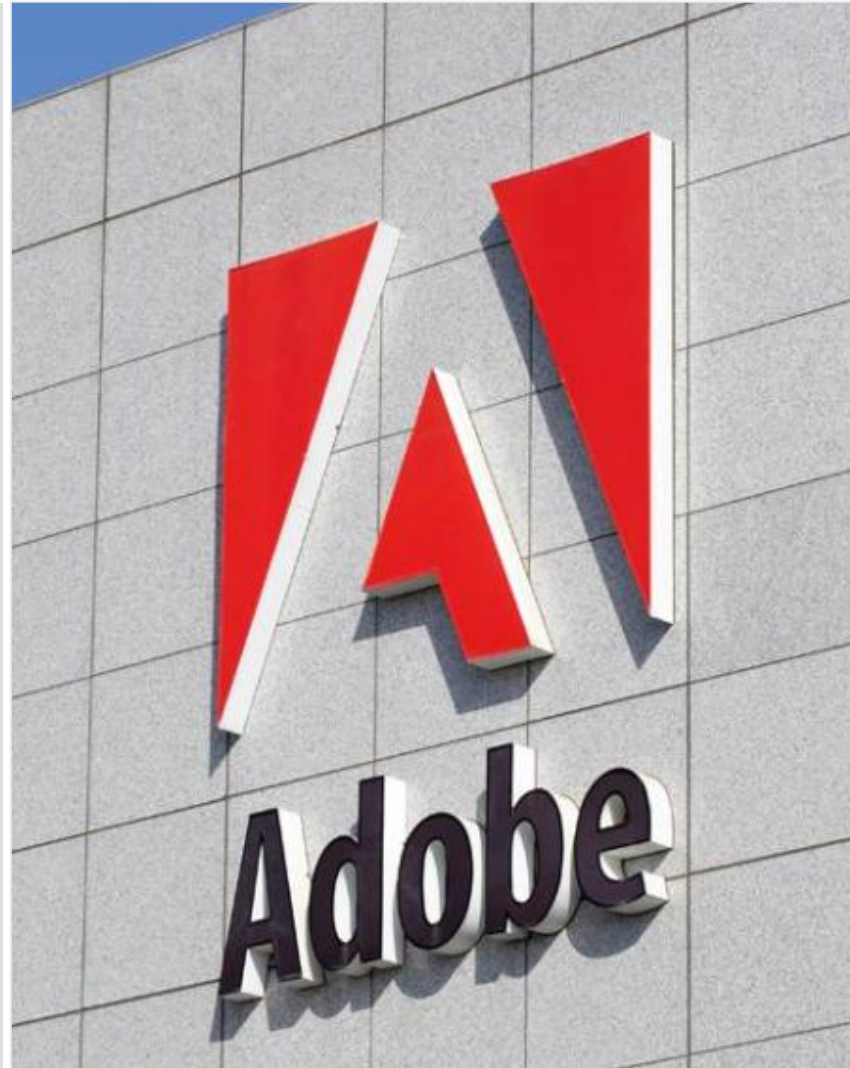


RIA Application

Joseph Lee

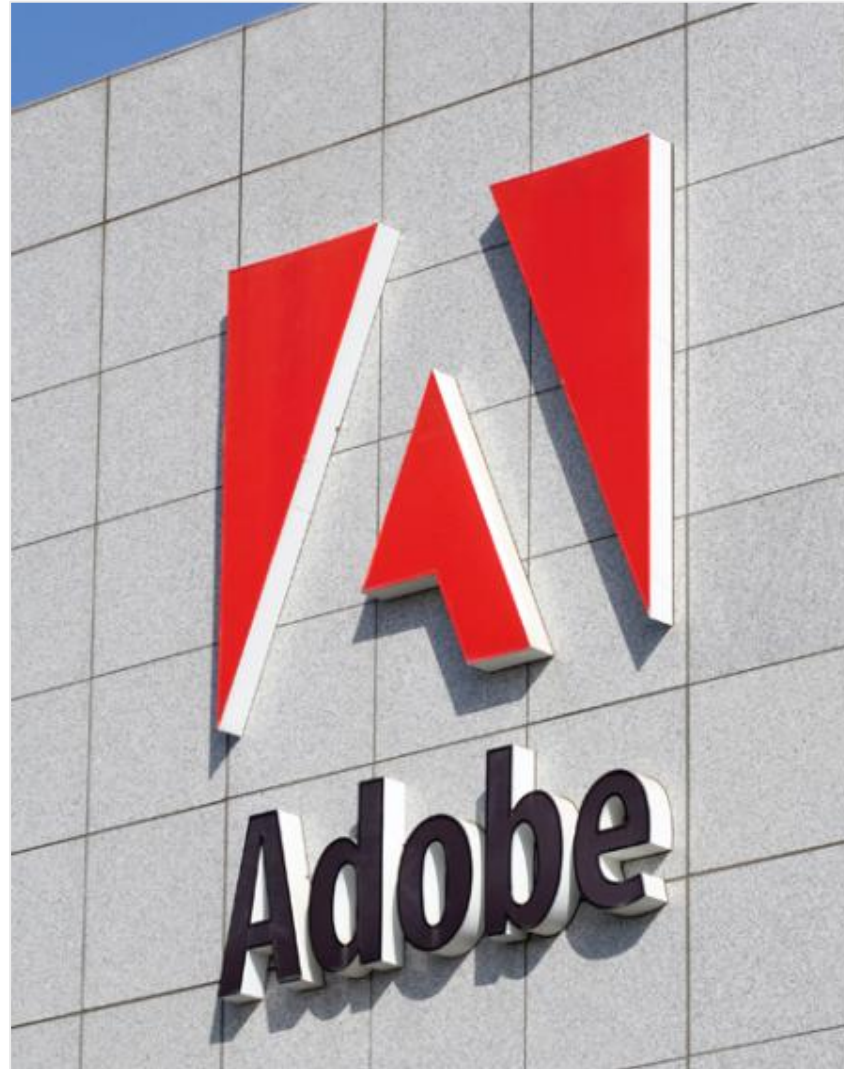


Agenda

- RIA 的發展趨勢
- RIA 在網頁上應用
- 後台流程整合
 - 影音串流、電子流程
- 對企業的效益



RIA 的發展趨勢



發展動向

- Mainframe 程式 -- Thin client
 - 客戶端電腦運算速度低，兼顧安全考量
- Desktop (傳統桌上型程式) -- Thick client
 - 開發容易，執行效率好，但軟體版本及資料維護困難
- Web 程式 -- Thin client
 - 程式維護容易、跨平台，但逐漸無法符合使用者對於兩向互動體驗的要求
