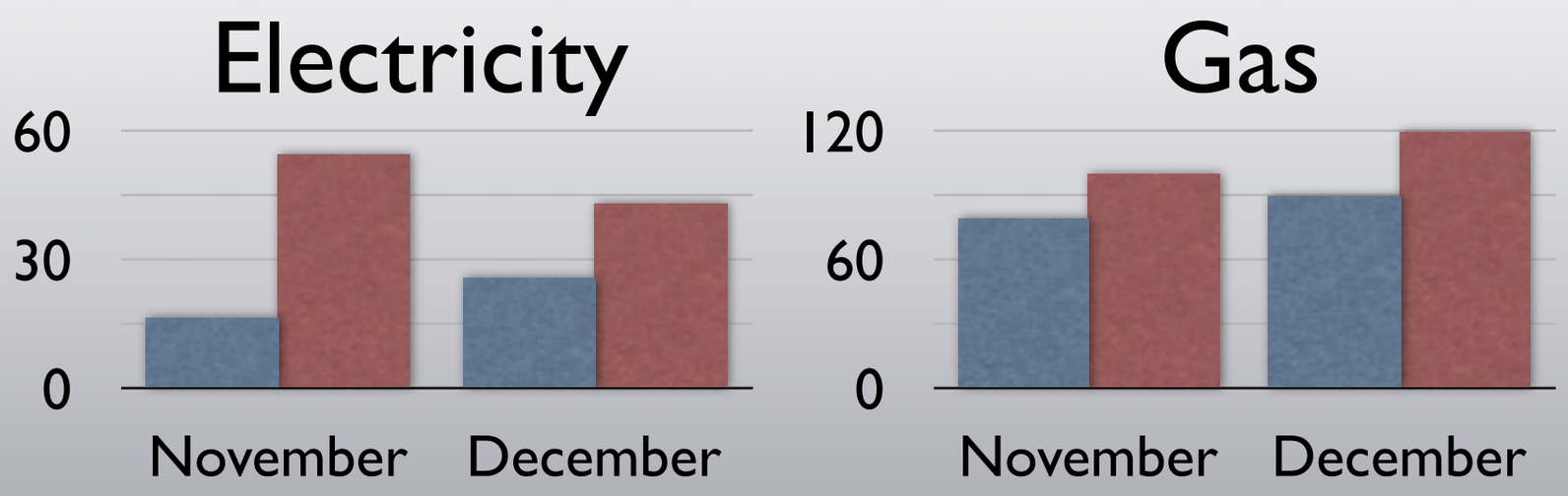
AIR idea: House consumption statistics

Statistics



Payment history:

