

# Flash Lite Where the Heck do I Start?

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Slide 1

## the Why?

- There are 3.5 times more mobile devices than PCs
- 45% of new handsets have slots for memory cards
- Presently mobile advertising is a 1 billion dollar business that expect to grow to 15 billion in five years.

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Slide 2

## the Why?

- 200+ Handset/Device Models
- 300 Million devices have shipped with Flash Lite
- Nokia and Sony/Ericcson are selling all mobile devices with Flash Lite Install
- Microsoft Windows Mobile devices will have Flash Lite installed

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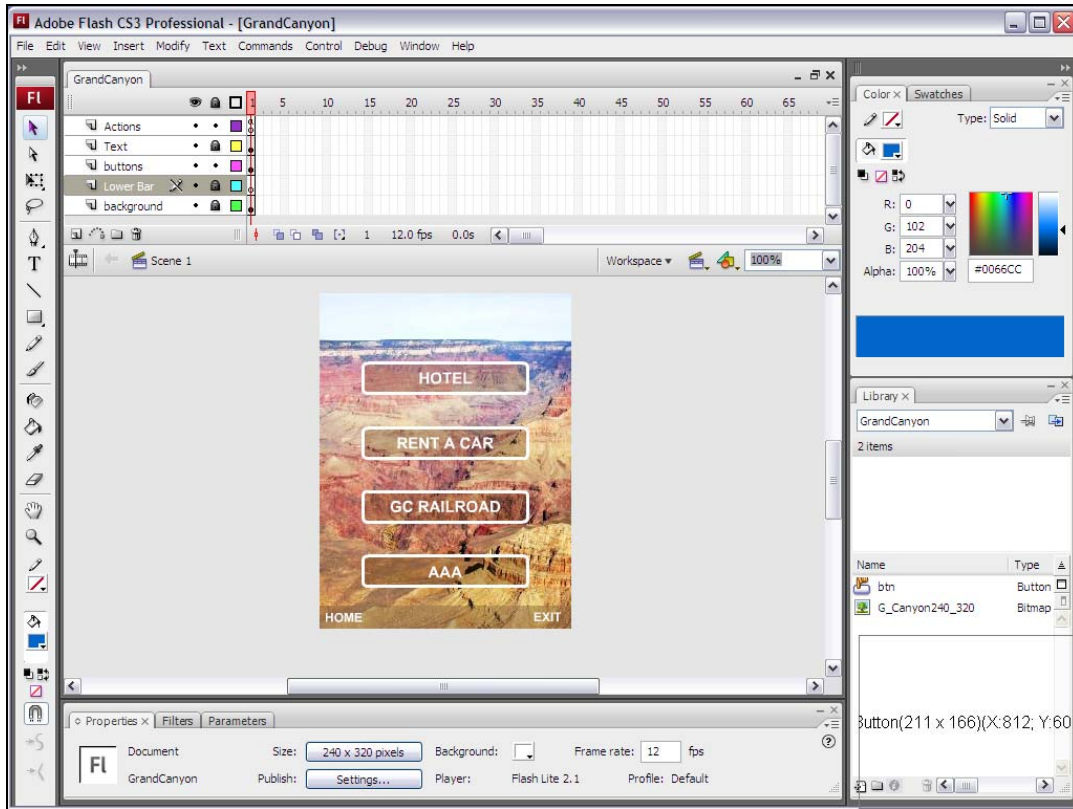
Slide 3

## How I did it (May not be the Best way)

- Need the right phone / the right carrier
- Needed to create a Flash application

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Slide 4



Slide 5

## How I did it (May not be the Best way)

- Need the right phone / the right carrier
- Needed to create a Flash application
- Need to test the application in Adobe Device Central

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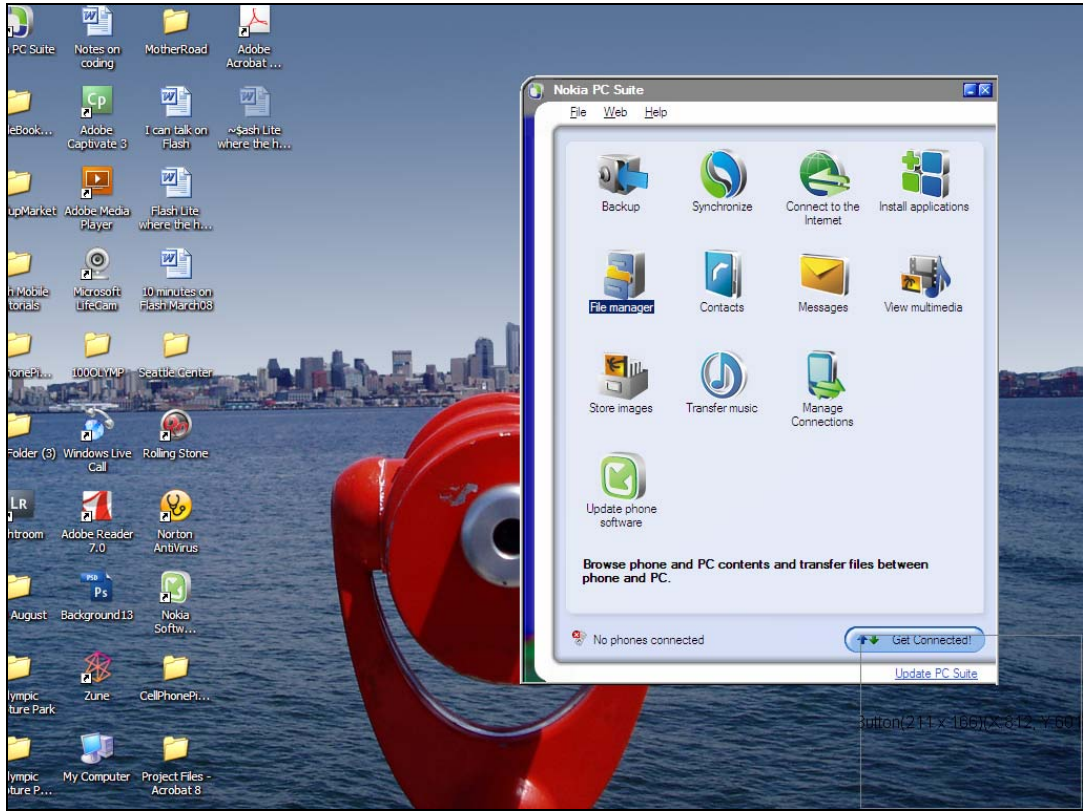
Slide 7

## How I did it (May not be the Best way)

- Need the right phone / the right carrier
- Needed to create a Flash application
- Need to test the application in Adobe Device Central
- Need a way to Transfer my application to my phone.

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## Flash Lite 3

- It is not ActionScript 3
- It can do video
- 30-40% improvement in some rendering and scripting execution
- 15% reduction in memory consumption during runtime

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## Resources:

[Adobe.com](http://Adobe.com)

[Flashmobileblog.com](http://Flashmobileblog.com)

[Lynda.com](http://Lynda.com) / Total Training

[CartoonSmart.com](http://CartoonSmart.com)

[Friends of Education / Flash Applications for Mobile Devices](#)

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