- RIA 程式
 - 例如：Flash
 - 雙向即時互動、多元素為出發點（必須包含 Desktop 與 Web 程式的好處）
- Connected Desktop (支援連線與離線的桌上型程式)
 - 例如：Adobe AIR
 - 離線資料處理、超越網頁瀏覽器的限制為出發點（必須包含 RIA 的好處）

Web → RIA (Flash) → Connected Desktop (Adobe AIR)



REACH



AIR ADOBE® INTEGRATED RUNTIME

RICH

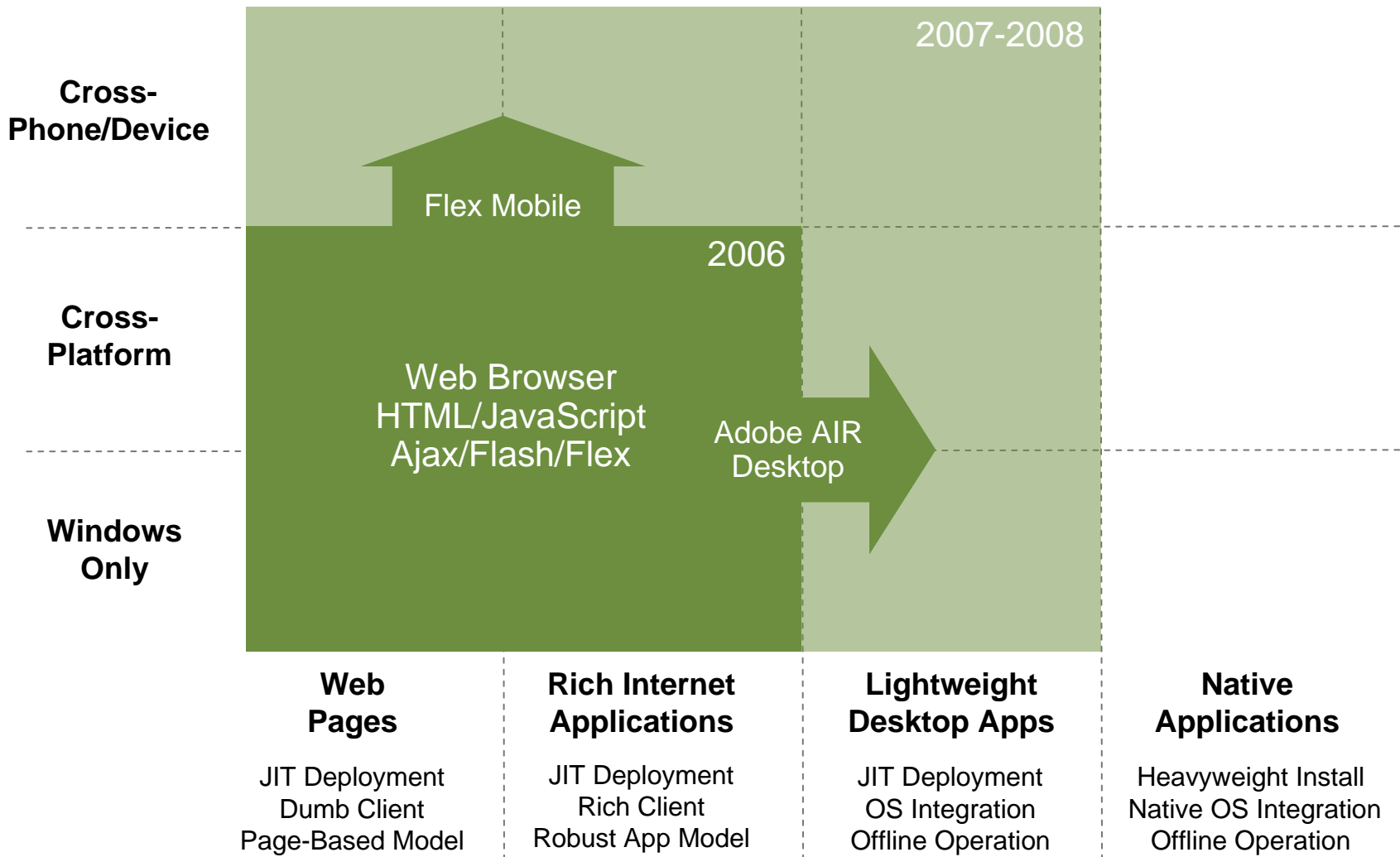
Static Web

Rich Internet Applications (RIAs)