- instant info
- offline statistics
- history compare

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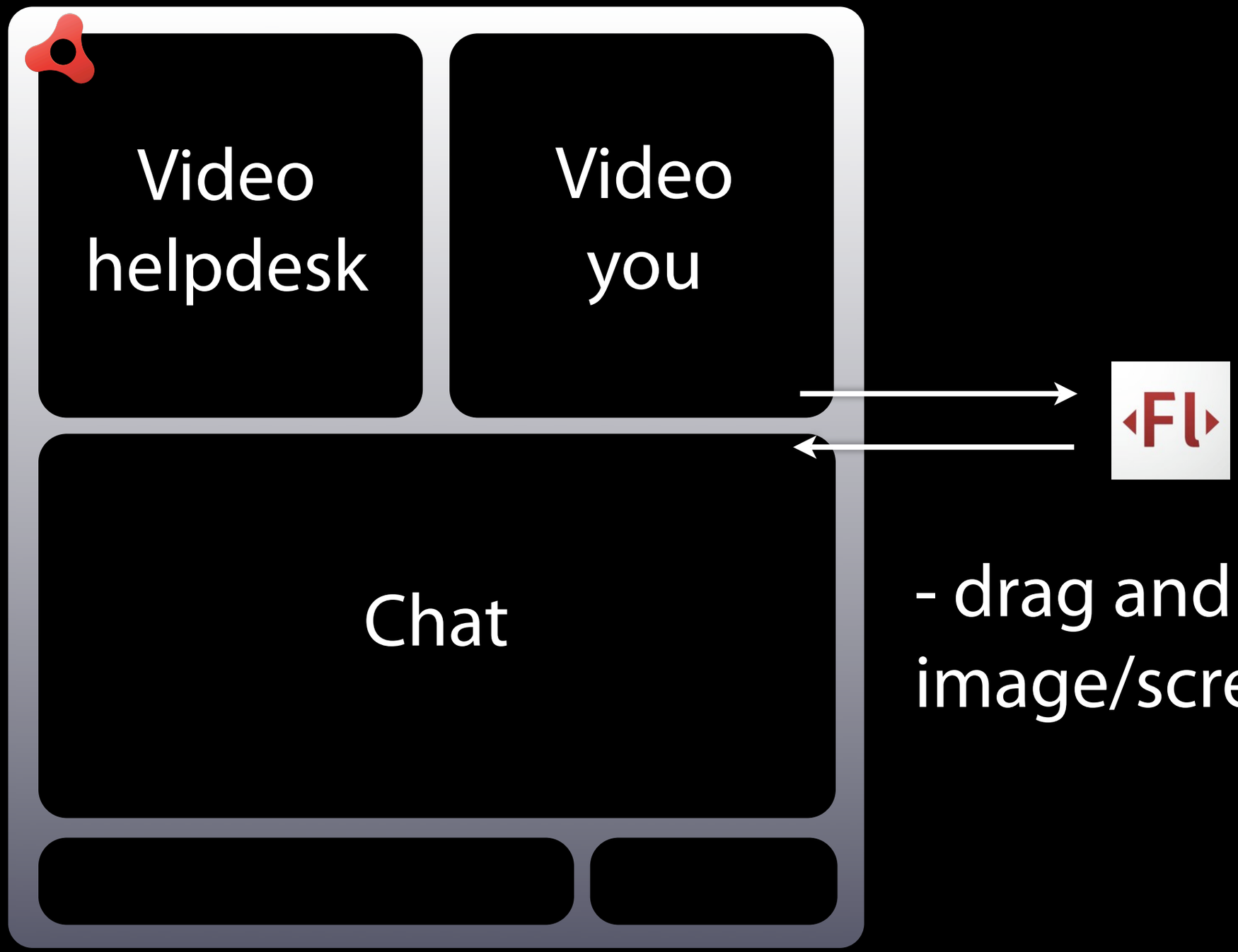
AIR idea: Helpdesk