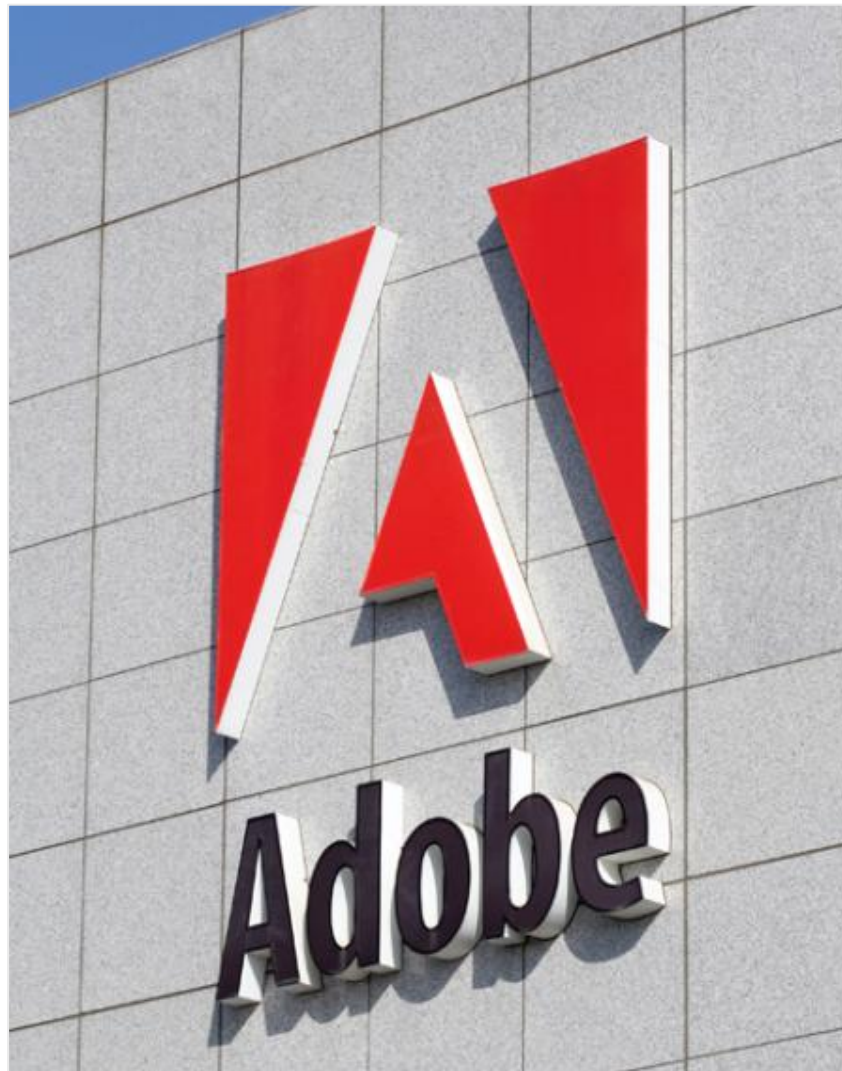
Connected Desktop

Native Apps

RIA 技術趨勢



RIA 在網頁上應用



Web 與 RIA 比較表

	Web	RIA
運算方式	Thin Client	混合 Thin Client (高度複雜運算) 與 Thick Client (豐富使用者體驗, 例如: 多媒體)
使用者互動	限制多、慢、單向	豐富、及時、雙方
設計困難度 (使用者介面)	高 (與桌面程式差異很大, 例如拖拉、選取、剪貼、多頁面的資料交換、快速鍵) 難以控制使用行為 (例如連續按上一頁或下一頁)	低
設計困難度 (安全性)	高 (受限於系統與網頁瀏覽器等安全性限制, 而且駭客也容易攔截與偽造假資訊)	中
資料交換	慢 (頁面重覆載入)	快 (內容只需部份更新)
頻寬需求	大 (頁面重覆載入)	小

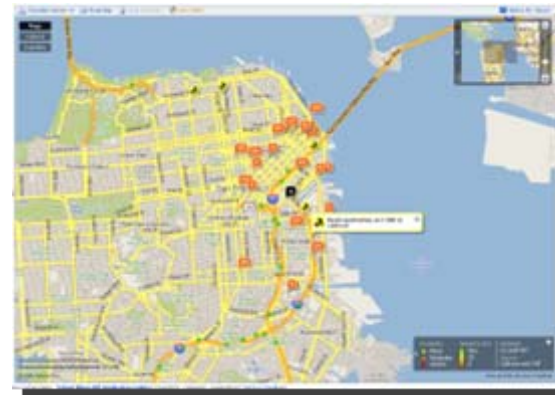
Adobe Enables Engaging Applications

■ 使用者好處

- 滿足使用者操作習慣
- 讓使用者在資訊處理上變快
- 動態體驗可維持使用者的興趣
- 讓應用程式流程更有效率
- 豐富的 UI 與 Graphics

■ 技術

- 輕量的、跨平台的執行元件 (runtimes)
- 與網頁／網路的合作無間
- 增加呈現的效果與資料交換互通
- 內建雙向的影音處理
- 向量的圖形顯示與縮放 (無失真、內容很小)



Yahoo Maps



MTV Overdrive

Widest Reach in the World



90% PCs

PDF (1993 - Now)

PDF/A, PDF/X 均為 ISO 標準
網路上超過 2 億 5 千份 PDF



98% PCs

Flash (1996 - Now)

每天 800 萬個安裝



7億個PC
2億個裝置



SonyMusic -- Music portal in Flash

<http://bit.sonymusic.co.jp>

- Flash Portal (消費), Albums (資訊), Music (保護), Animation (趣味與互動性)

The screenshot displays the Sony Music website interface in Japanese. At the top, the 'bitmusic' logo is on the left, followed by the text 'ソニーミュージックの音楽ダウンロードサイト'. To the right, there are navigation links for 'Windows Vistals' and 'ARTIST LIST', along with language options for 'JAPANESE' and 'INTERNATIONAL'. Below the header, the 'NOW PLAYING' section shows 'Aqua Timez' with a progress bar. A 'CART' icon is visible with a 'TOTAL: ¥0 (with Tax)' and a 'カートを開く' button. The main content area is divided into several sections: 'MAIN MENU' with links like 'TOP', 'New Release', 'ランキング', '6 / 13 配信', 'ウェディング', 'クラシック', and '配信限定'; 'RECOMMEND' featuring 'L'Arc~en~Ciel SEVENTH HEAVEN' with a large album cover and promotional text; 'PLAY LIST' with a 'PLAY' button and a list of tracks including 'YUKI ビスケット (1曲)', 'Aqua Timez しおり (1曲)', 'Crystal Kay あなたのそばで (1曲)', and 'SLEMTSU & THE SLEMTH Sceptikus e.p. (1曲)'; 'TOPICS' with links like 'Freshな & 映画 大特集!', 'JUUU bitmusicにて1位獲得!', 'Hero' Come Back!', and 'デジタルが生んだ、アナログな音'; 'DAILY RANKING' with a '邦楽ランキング' table showing 10 items; and 'RECOMMEND' with various album covers and titles like 'RucksonTV', 'のぞめカクービ...', 'Travis The Boy With No...', and '中川 翔子'. The footer contains copyright information: 'Copyright © 2007 Sony Music Network Inc. All rights reserved.' and the 'SonyMusic' logo.