- drag and drop
image/screenshot

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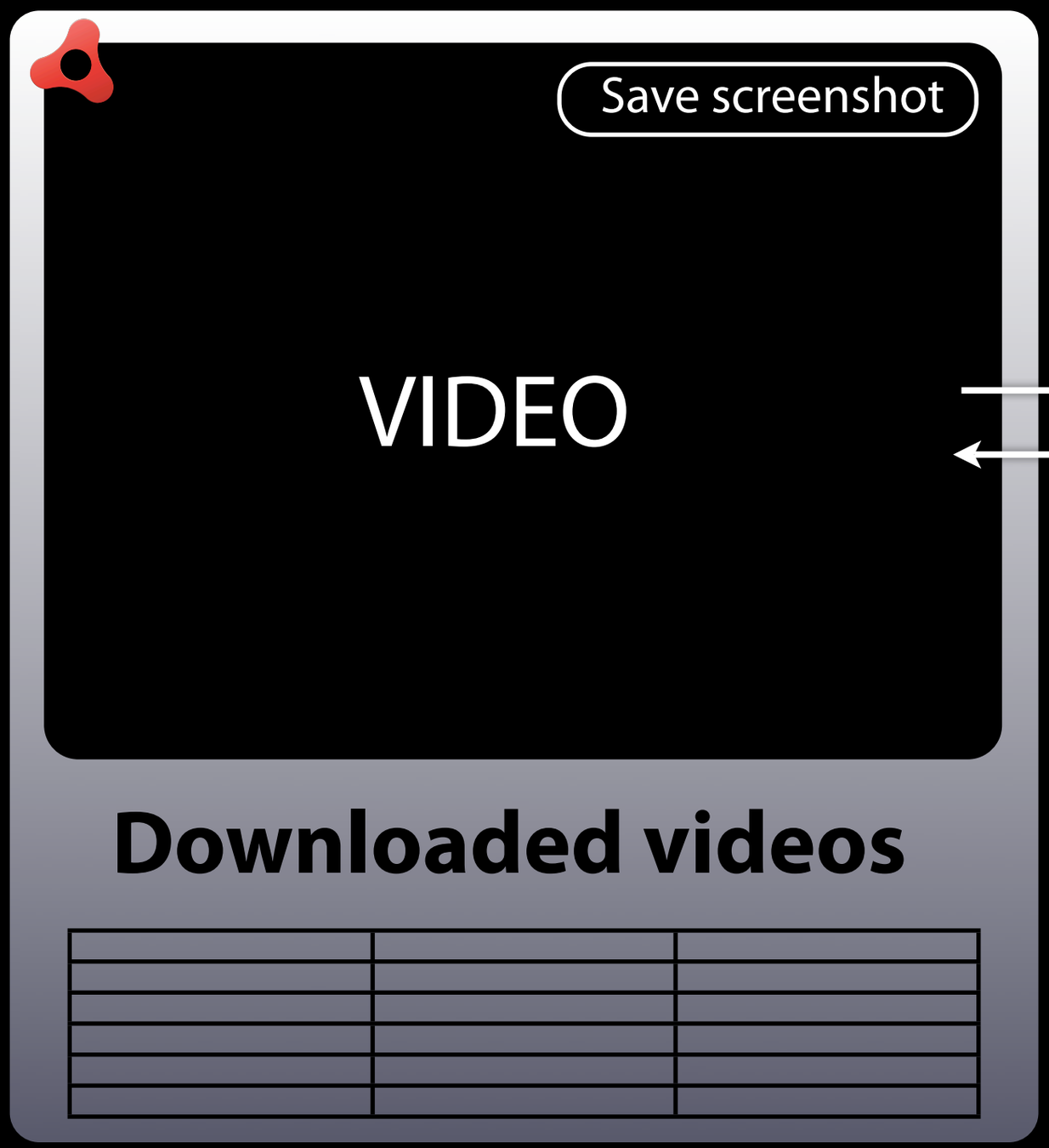
AIR idea: VideoPlayer + live + download + screenshoter



- drag and drop image/screenshot

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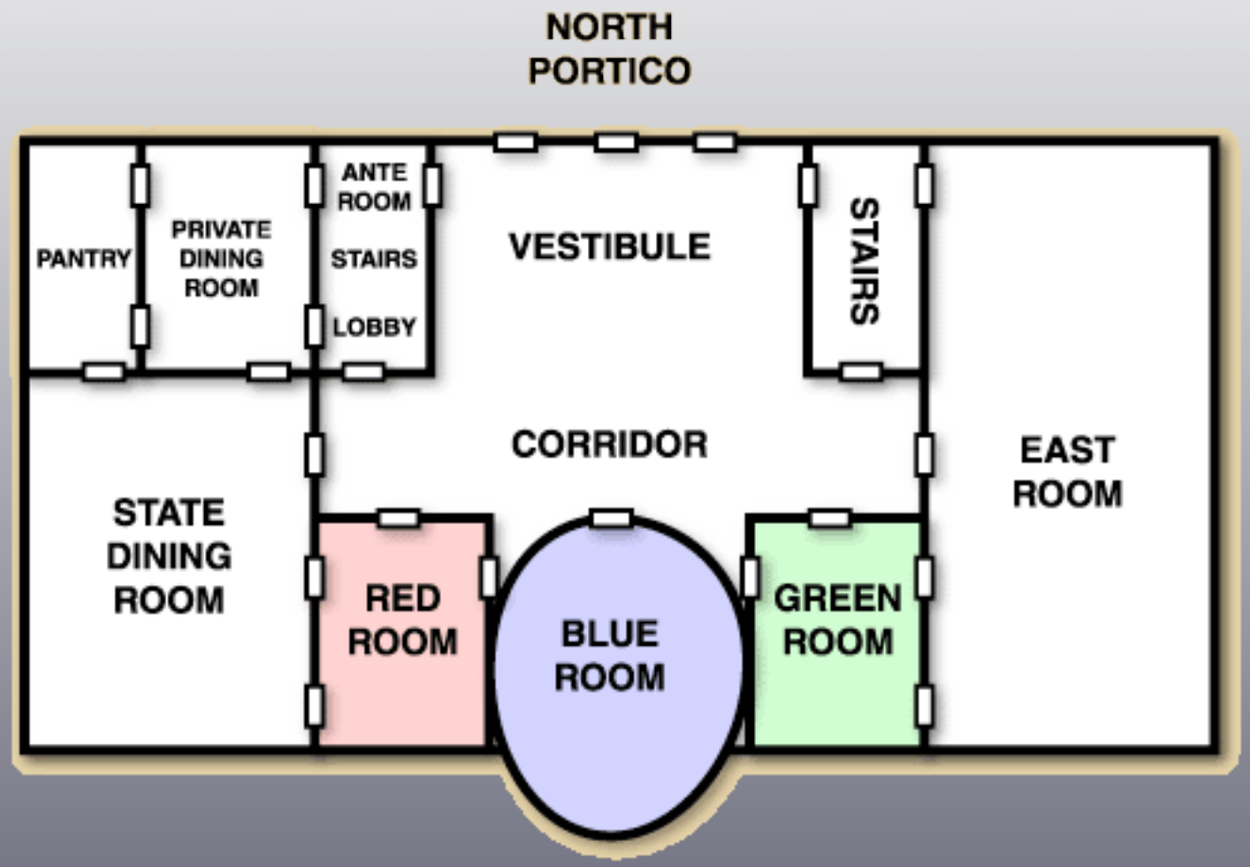
AIR idea: House control

My House



Ds

- light control (indoor/outdoor)
- doors locks
- garden control
- cameras
- temperature
-