Sherwin Williams

<http://www.sherwin.com>

- 客戶親身體驗
- 更好的引導方式

SHERWIN-WILLIAMS

COLOR VISUALIZER: PAINT AN INTERIOR PAINT AN EXTERIOR FIND COLOR

Select a color, then drag-and-drop to apply to walls, trim or floors.

HELP CHANGE ROOM CLEAR ROOM

PRINT SCENE ADD SCHEME TO COLOR FILE APPLY SCHEME TO COLOR FILE

GETTING STARTED Pick, click and drag colors from below... Drop your colors onto the walls, trim and other areas in the photo (right) to paint the scene.

COORDINATING COLOR SCHEME

Trim Choose any color above to view a coordinated color scheme.

Wall Accent

Color Number - Color Name

FEATURED PRODUCTS

Based on your selections above, we'll suggest products just right for your project.

YOUR SELECTED ROOM COLORS COLOR FILE (0)

Wall (right) Wall (left) Trim Accent

PAINT AN INTERIOR PAINT AN EXTERIOR FIND COLOR

HELP CHANGE ROOM CLEAR ROOM

PRINT SCENE ADD SCHEME TO COLOR FILE APPLY SCHEME TO COLOR FILE

YOUR SELECTED ROOM COLORS COLOR FILE (0)

Wall (right) Wall (left) Trim Accent

DETAIL DETAIL DETAIL DETAIL

COLORS

Due to individual computer monitor limitations, colors seen here may not accurately reflect Sherwin-Williams paint colors. To confirm your color choices, visit your neighborhood Sherwin-Williams store and refer to our in-store color cards.

Accurately reflect Sherwin-Williams paint colors. To confirm your color choices, visit your neighborhood Sherwin-Williams store and refer to our in-store color cards.

Source: Sherwin Williams

Jaguar XK -- Driving Experience

<http://newxk.keycast.com/keycast/jaguar/x150/main.asp?marketid=1&langid=8&deeplink=141338&d=1140640233768>

- See it (選擇: Model, Color, Wheel, 360度瀏覽, 購買)
- Feel it (選擇: Interior; 播放: data + movie)
- Drive it (播放: data + movie)

Close X

See it Feel it Drive it

View Interior

← Previous 1. Choose Model 2. Exterior and Interior 3. Options 4. Summary Next →

Paint: Liquid Silver

Color: Slate Blue / Ivory Trim: Burl Walnut Seat Style: Sports seats

MSRP from \$75,500* - Total: \$75,500

Design Video Exterior Gallery Style Your Exterior Build & Price

SPECIFICATIONS REQUEST INFORMATION TELL A FRIEND

JAGUAR

Nike iD -- Production on demand

<http://www.nikeid.com>

The screenshot displays the Nike iD website interface for customizing a Nike Shox Go iD shoe. The top navigation bar includes the Nike iD logo and menu items for MEN, WOMEN, FAVORITES, and STUDIOS. Below the navigation, there are links for 'VIEW ALL PRODUCTS' and a breadcrumb trail: 'HOME > NIKE SHOXS > NIKE SHOXS GO iD - WOMEN'S > BUILD'. A 'START OVER' button is located in the top right corner.

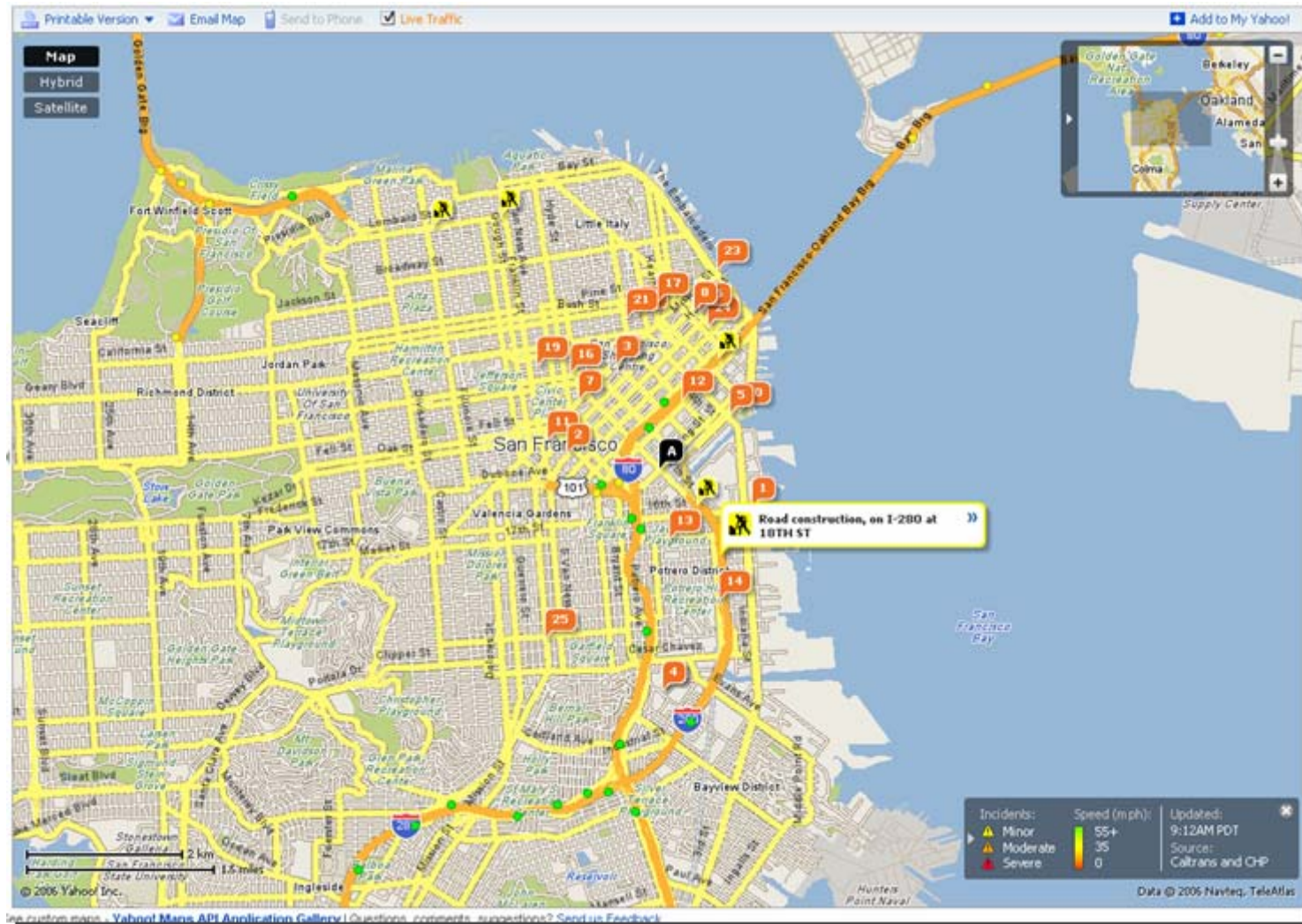
The main content area features a large image of a custom Nike Shox Go iD shoe with a grey and purple mesh upper, blue accents, and pink laces. To the right of the shoe image is a design panel titled '1. DESIGN' (7 of 10 steps). This panel includes three color selection sections: 'Heel Color' with five color swatches (black, grey, lime green, light blue, red), 'Shox Color' with five color swatches (black, grey, teal, pink, red), and 'Lace Color' with a grid of 18 color swatches. Below the design panel are three steps: '2. PERSONALIZE', '3. FINALIZE', and '4. REVIEW'.

Below the shoe image, there is a 'VIEW OPTIONS' section with a row of icons for different views: a top-down view, a side view (which is highlighted in orange), a bottom view, a close-up of the sole, a close-up of the laces, and a zoom-in icon.

Source: Nike

Yahoo Maps -- Real time interaction

<http://maps.yahoo.com>

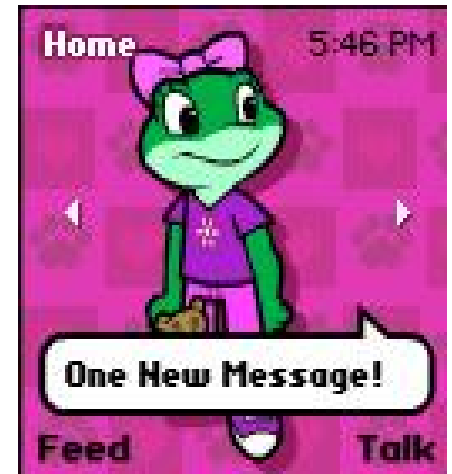


Source: Yahoo



Adobe FlashLite -- Standalone

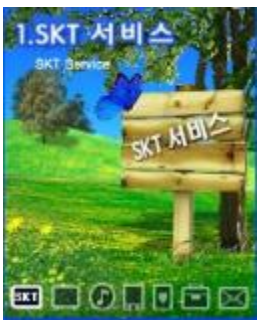
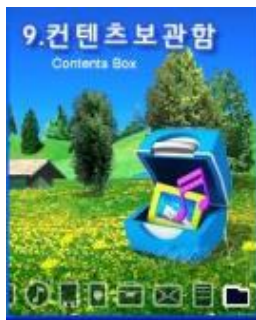
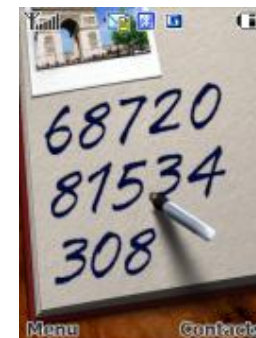
- Applications
- Games
- Flash content



Source: Nokia



Adobe FlashLite -- MMI (man-machine interface)