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AIR idea: Shopping center

- auto-update
(offline database)
- preorder
- still in hand

Seller:
- drag and drop photo
+ add info
⟶ sell immediately

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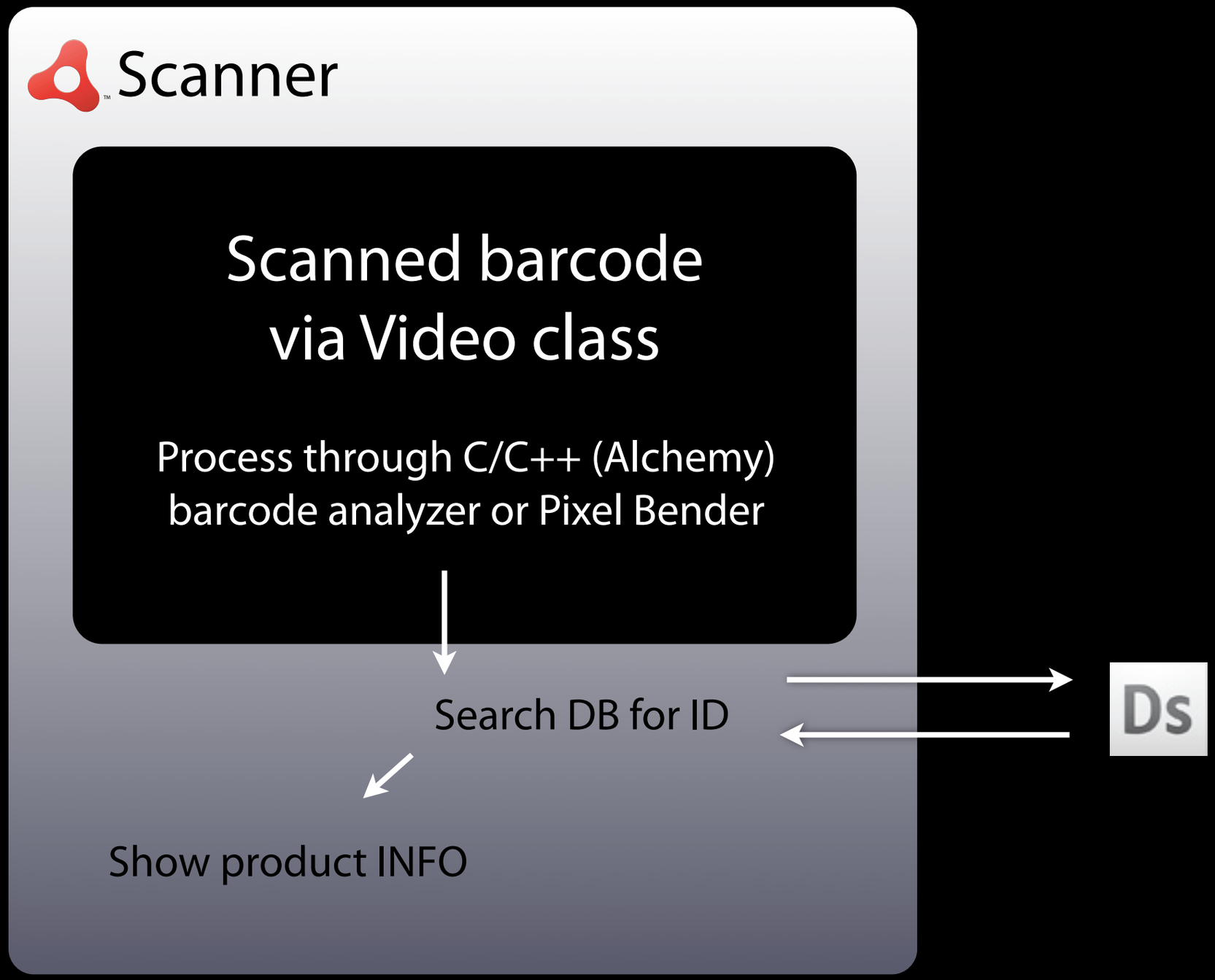
AIR idea: Shopping scanner