Source: Kodak EasyShare, Samsung D900 Phone

Adobe FlashCast -- Channel services



Source: DoCoMo

Adobe CS3 -- 領導性的手機開發工具

Personalization



Games



Web/WAP



Wallpaper



Video



Flash



Dreamweaver



Photoshop



Illustrator



Premier Pro



After Effects



Flash 8



Adobe Device Center



Developer Portal

Expanded Device Information

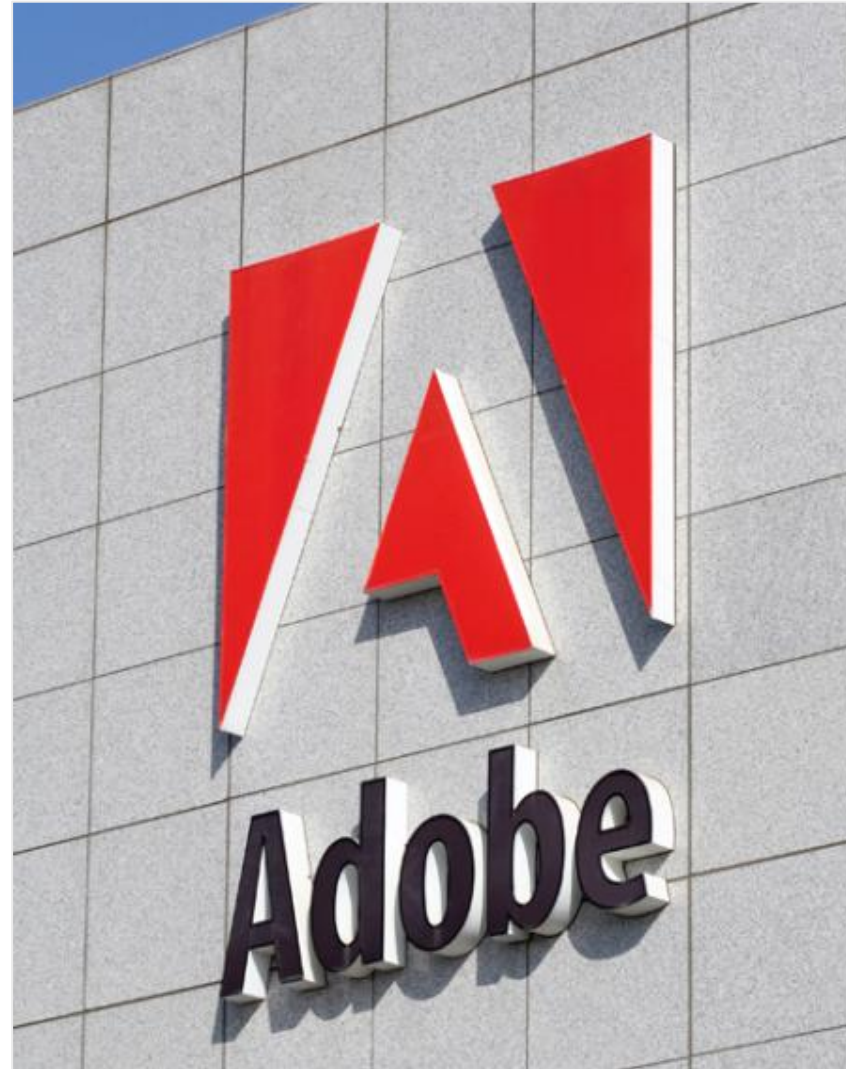
Adobe Online Services

- Adobe Remix -- 線上影音編輯
 - PhotoBucket
 - YouTube



後台流程整合

一 影音串流、電子流程



The Adobe Engagement Platform



Universal Client



Programming Model



Servers



LiveCycle



Flex



ColdFusion



Flash Media
Server

**Creative
Tools**



Creative Suite

**Developer
Tools**



Flex Builder

Enterprise Infrastructure and Web Services

Adobe Connect -- Training



Adobe Connect -- Meeting

The screenshot displays the Adobe Connect meeting interface with the following components:

- Meeting Menu:** Meeting, Present, Layouts, Pods, Help
- Camera and Voice:** A video grid showing four participants: a woman, a man, a woman, and a man with a headset.
- How do you plan to use Breeze?:** A poll with the following options and counts:

Option	Count
<input type="radio"/> Sales & Marketing	0
<input type="radio"/> Web Conferencing	0
<input type="radio"/> Training	0
<input checked="" type="radio"/> No Vote	0

Buttons: Prepare, Open Poll, Close Poll, 0/6
- Attendee List:** My Status dropdown, list of attendees: Jaime Austin, Dan Patrick, Sonia Bonnet, Keith Lovell.
- Chat:** Messages from Dan, Sonia, Keith, and Dan regarding a customer showcase URL.

Dan: Sonia, can you send me the URL to the customer showcase?
Sonia: Sure - it's <http://www.macromedia.com/software/breeze/>
Dan: Thanks!
Keith: It's amazing how easy it was to get into this meeting.
Dan: I didn't need to install anything, it just worked!
- Note:** "Breeze is like WebEx on steroids" - Steve Nelson, Arizona Hospital and Healthcare Association
- Share:** A large video window showing Tien Tzuo, SVP, Marketing at Salesforce.com.
- Bottom Bar:** Slides, Discussion, Video, Screen Sharing, Presentations, Conclusion

Flash Media Server (FMS) -- Video / Data Streaming

<http://www.redbullcopilot.com/>

The screenshot displays a rich, interactive user interface for a motorcycle racing experience. At the top, the text "LAGUNA SECA RACEWAY 1:37 PM" is prominently displayed. Below this, a navigation menu offers two options: "1 INTERACTIVE EXPERIENCE" (highlighted in red) and "2 DIRECTOR'S CUT".

The central focus is a large video window showing a rider on a red and white motorcycle performing a wheelie on a dirt track. To the left of this window is a track map with a red dot indicating the rider's current position. Below the track map are "AUDIO CONTROLS" for "BIKES", "RIDER", and "MUSIC", along with a "MASTER VOLUME" slider. A large digital timer in the center shows "0 1:26:408".

At the bottom of the interface, there are two circular gauges: a tachometer labeled "RPM" and a speedometer labeled "MPH". To the right of the main video, a vertical stack of smaller video thumbnails is shown, with the top one labeled "SPYDER CAM" and the bottom one "HELMET CAM". A mouse cursor is hovering over the "HELMET CAM" thumbnail.

The bottom section of the interface features a data visualization area with four line graphs: "RPM" (blue), "HEART RATE" (red), "SPEED" (green), and "STRESS LEVEL" (yellow). A vertical red line is positioned over the graphs, likely indicating the current time or a specific event.

Adobe Media Player

The screenshot displays the Adobe Media Player interface with a dark theme. At the top, there are navigation icons for play, back, forward, and home, along with a 'HOME' label and window control buttons. The main content is organized into several sections:

- Now Playing:** A vertical list of video thumbnails with titles and star ratings. Items include 'Ancient Gadgets R.I.P.', 'Pimpin Terry', 'Pimp My El Camino', 'Thailand', 'Iraqi Health Issues', and 'Germany Enters Space'.
- Catalog:** A grid of video thumbnails. The first row includes 'Pimp My Ride', 'Goodnight Burbank', and 'Starring Amanda Congdon'. The second row includes 'Reno 911!', 'Mind of Mencia', 'OnFlex.org', and 'lonelyplanet.tv'. The third row includes 'Reno 911!', 'Mind of Mencia', 'AiB', and 'Jenns Videos'. Below the grid is a filter bar with options: 'VIEW ALL SHOWS BY: GENRE CHANNEL MOST RECENT'.
- Featured Content:** A large central area featuring a 'MIND OF MENCIA' video. It includes a thumbnail of Carlos Mencia, a description: 'In the second season of this hysterical no-holds-barred comedy, Carlos Mencia tackles such taboos as stereotypes, sex, racism, politics and illegal immigrants. Critics rave at Carlos' unapologetic take on today's issues.', and a 'PLAY PREVIEW' button.
- Top Rated:** A list of top-rated videos, starting with 'Range Rover' from 'Pimp My Ride'.
- Recommendations:** A list of recommended videos, including 'Politics' from 'Mind of Mencia'.
- My Shows:** A sidebar menu with options for 'My Shows', 'My Library', and 'My Settings'.

Adobe LiveCycle eForm solution

Mortgages

Search

Go

Mortgage Application

Help

Step 1: General Mortgage Information

Step 2: Property Information

Step 3: Applicant Information

First Name * Kel

Last Name * Varsen

Social Security Number * 985-45-6854

Daytime Phone Number * 456-789-1145

Mobile Phone Number 456-789-1145

Notify me on this number when status of my mortgage changes

Email Address * kvarsen@myisp.com

Are you a US citizen? Yes

No

Step 4: Employment History

Step 5: Financial Assets

Step 6: Real Estate Assets

Step 7: Other Assets

Save for Later

Fill Out Offline

UNITED STATES
DEPARTMENT OF THE INTERIOR
FORM NO. 01-1020
FORM APPROVED BY COMP. GEN. U.S.
NOVEMBER 9, 1946

TRAVEL AUTHORIZATION

1. No. _____

2. _____
(DATE)

3. _____
(BUREAU OR OFFICE)

4. NAME _____ 5. OFFICIAL STATION _____

6. TITLE _____ 7. ACCOUNTING OFFICE _____

You are authorized to travel as indicated below and to incur necessary expenses in accordance with applicable laws and regulations.

PLACES OF TRAVEL

8. FROM:

9. TO:

10. PURPOSE AND REMARKS:

11. PER DIEM ALLOWANCE:

12. PERIOD OF TRAVEL: Beginning on or about _____ Ending on or about _____

MODE OF TRAVEL

13. Common carrier 14. Extra fare _____ at a mileage rate of _____ cents, subject to:

16. Privately owned (a) Administratively determined to be the advantage of the Government

(b) A showing of advantage to the Government

(c) Not to exceed cost by common carrier, including consideration of Per Diem allowance

MISCELLANEOUS

17. Transportation immediate family

19. Shipment household goods and personal effects

18. Other (specify)

ESTIMATED COST

20. Transportation _____ \$ _____

21. Per Diem _____

22. Other _____

23. TOTAL _____ \$ _____

24. CHARGED TO:



26. _____

(REQUESTER'S SIGNATURE)

27. _____

(TITLE)

28. _____

(AUTHORIZING OFFICER'S SIGNATURE)

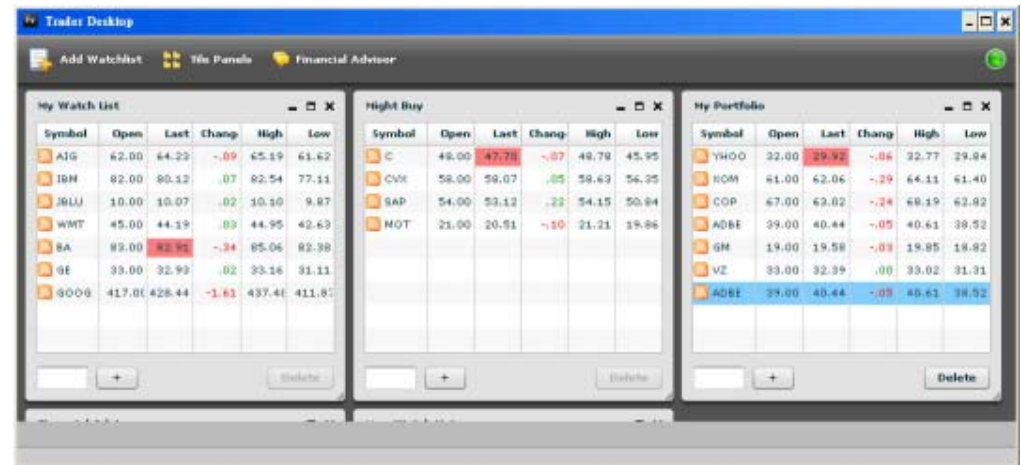
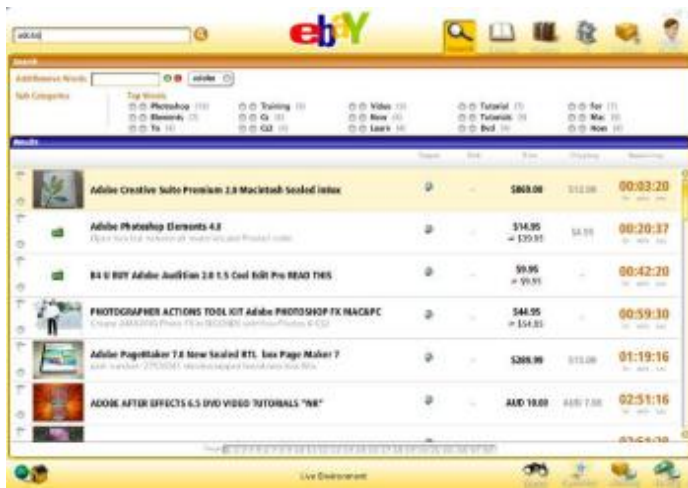
29. _____

(TITLE)

This form was electronically produced by Elite Federal Forms, Inc.