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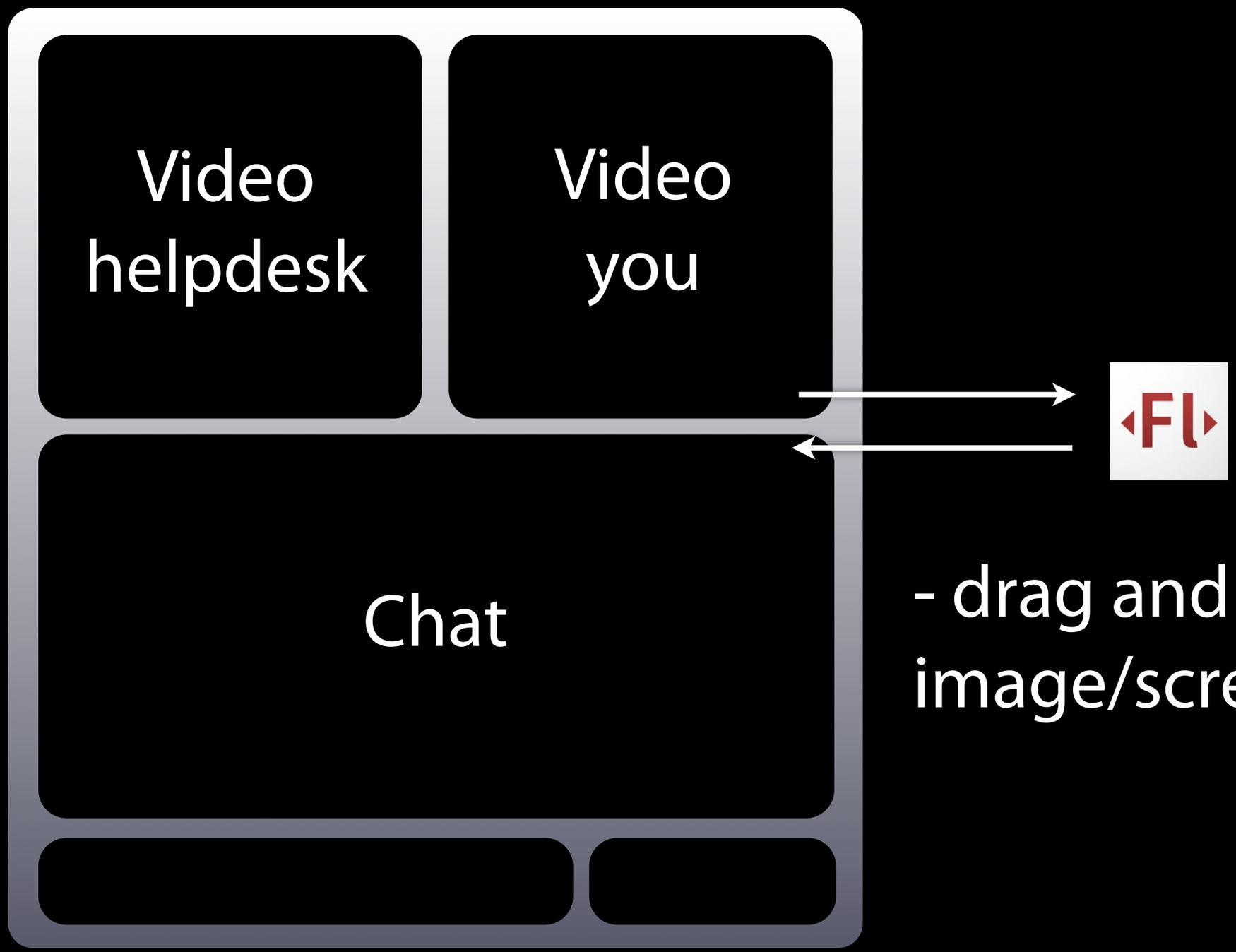
AIR idea: P2P phone + instant messenger



- drag and drop image/screenshot

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Flash Player 10

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Native 3D Support

Four new properties have been added to DisplayObjects:

- DisplayObject.rotationX
- DisplayObject.rotationY
- DisplayObject.rotationZ
- DisplayObject.z

3D is fully interactive but there is no automatic Z sorting. Not meant to replace engines like Papervision3D, Away3D, and Sandy.

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Advanced Text Engine

The new engine provides a low level framework that supports complex scripts, along with improved text flow capabilities.

Adobe will release a series of advanced text components which will enable features like:

- RTL text layout
- Animation and anti-aliasing of device fonts
- Vertical text layout
- Multi-column text with flow
- Mulit-language text layout

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Visual Performance

Flash Player 10 uses the graphics processor (GPU) on the video card to accelerate image compositing and video decoding.

- New WMODES for enabling HW acceleration
- Software rendering as fallback
- Large performance increases over SW rendering

Will accelerate video decoding and compositing processes such as blending, filtering and blitting operations.

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New Drawing API

Expands and extends the current drawing API to allow for read/write rendering, 2.5D features, memory improvements, and performance improvements.

New features include:

- 3D triangle meshes (low-level render access)
- Bitmap and gradient strokes
- Re-style drawing elements without re-drawing
- Bitmap fills using UV coordinates

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Dynamic Sound Generation

The Sound class has been extended to allow dynamic audio generation and processing.

- Event.SAMPLE_DATA
- Sound.extract()
- Extracted data can be processed using Pixel Bender*

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Additional Features

- Loader.unloadAndStop()
- Partial fullscreen keyboard support
- New Vector datatype (typed arrays)
- Multi-bitrate video streaming*
- Speex audio codec
- Lots of bug fixes, performance increases, and API tweaks

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Questions?

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