Adobe AIR -- 增加集客力

- 經營品牌，有目標對象
 - e.g. eBay, FedEx
 - 節省使用者時間，並避免沮喪的經驗
 - 入口導向（不需要再由網頁引導，也避免使用者受外者干擾）
- 廣告有關聯性
 - e.g. Adobe Media Player



Flash -- 增加品牌意識

<http://www.thefwa.com>

- 互動性高、吸引力強 → 引起話題，不要浪費客戶時間
- 例如：Favourite Website Awards (2000 - Now)



WINNERS PROFILES INTERVIEWS ARTICLES WALLPAPERS ABOUT NEWSLETTER ADVERTISE JOBS SUBMIT

FILTER: CATEGORY TYPE MONTH: ALL YEAR: ALL SORT: DESCENDING VIEWING: 1-24 of 2069 PREVIOUS NEXT

Is accessible design dull?

COKE + FAITHLESS

URL:
<http://www.coke.com/faithless>

COMPANY:
argonauten G2

DESCRIPTION:
Coke + Faithless is the innovative website with edgy design from Coca-Cola to create visual poetry.

ADD TO DOCK



9 JUN 2007



8 JUN 2007



COKE + FAITHLESS



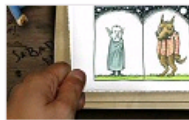
6 JUN 2007



5 JUN 2007



4 JUN 2007



3 JUN 2007



2 JUN 2007



1 JUN 2007



31 MAY 2007



31 MAY 2007



30 MAY 2007



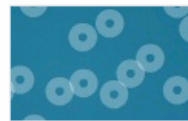
29 MAY 2007



28 MAY 2007



28 MAY 2007



27 MAY 2007



26 MAY 2007



25 MAY 2007



24 MAY 2007



23 MAY 2007



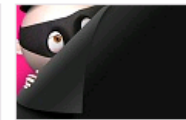
22 MAY 2007



21 MAY 2007

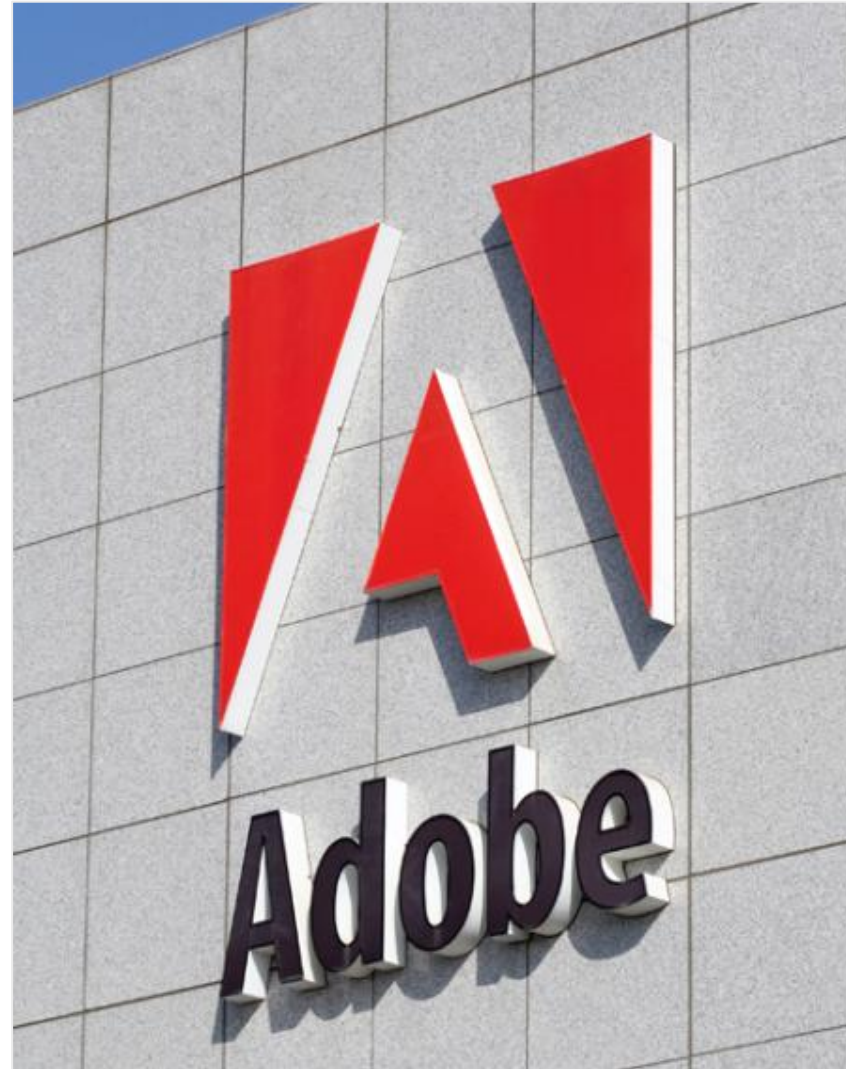


20 MAY 2007



19 MAY 2007

對企業的效益



增加使用性

功能

- 完全掌握使用者體驗過程
- 以體驗導向為設計架構
- 網頁瀏覽器到桌面的一致性
- 豐富媒體的能力
- 網路的彈性
- 桌面存取服務

效益

- 對使用者有更多的價值
- 增加使用性
- 更好的資料與作業維護
- 改變網頁瀏覽器習慣到訂閱者模式



延伸接觸面

功能

- 橋接桌面端及網頁端
- 連接本機端及網路端資料
- 跨越不同的作業系統
- 線上及離線工作
- 容易的網頁佈建

效益

- 增加目標市場
- 解決多數應用問題



充份利用既存的資源

功能

- 利用 HTML, AJAX, Flash, Flex, 或 PDF
- 整合既有的服務與架構
- 利用現有的工具
- 利用既有的發展經驗
- 重覆利用已存在的程式或資產

效益

- 成本便宜
- 更快的通路
- 低複製性
- 低風險



Better by Adobe.™